

## Extension Water Summit

### SUMMARY

**Initiative 2: 'Enhancing and Protecting Water Quality, Quantity and Supply.'**

December 12 and 13, 2012  
The Straughn IFAS Extension Professional Development Center

Prepared by: Lisette Staal, UF Water Institute



Table of Contents

EXECUTIVE SUMMARY.....3

The Water Summit .....6

    The Extension Water Leadership Team.....6

    Summit Goal .....6

    Water Initiative Priorities .....6

    Summit Objectives.....7

EXTENSION WATER SUMMIT SUMMARY .....8

    DAY 1 - Wednesday, December 12, 2012.....8

        Session 1: Water Summit Opening Session .....8

        Session 2: Water Initiative Priorities - A preliminary view from the leadership team .....8

        Session 3: Initiative Priorities – Developing Outcomes, Programs and Audiences .....9

        Session 4: Educational Programs - Prioritizing for Outcomes ..... 10

        Session 5: Educational Programs - Planning for Success..... 12

        Session 6: Summary of Day’s Progress- Outlook for Tomorrow ..... 12

    DAY 2 - Thursday, December 13, 2012..... 13

        Session 7: Getting Started- Review and Day’s Outlook..... 13

        Session 5: Educational Programs - Planning for Success (*rescheduled*) ..... 13

        Session 8/Session 9: Priority Plan of Action - Bringing Educational Programs together, Signature Programs, and Potential Linkages..... 15

        Session 10/11: Extension - Building Support for Action Teams and Implementing and Sustaining the Water Initiative..... 15

        Session 12: Next Steps and closure of Water Summit ..... 19

WATER SUMMIT PARTICIPANTS..... 20

WATER SUMMIT AGENDA ..... 22

## EXECUTIVE SUMMARY

The Extension Water Summit, facilitated by the UF Water Institute, was held on December 12<sup>th</sup> and 13<sup>th</sup>, 2012 and was attended by 70 participants including State and County Faculty, and Administration. The summit focused on IFAS Extension Strategic Initiative 2: Enhancing and protecting water quality, quantity and supply, and the three priorities identified: Priority 1 – Water conservation, Priority 2 – Water quality (agriculture and urban) and Priority 3 – Public awareness of water issues. The Water Summit was designed to help participants better understand how the Water Summit fits into the overall planning for IFAS Extension roadmap and IFAS strategic planning, to form Priority Teams, to engage participants in contributing to each Priority Statewide Plan of Action, and to ensure the implementation of the Extension Water Initiative.

The results of the Water Summit included:

1. Outcomes for each priority drafted.
2. Illustrative Educational programs articulated.
3. Needs listed by Priority Team.
4. Priority Action Teams formed and next steps determined by each team to move forward using information provided by participants during the Summit. Each Priority Action Team will submit an Action Plan by February 4<sup>th</sup>, 2013.
5. Need for a Water Leadership Team for helping with coordination and cross-cutting issues. The participants expressed a need for coordination to continue to move the Water Initiative forward, above and beyond just the Priority Teams. The leadership team will be the liaison of the team members and the Program Leaders as the planning moves forward. Nominations for a Water Leadership Team (from each Priority Action Team) requested by January 15, 2013.
6. Cross-cutting issues impacting overall implementation of a Water Initiative that will require further consideration identified. Issues mentioned include:
  - a) Coordination of the Priority Teams... working together, bigger than sum of its parts, avoid duplication, enhance coordination, synergies and potential linkages.
  - b) Coordination across other Extension Initiatives
  - c) Water Initiative that encourages a watershed scale view (how to help move beyond silos of water quality and quantity)? How will the Water Initiative deal with the interconnectivity of water resources? How can County extension move beyond boundaries of their topics/commodities./ responsibilities and get credit?

d) Rewarding for cross-cutting work - How can we encourage all county agents and specialists to commit some time to water, messaging, etc. This will require administrative support. Recognizing and rewarding dedication of time to water initiative priorities -- Rewards for Initiative work – recognizing that it is extra work, often above and beyond, no way to report. Are there ways to standardize reporting across priorities (across Extension?) that will encourage teamwork and collaboration? Evaluation/reporting- is there some way to show work in WATER -- Long term CEUs' (for example, environmental stewardship certificate). There is a need for common evaluation of programs, common metrics, and ways of reporting. Disconnects on reporting that were mentioned –

- Extension faculty gets credit only for working on our own programs. How to get credit when reporting on water work done in education of youth, 4-H, for example?
- How can we work on others programs to support collaboration, synergies, and potential linkages among programs?
- There is a need to get credit for collaborating on teams and not just creating programs alone.

e) Need for access to information on Water Programs and Expertise - Centralized systems of programs inventory, provide access/sharing, combining) potential linkages--- increase awareness of water programs in CALS classes, make it easy to not duplicate and link where appropriate. There is a need for a Program Inventory for easy and coordinated access to existing programs and curricula.

f) Promotion of Water Initiative (UF/IFAS) activities- --- Quality control of activities across the water initiative--- Branding, social marketing, awareness, media image building, marketing, PSAs -- All participants in programs recognized – for example “I’m blue, how about you?” – signs in yards, certifications, buttons for all priorities- Prepared messages in school systems? IFAS Extension is a “well-kept secret.” How can marketing, social media, etc. be used to enhance the outreach of what IFAS does in Water... at all levels

g) Communication issues - How to convey disconnections between the known science and the client’s practice in often politically charged situations? Dealing with conflict and conflict resolution when communication science to clients.

h) Program Assistants

Next steps identified included:

1. **Develop Priority Action Plans** - Priority Action Teams (based on the steps individually established by each team, will develop an action plan to be posted on the Extension Roadmap website. The Action Plan will be submitted to Joan Dusky, Marty Main, Wendy Graham and Lisette Staal by February 4<sup>th</sup>.
2. **Establish the Water Leadership Team** – nominations (2 from each priority team) will be made to Joan Dusky within the next month, January 15, 2013. Joan wants the leadership team to guide and help the priority teams with the big issues- to work on barriers so that they can do their job.
3. **Extension Program Leaders meet monthly.** They will discuss the Water Initiative issues across other initiatives and keep the Water Leadership team and Water Initiative faculty group engaged as the extension roadmap and IFAS strategy develops.
4. **Potential meeting of the WATER INITIATIVE faculty group**– Joan would be supportive of a meeting before the EPAF meeting, if necessary and appropriate. This will be determined as the actions move forward.

## The Water Summit

The UF Water Institute is working with UF/IFAS Extension to support its efforts to formulate a statewide plan for Water Programs that reflects the educational priorities and future directions identified during the UF/IFAS Extension Long Range planning process for **Strategic Initiative 2: Enhancing and protecting water quality, quantity and supply.** The UF Water Institute facilitated the Water Leadership Team efforts to develop and implement the Water Summit. The Extension Water Summit was held on December 12<sup>th</sup> and 13<sup>th</sup>, 2012 at the Straughn IFAS Extension Professional Development Center in Gainesville, Florida. Over the two days, it was attended by 73 participants including State and County Faculty, and Administration.

## The Extension Water Leadership Team

- Joan Bradshaw, County Extension Director and Extension Agt IV, Ph.D. Citrus County
- Mark Clark, Associate Professor, Ph.D., Soil and Water Science Department
- Mike Dukes, Interim Chair and Professor, Ph.D., Environmental Horticulture
- Joan Dusky, Associate Dean and Professor, Ph.D., Office of Dean for Extension and Florida Cooperative Extension Office. (administrative advisor)
- Wendy Graham, Professor and Director, UF Water Institute, Ph.D., Agricultural and Biological Engineering,
- Dorota Haman, Professor and Chair, Ph.D., Agricultural and Biological Engineering (administrative advisor)
- Karl Havens, Professor and Program Director, Ph.D., Florida Sea Grant College
- BJ Jarvis, County Extension Director and Extension Agent IV, M.S., Pasco County - South Central
- Pierce Jones, Assistant Program Director and Professor, Ph.D., Energy Extension Service
- Shannon McGee, Extension Agent I, B.S., Polk County - South Central
- Kati Migliaccio, Associate Professor, Ph.D., Tropical REC - Homestead
- Kelly Morgan, Associate Professor, Ph.D., Southwest Florida REC - Immokalee
- Ramesh Reddy, Graduate Research Professor and Chair, Ph.D., Soil and Water Science (administrative advisor)
- Joseph Schaefer, Professor and District Director, Ph.D., Office of District Directors (administrative advisor)

**Facilitator:** Lisette Staal, Program and Research Coordinator, UF Water Institute

**Summit Goal:** Bring together County and State Faculty to form Action Teams to develop the 2013 **Statewide Plan of Action** for each of the three Priorities in Initiative 2.

## Water Initiative Priorities

**Priority1 – Water conservation.** Conserve Florida’s finite water resources by teaching rural, suburban and urban audiences about the value of water resources to Florida’s ecology and economy and how to more efficiently use water and recycled wastewater to reduce overall water

consumption. *Priority1 Sub-committee - Joan Bradshaw, Michael Dukes, Pierce Jones, and Kati Migliaccio*

**Priority 2 – Water quality.** Maintain and improve the quality of Florida’s water resources by teaching target audiences about the value of natural ecosystems to Florida’s economy, the impacts of degraded water quality on ecosystems and how to implement agricultural Best Management Practices, Green Industries Best Management Practices, Florida-Friendly Landscaping principles, and low impact development standards to minimize these impacts. *Priority 2 Sub-committee - Mark Clark, Karl Havens, BJ Jarvis, Kelly Morgan, and Ramesh Reddy*

**Priority 3 –Public awareness of water issues:** Improve Floridian’s knowledge about the value of water resources to Florida’s ecology and economy and how water allocation, use, and quality impact Florida’s water resources. *Priority 3 Sub-committee - Joan Dusky, Wendy Graham, Dorota Haman, Shannon McGee, and Joseph Schaefer*

**Summit Objectives:** The participants will:

1. Understand how the Water Summit fits into the overall planning for IFAS Extension roadmap and IFAS strategic planning.
2. Contribute to the development of a Water Initiative Statewide Plan of Action around each Priority
  - a) Specifically focusing on Outcomes and Impacts, Audiences and Educational Programs
  - b) Identify needs and suggest administrative support and professional development needed for faculty to develop and implement the programs to reach the outcomes identified
3. Form teams and determine next steps to
  - a) Complete the Statewide Plan of Action for each PRIORITY in the Water Initiative.
  - b) Ensure the implementation of the Extension Water Initiative to reach the OUTCOMES outlined in the Statewide Plan of Action, and to contribute toward IFAS Strategic Plan.

## EXTENSION WATER SUMMIT SUMMARY

### DAY 1 - Wednesday, December 12, 2012

#### Session 1: Water Summit Opening Session - Welcome and Setting the Context, Getting Started

- Joan Dusky, Associate Dean and Professor, Ph.D., Office of Dean for Extension and Florida Cooperative Extension Office

Dr. Dusky provided a brief introduction to the Water Summit encouraging creative, innovative to work smart with our people and resources, to do 1-2 things very well, not do lots of things just good. She noted that Water is the most critical issue in Florida: complex, emotional, and political.

- Nick Place, Dean and Professor, Ph.D. Office of Dean for Extension and Florida Cooperative Extension Office

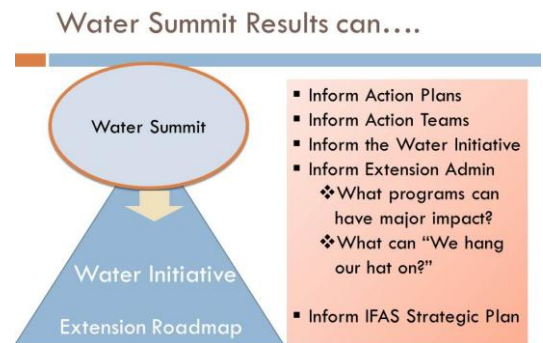
Dr. Nick Place noted that Water came out as a high priority issue over the last year of the Extension long term planning listening sessions. He encouraged the participants to do big, bold thinking on how to frame water education to show long-term outcomes and impacts making a difference to society.

- Dr. Wendy Graham, Professor and Program Director, Ph.D., UF Water Institute

Dr. Wendy Graham described the UF Water Institute and its role in building interdisciplinary teams for addressing complex water issues from multiple perspectives at the University of Florida. The Water Institute is assisting with the Extension Water Initiative, and facilitating the Water Summit.

- Ms. Lisette Staal, Workshop Facilitator, Program Coordinator, UF Water Institute

Ms. Lisette Staal provided background on the planning process and set the context of working together to get the workshop off to a collaborative start. [Getting Started PowerPoint](#).



#### Session 2: Water Initiative Priorities - A preliminary view from the leadership team

The leadership gave brief presentations on each priority (Conservation, Quality, Awareness) as a basis for getting started on exploring potential outcomes, programs and audience. These presentations were based on the [Handout of Priority Outcomes and Programs](#), distributed to the participants, and developed by the leadership subcommittees.



- [Priority: Water Conservation](#), Michael Dukes, Interim Chair and Professor, Ph.D., Environmental Horticulture
  - Leadership subcommittee - *Joan Bradshaw, Michael Dukes, Pierce Jones, and Kati Migliaccio*
- [Priority : Water Quality](#), Mark Clark, Associate Professor, Ph.D., Soil and Water Science
  - Leadership subcommittee - *Mark Clark, Karl Havens, BJ Jarvis, Kelly Morgan, and Ramesh Reddy*
- [Priority: Public Awareness of Water Issues](#), Shannon McGee, Extension Agent I, B.S., Natural Resources, Polk County, South Central District
  - Leadership subcommittee - *Joan Dusky, Wendy Graham, Dorota Haman, Shannon McGee, and Joseph Schaefer*

### Session 3: Initiative Priorities – Developing Outcomes, Programs and Audiences

Participants developed outcomes, identified existing programs and suggested new programs to address any recognized gaps, for each Priority. Starting in a discussion group focused on the INITIATIVE PRIORITY they had identified during registration for the Summit, the participants had a chance to contribute to other groups during the session. By the end of this session, each of the PRIORITY Groups had agreed on a set of revised OUTCOMES for their group, and related educational programs.

#### **Group 1: PRIORITY - Water Conservation**

- OUTCOME 1: Reduce water use in the landscape
- OUTCOME 2: Increase agricultural irrigation efficiency.
- OUTCOME 3: Reduce water use in residential and commercial properties
- OUTCOME 4: Increase water reuse and water recycling for agriculture and urban

#### **Group 2: PRIORITY - Water Quality - Agriculture**

- Overarching OUTCOME: Improved H2O Quality (watershed scale)
- OUTCOME 1: Increased Implementation of Agricultural BMPS (Water Quality BMPS)
- OUTCOME 2: Increased awareness of impacts and connectivity of agricultural stakeholders at watershed scale.

#### **Group 3: PRIORITY - Water Quality - Urban**

- Overarching OUTCOME: Improved H2O Quality (watershed scale)
- OUTCOME 1: Increased understanding of relationships of water quality and human practices in the environment.
- OUTCOME 2: Education about regulation and policies(for ex: numeric nutrient criteria)
- OUTCOME 3: Increased integration of urban water quality related BMPs and alternative development practices
- OUTCOME 4: Increased Implementation of Agricultural BMPS (Water Quality BMPS)

#### **Group 4: PRIORITY - Public Awareness of Water Issues**

- OUTCOME 1: Diversify and increase water program audiences (*stop preaching to the choir*)
- OUTCOME 2: Increase knowledge, awareness, skills, aspirations (*to address water blindness, instill a water ethic, help understand the “why”*)
- OUTCOME 3: Behavior change (e.g. *increased citizen action via community service projects, community engagement officers, interactions with policy makers, policy makers use research-based data to create change, i.e. projections of water use data for making county level planning/permitting decisions*)
- OUTCOME 4: Conservation and water quality outcomes (above) are achieved and resources are protected (*as a result of public awareness and involvement*)

#### **Session 4: Educational Programs - Prioritizing for Outcomes**

Reminded of keeping in mind the big picture of ways the Water Initiative could make an impact the participants considered potential CRITERIA for considering which Education Programs might float to the top for consideration during this workshop. Coming into the workshop, the Leadership Team had considered and suggested some potential criteria, including:

- Could it rise to State level interest?
- Potential for impact (local, regional, state)?
- Feasible – expertise, resources, proven science, adequate research, measurable outputs?
- Legislative requirements?
- Where needed (region, statewide), who needs it?
- Funding potential?

Asked about other criteria that could/should be considered, participants suggested:

- “Does it work? (Education) right people, diverse audience.
- “Is education the answer? Do we need to deal with social aspect of barriers first
- “Will behavior change?
- “Does it strategically link policy action partnerships education etc.
- “Are there opportunities to merge programs to have bigger impact overall
- “Can it reach multiple audience adapt language, education level;
- “What’s economic value, state level
- “Ability to cut across the state with common message; also ability for common reporting
- “Are we teaching to the 21<sup>st</sup> century learners
- “Is it unique to Extension
- “Does it promote incentives for change (emotional/social component)
- “ID barriers BEFORE developing programs

Participants then broke into discussion groups by PRIORITY (Conservation, Quality (AG), Quality (Urban), and Awareness). Based on the potential criteria and their previous discussions, the groups added any education programs that were missing (including new and innovative programs) and selected three education programs to achieve the outcomes in each priority area.

The results were 14 educational programs listed on the next page. Although this was done as an exercise for the Water Summit, and was not meant to determine the top programs, it does give a sense of the types of programs to be prioritized as the Priority Action Teams enter into conversations to finalize Priority Action Plans for the Water Initiative following the Water Summit. Session 4 group discussion results-Sample Key Extension Education Programs by Priority:

### **Group 1: PRIORITY - Water Conservation**

1. Irri"igator" Certification
  - Agricultural and urban
  - Increase agriculture irrigation efficiency
  - Reduce water use in the landscape
2. FFL & GI-BMP
  - Urban and commercial
  - Reduce water use in the landscape
3. "Water Signals" - Social/cultural program
  - Agriculture and urban
  - (cross-cutting)

### **Group 2: PRIORITY - Water Quality – Agriculture**

4. Legal or regulatory framework for BMPs
  - Internal training – IFAS
    - (program delivery development)
  - External training
5. BMP Implementation Teams
6. Water School for agricultural stakeholders by basin
7. Watershed specific In-service training

### **Group 3: PRIORITY - Water Quality – Urban**

8. Florida Friendly Landscaping
9. Florida Lakewatch
10. BMP Programs

### **Group 4: PRIORITY - Public Awareness of Water Issues**

11. "Water Schools" – audience – decision makers
12. Watershed Steward/Master program – audience- citizens
13. Youth/Educator Watershed Training (with Project WET; Give Water A Hand(UWEx))
14. Modules for other programs (for people who will not come to other "water" programs.
  - FFL ---Master Naturalist ----Master Gardener ----Sustainable Floridians – Ag/urban BMP programs, GI-BMP, etc.

Several themes were mentioned and highlighted by the participants during the presentation of the range of Education Programs selected during this session.

These cross-cutting themes included:

- **AUDIENCE** (recognizing diversity in audiences and knowing and defining audience is critical);
- **ADAPTABLE** (being able to use and adapt to appropriate situations (Local, regional, State) – one size does not fit all); and
- **COMBINING** (lots of programs exist, opportunities to combine, link, coordinate and not duplicate programs should be considered).

In addition, several **GAPS** (not mentioned during presentations of Educational Programs) were mentioned by participants that should be considered when identifying and planning Educational Programs. These included the need for tools to understand and address diverse audiences, to understand why what we are teaching is not implemented (what incentivizes people?), to reach a “New Audience.” A focus is needed on the home (potential link with FCS), the energy/water nexus to look at the true cost of water for energy (potential link with PREC), and climate (potential link with ANREP, Clyde Fraisse in ABE). Partnering with external programs also was mentioned including the need to nurture linkages with 4-H, School Programs, Civic Programs, Natural Resources Leadership Institute (NRLI), and others.

**Session 5: Educational Programs - Planning for Success** - *note that due to time constraints, adjustments were made to the agenda to move Session 5 to Thursday morning, in order to provide enough time to focus on Educational Programs before moving on to Priority Action Plans.*

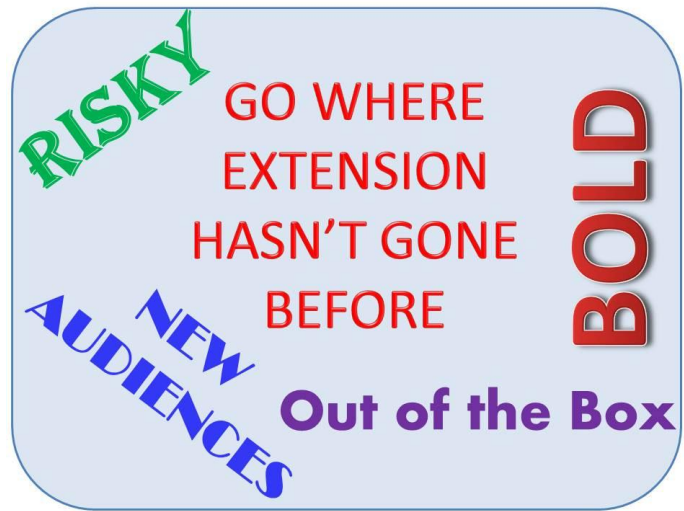
### **Session 6: Summary of Day’s Progress- Outlook for Tomorrow**

Although the participants felt they had made significant progress during the day, it became clear that there were concerns over definitions of OUTCOMES, IMPACTS, and OBJECTIVES and specifically how a Plan of Action should look. The participants were referred to the website hosting the Extension Roadmap, indicating that what we are developing in the Water Summit is a framework within which educational programs would fit. The details of an action plan were not as important as the overall framework. In addition, several issues that had been mentioned throughout the day, and perceptions of administration expectations, were still on the minds of the participants as they considered how they would move forward the following day on developing a Priority Plan of Action. Some concerns on limitations of current reporting requirements were seen as a barrier to moving forward.

Several of the issues had appeared on the “Holding Pond” flipchart to be revisited and were later incorporated into the discussion of support needs in Session 10/11.

**DAY 2 - Thursday, December 13, 2012**  
**Session 7: Getting Started- Review and Day's Outlook**

Dr. Joan Dusky, Associate Dean and Professor, Ph.D., Office of Dean for Extension and Florida Cooperative Extension Office, opened the second day of the workshop by having people identify how long they had been at the University of Florida. The range was from less than one year to 39 years. She noted that with over 800 members in IFAS, and people in collaborating agencies, there is a large diversity and strong skill set. She encouraged the participants to look beyond specific individual work plans, concerns about individual reporting and the details of what a priority plan of action would look like. Rather, she encouraged the “can do attitude” that she felt in the room yesterday, and challenged the group to think innovatively, outside of the box, to go where Extension hasn’t gone before and to consider the broader, bigger picture during this Summit. She is hoping for people to commit to **PRIORITY ACTION TEAMS** to carry the planning forward (about a year commitment).



**Water Summit Agenda**

WEDNESDAY	THURSDAY
<ul style="list-style-type: none"> <li>□ <b>Water Initiative Priorities</b> <ul style="list-style-type: none"> <li>□ A preliminary view from the leadership team</li> <li>□ Developing Outcomes, Programs and Audiences</li> </ul> </li> <li>□ <b>Educational Programs</b> <ul style="list-style-type: none"> <li>□ Prioritizing for Outcomes</li> </ul> </li> <li>□ <b>Planning for Success (moved to Thursday)</b></li> </ul>	<ul style="list-style-type: none"> <li>□ <b>Education Program-Planning for Success</b></li> <li>□ <b>Priority Plan of Action</b> <ul style="list-style-type: none"> <li>□ Potential Linkages and 'Signature' Programs</li> <li>□ Building Support for Action Teams</li> </ul> </li> <li>□ <b>Water Initiative</b> <ul style="list-style-type: none"> <li>□ Implementing and Sustaining</li> </ul> </li> <li>□ <b>Building Support</b></li> <li>□ <b>Next Steps</b> <ul style="list-style-type: none"> <li>□ Who, What, When?</li> </ul> </li> </ul>

Lisette Staal introduced the day’s revised agenda and reminded the participants of the overall objectives of the Water Summit. The plan for the day included time to explore the Educational Programs suggested the previous day. In addition, the group would establish Priority Teams to work on finalizing a Plan of Action; Discuss coordination and support issues needed to support teams and water Initiative; Address several items that are floating in the holding pond; and Determine next steps.

**Session 5: Educational Programs - Planning for Success (rescheduled)**

For each of the 14 Educational Programs identified by the groups on Wednesday, participants were asked to choose one that they would be most interested in developing. They were asked to articulate program objectives, educational methods, metrics and evaluation methods and to be prepared to share the EDUCATIONAL PROGRAM with the larger group.

The original 14 (new or current) Educational Programs identified by the groups are listed below:

1. Irri"igator" Certification
  - Agricultural and urban
  - Increase agriculture irrigation efficiency
  - Reduce water use in the landscape
2. FFL & GI-BMP
  - Urban and commercial
  - Reduce water use in the landscape
3. "Water Signals" - Social/cultural program
  - Agriculture and urban
    - (cross-cutting)
4. Legal or regulatory framework for BMPs
  - Internal training – IFAS
  - (program delivery development
  - External training
5. BMP Implementation Teams
6. Water School for stakeholders by basin
7. Watershed specific-service training
8. Florida Friendly Landscaping
9. Florida Lakewatch
10. BMP Programs
11. "Water Schools" – audience – decision makers
12. Watershed Steward/Master program – audience- citizens
13. Youth/Educator Watershed Training (with Project WET; Give Water A Hand(UWEx))
14. Modules for other programs (for people who will not come to other "water" programs.
  - a. FFL ---Master Naturalist ----Master Gardener ----Sustainable Floridians – Ag/urban BMP programs, GI-BMP, etc.

As breaking into groups for discussion the participants decided that several of the programs should be combined. The following combinations were made:

- #2, #8 and #10 met together
- #4 and #5 met together
- #6 and #7 met together
- #11, #12 and #13 met together

Each group worked together to develop a brief description of the Educational Program including details related to program objectives, educational methods, metrics and evaluation methods. After brief presentations from each group, the details were available to the PRIORITY TEAMS during later sessions.

## Session 8/Session 9: Priority Plan of Action - Bringing Educational Programs together, Signature Programs, and Potential Linkages

Revisiting the Extension Roadmap and the need for a Plan of Action, Lisette Staal briefly shared the template of a [Plan of Action Guide](#) (provided by Extension Administration as general guidance) and a link to the [Extension Roadmap](#) to show an example of a completed Plan of Action by another initiative. This was only as a guide and not to be seen as a detailed expectation. Lisette reiterated that for the Water Summit, we had been looking at the

- Situation
- Outcomes
- Educational Programs
- Methods/Metrics/Evaluation
- Needs

Participants were asked to join the group that best reflected the Initiative Priority that they would be most interested in working with beyond the Summit. Participants were asked to first identify the ACTION TEAM that will move the Priority Plan of Action forward following the Summit. Based on the Outcomes identified and Educational Programs articulated yesterday, participants were asked to develop input for drafting a PRIORITY PLAN OF ACTION (Situation, Outcomes, Programs, and Audiences). Discussion guiding questions included:

- ❑ Who is the action team?
- ❑ What more is needed to complete an action plan?
- ❑ What opportunities for connecting across priorities?
- ❑ Are there potential “signature programs” in your priority? What will it take to identify and promote “signature programs”?
- ❑ What will it take to flesh out (*implement*) a full action plan?

## Session 10/11: Extension - Building Support for Action Teams and Implementing and Sustaining the Water Initiative

**Priority Action Team’s** presented the results of their planning discussion. They introduced the team members (both present and not), share the status of their plans, the plans to complete them, and what the teams need to move forward. Flipcharts were taken by each of the PRIORITY teams and the information will be incorporated into their action plans. These plans will include NEEDS articulated by the group. The PRIORITY ACTION TEAMS ARE:

### **Water Conservation Priority Action Team**

Co-leads: Lynn Barber, Wendy Wilber, Esen Momol

- Lynn Barber, Hillsborough County
- Joan Bradshaw, Citrus County
- Nichelle Demorest, Columbia County
- Michael Dukes, University of Florida
- Gary England, Lake County
- Glen Israel, University of Florida
- Robert Kluson, Sarasota County

- Gary Knox, NFREC-EH
- Keri Leymaster, Orange County
- Gene McAvoy , Henry County
- Kati Migliaccio, Tropical REC
- Esen Momol, UF- Florida Friendly Landscaping
- Kelly Morgan, Southwest REC
- Guillermo Salazar, Miami Dade County
- Joe Sowards, Putnam County
- Tom Wichman, State Master Gardener Coordinator
- Wendy Wilber, Alachua County

### **Water Quality, Agriculture\* Priority Action Team**

Lead: Mark Clark

- Sanjay Shukla
- Jeff Ullman
- Tatiana Borisova
- Courtney Davis
- Michael Jensen
- Bridget Carlisle
- Brian Boman
- Dan Cantliffe
- Teresea Olcheck
- Lincoln Zoterrelli
- Leslie Sturmer

*(\* note that the question of whether Agriculture and Urban Water Quality should be one or two groups was briefly discussed and it was agreed that for the moment, the two separate groups should develop their plans and meet together later for possible merging.)*

### **Water Quality, Urban\* Priority Action Team**

Lead: Susan Haddock; co-lead Don Rainey

- Susan Haddock, Commercial Horticulture/IPM/Small Farms Agent , Hillsborough County Extension
- Don Rainey, GI-BMP Statewide Program Coordinator Agent , Sarasota County Extension Service
- Michelle Atkinson, Florida Friendly Landscaping Program, Manatee County Extension Service
- Jane Morse, Commercial Horticulture Agent II, Pinellas County Extension Service
- Erin Harlow, Commercial Horticulture Agent, Duval County Extension
- Gurpal Toor, Ph.D., Assistant Professor, Soil and Water Science, Gulf Coast Research and Education Center
- Scott Jackson, Florida Sea Grant Agent, Bay County Extension Service
- Laurie Trenholm, Ph.D., Professor, Environmental Horticulture



*Potential Team Members- Water Quality, Urban\* Priority Action Team*

- Bryan Unruh, Ph.D. , Associate Professor, Turfgrass Specialist, Northwest Florida Research and Education Center
- Mark Hoyer, Assistant Director, Florida Lake Watch, School of Forest Resources and Conservation

**Public Awareness of Water Issues Priority Action Team**

Tentative Co-leads: BJ Jarvis and Shannon McGee

- Chris Martinez
- Paul Monahan
- Gabby Milch
- Gail Hansen
- Liz Feltzer
- Amy Morie
- Audrey Norman
- Judy Ludlow
- Jennifer Pelham
- Chuck Cachira
- Lara Miller
- BJ Jarvis
- Will Sheftall
- Tatiana Borisova
- Lynn Barber
- Kathleen Rupert

*Not in Attendance but could be a great addition to the Public Awareness of Water Issues Priority Team: Liz Bolton, Randy Cantrell, Mike Gutter, Jennie Jump FCS, Dale Armstrong (Pinellas), Mia McGuire, Chris Verlinde (Santa Rosa), Martha Monroe, Shawn Steed (Shawn has already agreed to be on the team)*

**Support needs, in addition to individual priority team needs,** were mentioned during the discussions. These included bigger-picture, cross-cutting issues impacting overall implementation of a Water Initiative that will require further consideration identified. Several of the “Holding Pond” issues from the previous day were also mentioned again. . Cross-cutting issues needing further attentions, appear below:

1. Coordination of the Priority Teams... working together, bigger than sum of its parts, avoid duplication, enhance coordination, synergies and potential linkages.
2. Coordination across other Extension Initiatives

3. Water Initiative that encourages a watershed scale view (how to help move beyond silos of water quality and quantity)? How will the Water Initiative deal with the interconnectivity of water resources? How can County extension move beyond boundaries of their topics/commodities./ responsibilities and get credit?
  
4. Rewarding for cross-cutting work - How can we encourage all county agents and specialists to commit some time to water, messaging, etc. This will require administrative support. Recognizing and rewarding dedication of time to water initiative priorities -- Rewards for Initiative work – recognizing that it is extra work, often above and beyond, no way to report. Are there ways to standardize reporting across priorities (across Extension?) that will encourage teamwork and collaboration? Evaluation/reporting- is there some way to show work in WATER -- Long term CEUs' (for example, environmental stewardship certificate). There is a need for common evaluation of programs, common metrics, and ways of reporting. Disconnects on reporting that were mentioned –
  - a. Extension faculty gets credit only for working on our own programs. How to get credit when reporting on water work done in education of youth, 4-H, for example?
  - b. How can we work on others programs to support collaboration, synergies, and potential linkages among programs?
  - c. There is a need to get credit for collaborating on teams and not just creating programs alone.
  
5. Need for access to information on Water Programs and Expertise - Centralized systems of programs inventory, provide access/sharing, combining) potential linkages--- increase awareness of water programs in CALS classes, make it easy to not duplicate and link where appropriate. There is a need for a Program Inventory for easy and coordinated access to existing programs and curricula.
  
6. Promotion of Water Initiative (UF/IFAS) activities- --- Quality control of activities across the water initiative--- Branding, social marketing, awareness, media image building, marketing, PSAs -- All participants in programs recognized – for example “I’m blue, how about you?” – Signs in yards, certifications, buttons for all priorities- Prepared messages in school systems? IFAS Extension is a “well-kept secret.” How can marketing, social media, etc. be used to enhance the outreach of what IFAS does in Water... at all levels
  
7. Communication issues - How to convey disconnections between the known science and the client’s practice in often politically charged situations? Dealing with conflict and conflict resolution when communication science to clients.
  
8. Program Assistants

## Session 12: Next Steps and closure of Water Summit

The participants expressed a need for coordination to continue to move the Water Initiative forward, above and beyond just the Priority Teams. Joan Dusky shared her thoughts on the outcomes of the Water Summit discussions and suggested that a leadership team will be recruited and comprised of Priority Team members. The leadership team will be the liaison of the team members and the Program Leaders as the planning moves forward

1. **Develop Priority Action Plans** - Priority Action Teams (based on the steps individually established by each team, will develop an action plan to be posted on the Extension Roadmap website. The Action Plan will be submitted to Joan Dusky, Marty Main, Wendy Graham and Lisette Staal by February 4<sup>th</sup>.
2. **Establish the Water Leadership Team** – nominations (2 from each priority team will be made to Joan Dusky within the next month. Joan wants the leadership team to guide and help the priority team with the big issues- to work on barriers so that they can do their job.
3. **Program Leaders will meet monthly.** They will discuss the Water Initiative issues across other initiatives and keep the Water Leadership team engaged as the extension roadmap and IFAS strategy develops.
4. **Potential meeting of the WATER INITIATIVE** – Joan would be supportive of a meeting before the EPAF meeting, if necessary and appropriate. This will be determined as the actions move forward.

## WATER SUMMIT PARTICIPANTS

<b>Last Name</b>	<b>First Name</b>
Atkinson	Michelle
Barber	Lynn
Bell	Debora
Boman	Brian
Borisova	Tatiana
Bradshaw	Joan
Cantliffe	Dan
Cichra	Chuck
Clark	Mark
Cohen	Jamie
Davis	Courtney
Demorest	Nichelle
Dukes	Michael
Dusky	Joan
England	Gary
Felter	Liz
Fisher	Paul
Graham	Wendy
Haddock	Susan
Haman	Dorota
Hansen	Gail
Harlow	Erin
Hoyer	Mark
Jackson	Scott
Jarvis	BJ
jENSEN	Michael
Jones	Pierce
Kipp	Jennison
Kluson	Robert
Knox	Gary
Lamm	Alexa
Leymaster	Keri
Ludlow	Judy
Lusher	Rick
MAIN	MARTIN
Martinez	Chris

SUMMARY - Extension Water Summit- Initiative 2: 'Enhancing and Protecting Water Quality, Quantity and Supply.'  
December 12 and 13, 2012

McAvoy	Gene
McGee	Shannon
McKee	Kathleen
Migliaccio	Kati
Milch	Gabrielle
Miller	Lara
MOMOL	ESEN
Monaghan	Paul
Monroe	Martha
Morgan	Kelly
Morie	Amy
Morse	Jane
Norman	Audrey
Obreza	Tom
Olczyk	Teresa
Pelham	Jennifer
Popenoe	Juanita
Post	Annemarie
Rainey	Don
Ruppert	Kathleen
Saft	Carolyn
Salazar	Guillermo
Sewards	Joe
Sheftall	Will
Shukla	Sanjay
Staal	Lisette
Stauderman	Karen
Sturmer	Leslie
Toor	Gurpal
Trenholm	Laurie
Ulman	Jeff
Vavrina	Charlie
WILBER	WENDY
Yeager	Tom

## WATER SUMMIT AGENDA

Available On-line – [Click Here](#)

### DAY 1 - Wednesday, December 12, 2012

TIME	Session and Activity
8:15	<b>Registration and Coffee</b>
9:00 – 10:00	<p><b>Session 1: Water Summit Opening Session</b></p> <p>Welcome and Setting the Context</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Joan Dusky, Associate Dean and Professor, Ph.D., Office of Dean for Extension and Florida Cooperative Extension Office</li> <li><input type="checkbox"/> Nick Place, Dean and Professor, Ph.D. Office of Dean for Extension and Florida Cooperative Extension Office</li> <li><input type="checkbox"/> Dr. Wendy Graham, Professor and Program Director, Ph.D., UF Water Institute</li> </ul> <p>Getting Started</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Lisette Staal, Workshop Facilitator, Program Coordinator, UF Water Institute</li> </ul>
10:00 – 10:45	<p><b>Session 2: Water Initiative Priorities - A preliminary view from the leadership team</b></p> <p>The leadership team will provide brief presentations on each priority as a basis for getting started on exploring potential outcomes, programs and audience</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Priority: Water Conservation, Michael Dukes, Interim Chair and Professor, Ph.D., Environmental Horticulture</li> <li><input type="checkbox"/> Priority : Water Quality, Mark Clark, Associate Professor, Ph.D., Soil and Water Science</li> <li><input type="checkbox"/> Priority: Public Awareness of Water Issues, Shannon McGee, Extension Agent I, B.S., Natural Resources, Polk County, South Central District</li> </ul> <p><b>Discussion - Questions and Clarifications</b></p>
10:45 – 11:00	<b>BREAK</b>
11:00--12:30	<p><b>Session 3: Initiative Priorities – Developing Outcomes, Programs and Audiences</b></p> <p>Participants will work together to develop outcomes, identify existing programs that will help reach those outcomes, and suggest new programs to address any recognized gaps, for each Priority.</p> <ul style="list-style-type: none"> <li>Group 1: Priority 1 (Conservation)</li> <li>Group 2: Priority 2 a. (Quality) Urban</li> <li>Group 3: Priority 2 b. (Quality) Agriculture</li> <li>Group 4: Priority 3 (Public Awareness)</li> </ul>

SUMMARY - Extension Water Summit- Initiative 2: 'Enhancing and Protecting Water Quality, Quantity and Supply.'  
December 12 and 13, 2012

	<b>Discussion</b> – Sharing and Reflection
12:30 – 1:30	LUNCH
1:30 – 3:00	<p><b>Session 4: Educational Programs - Prioritizing for Outcomes</b></p> <p>Participants will build on results of previous session, to prioritize and select three education programs (new and/or existing) to achieve the outcomes in each priority area.</p> <p><b>Discussion</b> - Prioritized lists of Educational Programs</p>
3:00 – 3:15	Break
3:15 – 4:45	<p><b>Session 5: Educational Programs - Planning for Success</b></p> <p>For the selected educational programs identified by the groups, participants will articulate program objectives, educational methods, metrics and evaluation methods and identify a relevant Super Issue.</p> <p><b>Discussion</b>- Share Education Programs</p>
4:45 – 5:00	<b>Session 6: Summary of Day’s Progress- Outlook for Tomorrow</b>
5:00 – 6:00	<b>Social – (Cash bar)</b> networking and chance to visit on education programs articulated

## Extension Water Summit Agenda

### DAY 2 - Thursday, December 13

TIME	Session and Activity
8:15	<b>Registration and Coffee</b>
8:30 – 8:45	<b>Session 7: Getting Started- Review and Day’s Outlook</b>
8:45 –10:15	<p><b>Session 8: Priority Plan of Action - Bringing Educational Programs together</b></p> <p>Based on the Outcomes identified and Educational Programs articulated yesterday, participants will develop input for drafting a PRIORITY PLAN OF ACTION (Situation, Outcomes, Programs, and Audiences), and Identify ACTION TEAM (s) that will move the plan of action forward.</p> <p>Discussion: Report on status of Plan of Action for each Priority</p>
10:15-10:30	Break
10:30 –12:00	<p><b>Session 9: Water Initiative: Potential Linkages and ‘Signature’ Programs</b></p> <p>Based on what was heard regarding educational programs developed in the other Priorities the group will suggest initial ideas/opportunities they see for potential synergies across other programs, priorities, initiatives and regions/districts. What are some signature programs that will “set us apart?”</p> <p>Discussion: Potential synergies across other programs, priorities, initiatives and regions/districts? What are some Challenges and Opportunities for forging these linkages? What are some preliminary recommendations on signature programs?</p>
12:00 – 1:00	LUNCH
1:00 – 2:30	<p><b>Session 10: Extension - Building Support for Action Teams</b></p> <p>What Action Teams do we have identified? What do these teams need to move forward? What administrative support needed for faculty to develop and implement the programs?</p> <p>Discussion – Recommendations - Support Needs by priority and across Initiative</p>
2:30-2:45	Break



2:45 – 4:00	<p><b>Session11: Extension - Implementing and Sustaining the Water Initiative</b></p> <p>What is needed to ensure the implementation and success of the Water Initiative and its programs? What is needed to support coordination and continued development of programs?</p> <p>Reflections from the Agriculture and Natural Resource Program Leaders</p>
4:00 – 4:30	<p><b>Session 12: Next Steps and closure of Water Summit</b></p>