

Action Category II.C. Link education and assistance resources with the greatest needs.

Priority	Action Item	Readiness			Approach & Sequencing	Responsible Parties		Obstacles	Solutions	Currently Funded?		Resource Amounts	Additional resources needed?	Range of needed increase	Action Completed by:
		Organizational Commitment	Existing Supporting Products	Level of Understanding		Primary	Secondary			Source of funding?	Recipient of Funding				
#2	II.C.a. Identify and prioritize the goals of different education/assistance programs	Medium. U of M & Extension's main role is education. However, there is medium interest in funding.	<ul style="list-style-type: none">• NEMO• StormwaterU• Manuals• Conferences• SSC• Education• Workgroup• Inventory of education programs	Medium. Many programs have multiple goals, and sorting and prioritizing goals could be challenging	Accomplish this Item first. This item is always the U of M Extension's first priority. Work concurrently with II.C.c	A stormwater education collaborative that includes: <ul style="list-style-type: none">• WMOs/W Ds• U of M Extension• NEMO• SSC education workgroup• WRC• SAFL	<ul style="list-style-type: none">• Local units and educators• METC• Anyone with a training, outreach, or promotion program on stormwater management .	<ul style="list-style-type: none">• Limited staff• The number of educational efforts is enormous, and identifying characteristics of all of these is a big task.• There are diverse audiences, diverse locations, regional differences, and goals will change depending on the enthusiasm of the audience for training.	<ul style="list-style-type: none">• Train the trainer• Continue existing programs• Fund an entity to inventory these, or an incentive to submit information to a centralized location.• MS4 reports may contain some information on educational efforts, but this is limited to MS4 entities.	Yes, somewhat		Grants	The U of M Extension has identified the need for stormwater education funding. The cost of identifying goals of different programs depends on the number of programs evaluated. Similar programs have different goals and a single program may have multiple goals. \$10k to \$20k cost estimated for this product.	1-12 FTE equivalent staff funding	
	II.C.b. Describe how education efforts can reach new audiences.	Medium. Our No.1 audience remain MS4s and regulated parties.	Extension Programming such as Stormwater U, NEMO,	Very high	Immediately after II.C.a	Stormwater Education Collaborative (see above)		<ul style="list-style-type: none">• Limited staff		Somewhat			Many more professional staff and programs to reach the multitude of MS4s and regulated communities.	n/a	
#1	II.C.c. Identify and prioritize needs for technical assistance.	Medium. Interest is high, but resources are low	U of MN & Extension current efforts in technology transfer	Medium	Start immediately, work concurrently with II.C.a.	Stormwater Education Collaborative (see above)	<ul style="list-style-type: none">• LGUs• WMOs/WDs• BATC• NGOs	<ul style="list-style-type: none">• The ability to reach all parties,• The resources (money, time) to categorize complex needs,• The wide range of needs possible	<ul style="list-style-type: none">• Social marketing efforts,• Funding incentives in conjunction with mass marketing campaign to all organizations	None.		Grants	Funding for incentives or staff to bring people together. Funding level depends on the number or organizations and the size of the incentives needed.	\$20-100k	

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	II.C.d. Create partnerships with non-typical educational providers and entities with technical assistance capacity.	Medium. Although important and very useful, Extension and U of M have difficulty committing and completing such tasks without funding.		Very High	After II.C.c	Stormwater Education Collaborative (see above)		<ul style="list-style-type: none">• Rarely do entities want to fund coordination type roles and tasks even though they are desperately needed• Lack of communication/coordination between unknown or unfamiliar organizations	<ul style="list-style-type: none">• Social marketing efforts, funding incentives in conjunction with mass marketing campaign to all organizations	None.			Funding needed for coordinating and administering partnerships. Amounts depend on number of organizations, size of participation incentives.		
	II.C.e. Develop technology transfer and education opportunities	High level of commitment from all parties	<ul style="list-style-type: none">• MN SW Manual• NEMO• U of M Extension• MPCA TMDL training• U of M Construction training• Stormwater University	Medium. Understanding varies with technology and audience, but is improving	Not dependent on any other Action Items, could be addressed concurrently with I.A.a.	Stormwater Education Collaborative (see above)	<ul style="list-style-type: none">• METC• LGUs• WMOs/WDs	<ul style="list-style-type: none">• Funding for new technology,• Funding for evaluation of effectiveness	<ul style="list-style-type: none">• Fund effectiveness study,• Develop a market willing to pay for the development of new training technology and opportunities.						

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#3	II.C.f. Evaluate effectiveness of education methods for different audience and improve methods where needed.	Medium. Interest is high, but resources available are low. Evaluation is core to U of M and Extension	Evaluation is built into the Extension program development process and Extension & Peer Evaluation teams. There are a few articles and reports, but more is needed. U of M report with standardized education surveys.	Medium to low.	Should not be sequenced, but a part of each individual program as it is implemented. This should be started now, but applied to the audiences identified in II.C.c	Stormwater Education Collaborative (see above)		<ul style="list-style-type: none">Not many individuals or organizations have a good understanding about evaluation, what to ask, how to ask, how to collect it, or what to do with it.Organizations often do not understand the importance of evaluationMany social/ environmental variables interfere with robust effectiveness studies.Effectiveness studies for one program may not be relevant to another program with different goals or methods or participants.	<ul style="list-style-type: none">Evaluation trainingExtension provides program evaluation input to others as neededFund a research project evaluating stormwater education programs. Develop cheaper, less accurate methods	Extension evaluates its programs as needed. (MPCA contract with U of M for development of initial tools expired). Sources include some grants.			Resources needed to roll out recently developed surveys for educational effectiveness. This could be part of other surveys or as a stand alone effort.		