



Outreach Committee Summary June 6, 9:00 AM – 12:00 PM (MST)



OC Members: Tonya Kieffer-Selby (Chair, UDWR), Justyn Liff (BOR), Rachel Gonzales (CPW np), Melissa Trammell (NPS np), Tom Pitts (Water Users), Adriana Zorilla (FWS R6 np), Erik Skeie (CWCB np), Leslie James (CREDA), Colleen Cunningham (NMISC), Courtney Harris (WAPA np)

Participants: Michael Gross (FWS GV Hatchery), Faith Jolley (UDWR), Lindsay Schlageter (TNC np), Al Barrus (NM FWS)

Program Director's Office (PDO): Shannon Nelson (UCRP-Outreach Coord), Julie Stahli (UCRP), Paul Badame (UCRP), David Graf (UCRP), Melissa Mata (SJRIP), Raphaela Ware (SJRIP)

****np** denotes "not present"**

CONVENE: 9:00 a.m., Tuesday, June 6th

Introductions – Tonya Kieffer-Selby had the group walk through individual introductions and include a 'fun fact' about themselves. The complete meeting attendance is shown above.

Review/modify Meeting Agenda – There were no additions or changes to the agenda. Tonya suggested recording the meeting if there were no objections and after some discussion it was decided that summary notes would serve to document the meeting.

Consent Agenda – Paul Badame asked if there was any objection to considering the April 6, 2023, Outreach Committee meeting summary notes as final. The Committee accepted the summary which will be posted on the Recovery Program website: [Outreach Committee Meeting Summaries](#)

Elect Outreach Committee Vice Chair – Julie Stahli described the primary role of the vice chair is to fill in when the chair cannot attend meetings and to rotate into the chair position the following year. Faith Jolley suggested it should be someone who has been involved in the group for a while and knows the ropes. The decision was made to give the Committee time to consider and revisit the topic at the next full Committee meeting in late July.

Review of April 6 Meeting Action Items – Badame/Individual Updates (20 min)

1. **PDO** will reach out to Western Area Power Administration (WAPA) to see if there is a person to replace Chrystal Dean. *Complete*
 - a. Courtney Harris will represent WAPA on the Outreach Committee
2. **Melissa Mata** will explore Tribal representation on the Committee and **Adriana Zorilla** will provide Melissa with the contact information of the two new Tribal Liaisons in FWS Region 6. *Complete*

- a. The U.S. Fish and Wildlife Service (FWS) Region 6 and Region 2 Tribal Liaisons met with Melissa Mata, Adriana Zorilla and Shannon Nelson the week after the previous Outreach Committee meeting. The current thought is to host a small Tribal summit to ask our Tribal partners what kind of outreach they are interested in for their organizations. The summit has not been scheduled but this fall is the current target. >**Melissa and Adriana** are working to develop an appropriate list of contacts and will schedule a meeting.
3. **Faith Jolley** will develop a news release for Endangered Species Day highlighting the Recovery Programs. *Revised*
 - a. Faith will pivot from the Endangered Species Day (ESA) and instead focus on the ESA 50-year anniversary. Tom Pitts asked about the distribution for the news release; Faith responded that it would go to all Utah outlets and that the release could be used directly by other agencies to send to their network of outlets, or they could choose to link to the resulting stories. Shannon noted the need for a coordinated process among partners to share stories and that this is a focus of the Success Stories Working Group. >**Shannon** will follow up with Faith to coordinate broader distribution of the ESA 50-year anniversary news release. Faith noted that she is probably a better fit for the Success Stories Working Group and will move over from the social media group.
4. **PDO** will create an outreach contact sheet and share it with the Committee and all interested parties. *Complete*
 - a. Paul Badame sent an email on April 13 with the list of contacts. He will follow up with Tonya to transfer the list into a shareable Google Sheet.
5. **Raphaella Ware** will initiate a working group focused on social media. Participants: Raphaella Ware, Tonya Kieffer-Selby, Shannon Nelson, Faith Jolley, Adriana Zorilla, and Erik Skeie. *Complete*
 - a. The group held their first meeting on May 31 and an update follows under the next agenda item. Current members of the group are Rachael Gonzales, Faith Jolley, Tonya Kieffer-Selby, Maggie Fitzgerald (NM Stream Commission), Erik Skeie, Abra Zobel (FWS Southwest Media Strategist), Michael Gross, Adriana Zorilla, Shannon Nelson, and Raphaella Ware.
6. **Shannon Nelson** will initiate a working group to develop a coordinated process for sharing partner success stories. Participants: Adriana Zorilla, Raphaella Ware, Justyn Liff, Melissa Mata, and Shannon Nelson. *Complete*
 - a. The group is set to meet on June 26. Current members of the group are Melissa Mata, Rachael Gonzales, Faith Jolley, Tonya Kieffer-Selby, Justyn Liff, Maggie Fitzgerald, Adriana Zorilla, Erik Skeie, Raphaella Ware, and Shannon Nelson.

Tom Pitts asked if there is a list of the different working groups and a description of their functions. Shannon responded there are currently two working groups (focusing on social

media and success stories) that are developing coordinated processes to develop and distribute success stories for both recovery programs across various news outlets and social media.

Social Media Working Group Update – Raphaela Ware summarized the group’s progress following their first meeting. Group members agreed on the benefit of leveraging the wide reach of large, well established partner social media platforms (e.g. FWS, UDWR, CPW) to increase visibility of the Recovery Programs while sunsetting small, program-specific social media accounts. The current plan is to initially focus on Facebook and expand from there. Raphaela is developing a content calendar and repository Excel spreadsheet that includes links to content, images, modes of distribution, and metrics with a tab for each partner to facilitate collaboration and planning. The group plans to start by posting Recovery-related content at least once a week and increase the frequency as the partners work to iron out any kinks in the process.

Raphaela asked meeting participants to put any outreach contacts and social media channels in the chat and she will follow up. Julie Stahli will help ask program partners and field crews to supply content for specific requests. Tonya will create an audience profile view for the calendar so the group can search for information from appropriate partners leading up to events and activities. Paul noted Google Sheets and Google Docs allow for live document sharing among different agencies and partners. >Paul will set up a Google Drive that is accessible and editable by all partners to house these resources. Individuals will need a Google account (not Gmail) for full access. Federal employees can sign up for an account by going to this link [Sign in - Google Accounts](#) and fill in the basic information and use your existing email instead of signing up for Gmail.

Palisade High School Hatchery Event Recap – Michael Gross shared his impressions of the third annual Palisade High School Hatchery razorback sucker release event on May 9, 2023, where approximately 300, 1-year-old razorback sucker were released into the Colorado River. Over the last year the [Palisade High School Hatchery](#) brought in guest biologists to teach students about fish spawning, genetics, disease prevention, and ecology. Links to recent news stories are included below including a short video of FWS Director Martha Williams speaking about the value and success of this project. Mike described these students as amazing outreach partners who are the key to bringing the community together around this project. The Recovery Program provided support for a videographer from the FWS National Conservation Training Center in West Virginia to take photos and video of the event and these will be available for partners to use. David Graf commented that the Ute Water Festival is another well attended event in the Grand Valley. Tonya and David gave Michael kudos for all his work and enthusiasm. Michael made a special note that public conservation figure Jeff Corwin gave a thumbs up to this year’s Palisade High School Hatchery event on Facebook ([@wildcorwin](#)).

- [Video from U.S. Fish and Wildlife Service Director Martha Williams regarding the 2023 PHS Fish Hatchery razorback sucker release](#)
- [Grand Junction Sentinel Front Page- Palisade High School Fish Hatchery releases 240 endangered razorback sucker](#)

- [U.S. Fish and Wildlife Service- Raising the razorback sucker](#)
- [CBS News 5 KREX Grand Junction, CO- Students restore endangered fish species](#)
- [NBC News 11 Grand Junction, CO- Palisade High School students release fish into CO River](#)
- [CBS News 7 Denver, CO- Colorado High School students raising endangered fish](#)

Outreach Planning – There was broad discussion about how to best approach outreach planning in this new chapter of the Recovery Programs. Shannon emphasized the importance of collaboration and expressed the need to agree upon a common use and meaning of the term ‘outreach plan’ which is currently used to describe various Program documents. Tonya indicated it would be helpful to provide the Committee with a framework. Paul described the current ‘outreach plan’ as a framework containing eight outreach strategies (included below) and each of these strategies includes many specific actions. Paul thinks the current strategies need to be refined and reduced to three or four top tier strategies (or objectives) which each contain sub-strategies or categories (directly related to the current working groups). The final level would be specific actions that are outlined annually in scopes of work that inform the Programs’ annual work plans. Shannon brought up the post-2023 outreach recommendations (shared during the previous meeting) which can be integrated into this process. Tom Pitts suggested it could be helpful for the Committee to prioritize between different outreach categories.

- **News Media** - Identify and seek support of partner and other organizations to issue news releases and/or provide supportive statements.
- **Publications & Educational Materials** - Brochures, newsletter, Program Highlights document, fact sheets, magnets, rulers, and other schwag.
- **Special Events & Public Meetings** - Strategically identify opportunities to reach target audiences through participation in special events and public meetings.
- **Interpretive Exhibits/Signage** - Coordinate production and installation of interpretive signs/exhibits
- **Social Media & Website** - Maintain and promote Facebook page and public website (www.ColoradoRiverRecovery.org)
- **Agency Publications/Websites** - Publish articles in Recovery Program partners’ publications and websites.
- **Integrate Certain Outreach Projects with The San Juan River Basin Recovery Implementation Program** - These include the newsletter, Program Highlights document, brochure, exhibit, educational materials such as rulers, and other items as appropriate.
- **Coordinate Messages with All Agencies Involved with Recovery** - Coordinate outreach efforts among agencies to assure consistent and clear messages to target audiences.

Shannon and the PDO will work to develop a draft “Outreach Study Plan” outline which is the term that will be used for consistency along with the rest of the Recovery Program elements (i.e. Instream Flow Study Plan, Nonnative Control Study Plan, Propagation Study Plan, etc.). The Outreach Committee will provide input and guidance on the development of the study plan which is intended to reflect the vision and collective priorities of the Recovery Program partnership. Shannon brought up the need for ongoing coordination with the San Juan River

Basin Recovery Implementation Program throughout this process. >**All members** of this Committee will review the draft Outreach Study Plan outline when it is made available and provide comments and edits before the next Committee meeting. The first draft will likely be in spreadsheet format to allow for easier organization and reconfiguration.

Raphaella noted that both the structure and specifics are important to keep in mind so we can stratify the details of our activities and delineate between broad versus specific conservation messaging.

The need for additional working groups was discussed and there was agreement that an Events Working Group would be helpful. Michael agreed to coordinate the group and Raphaella indicated the San Juan Program would like to be included. >**Michael** will send out an email to all Outreach Committee members and interested parties to form a group and schedule a first meeting.

Tonya suggested a 'warehouse' concept for resources that is accessible to everyone would be helpful. >**Paul** will create a shared Google Drive Folder that will act as a centralized hub for the Outreach Committee.

Next Meeting – Working groups should continue to meet monthly and the larger Outreach Committee will continue to meet bimonthly. Paul will send a Doodle Poll focusing on the last two weeks of July for the next full Committee meeting.

Task List as of June 6, 2023 – Previous tasks completed are described in the opening section of the meeting summary. Only remaining and new assignments are recorded below.

1. **Melissa Mata and Adriana Zorilla** – will reach out to Tribes to develop a list of outreach contacts and organize a meeting to ask our Tribal partners what kinds of outreach they are interested in for their organizations.
2. **Faith Jolley** (Revamped June 6) – will develop a news release from Utah Division of Wildlife for the ESA 50-year anniversary highlighting the Recovery Programs.
3. **Shannon Nelson** – will share links to the Service's ESA 50-year anniversary outreach resources <https://www.fws.gov/esa50> with Faith Jolley and follow up about a news release distribution strategy.
4. **Raphaella Ware** – will follow up on outreach contacts and social media channels shared during the meeting.
5. **Mike Gross** – will organize an Events Working Group and schedule a first meeting.
6. **Paul Badame** – will set up a Google Drive that is accessible and editable by all partners to house outreach resources as a central hub. Individuals will need a Google account (not Gmail) for full access. For federal employees - to sign up for an account using your existing agency email just go to this link [Sign in - Google Accounts](#) and fill in the basic information and use your existing work email instead of signing up for Gmail.

7. **Shannon and the PDO** – will develop a draft Outreach Study Plan outline.
8. **All** – will review draft Outreach Study Plan outline and provide comments and edits by the July meeting. Instructions for providing input will be provided when the draft document is shared.

ADJOURN: by 11:38 a.m.