OSU Extension’s Master Watershed Steward Program

http://seagrant.oregonstate.edu/wsep/

Derek Godwin
Watershed Management Specialist
Why M.W.S.?

- E.S.A. Listing of salmon
- Water quality limited streams
- Oregon legislature established pilot watershed program based on watershed councils
Master Watershed Stewards

Purpose –

*Increase the capacity of watershed groups and community members to identify and address water resource issues at local levels.*

Target Audience – *Who isn’t?*

Statewide program – *rural and urban*
  
  - Started rural, Western Oregon
Master Watershed Stewards

- 8 Training sessions – 48 hours +
  
  Working Together to Create Successful Groups
  Watershed and Stream Processes
  Soil Erosion and Conservation
  Riparian Functions and Management
  Salmon Biology
  Wetlands Evaluation and Enhancement
  Water Quality Monitoring
  Stream Restoration

- Complete a 40-hour project in local community
- Become a local resource (leader) for OSU Extension and watershed groups
Master Watershed Stewards

- Basic level education + Projects
  - Application of knowledge and skills to produce an “impact”
  - Projects include enhancement, monitoring, management plans, group processes, and education


How are we structured?

- Leadership
- Statewide coordinator & assistant
- 8 Module team leaders, and training teams
- Primarily Sea Grant, Agriculture, and Forestry
- Now we are W.E. and include 4H and others
How do we evaluate trainers and program impact?

- Evaluate each trainer and training session
- Follow up (6 months) evaluation
- Adjust to reach audience needs
- Adjust delivery method, highlight additional training needs
How do we market our program?

Partners for hosting, delivery and advertising.

Recognition for watershed stewards and Masters.

Handouts for partners, nametags for Masters.

Website.
Growing the Master’s

- Stay in touch - newsletters, meetings
- Put them to work
- Nametags – feeling part of the group
- Additional trainings
Remodeling our program

- New ways of selling the same old stuff
- New titles, explanations, invitations, schedules
- Supplemental trainings
Lessons Learned - External

- A major or perceived crisis helps
- Keep re-evaluating program to reach target audience
- Work with partners
- Missing target audience may not be a bad thing
Lessons Learned - Internal

I. Internal

a. "Ownership in project"

b. "Peeking around the perimeter"

c. Program changes are easy, changing the mindset is hard
“Successful” Project?

- Change in knowledge, Application of skills
- Leaders not members
- Making progress towards ultimate goal – “Building a community of restoration”
Questions?