

EDUCATION & STEWARDSHIP COMMITTEE - TERMS OF REFERENCE

The following guidance document describes the purpose and structure of this committee including what it plans to achieve, who will participate, how it will do its work and when it will be achieved. It was approved by the Mighty Peace Watershed Alliance Board of Directors on:

1.0 CONTEXT

The Mighty Peace Watershed Alliance Society (MPWA) is a multi-stakeholder not-for-profit organization registered under Alberta's *Society Act*. MPWA is one of eleven *Watershed Planning and Advisory Councils* created under Alberta's *Water for Life* strategy. The MPWA is committed to achieving and implementing the three goals of the strategy:

- Safe, secure drinking water supply
- Healthy aquatic ecosystems
- Reliable, quality water supplies for a sustainable economy.

The implementation of these goals is guided by the vision, mission and shared values of the MPWA:

Vision – *The Peace is a healthy, sustainable watershed that supports our social, environmental and economic objectives.*

Mission - *To promote watershed excellence, the Mighty Peace Watershed Alliance will monitor cumulative effects from land use practices, industry and other activities in the watershed and work to address issues through science, education, communication, policy and by supporting watershed stewardship.*

Shared Values - The Mighty Peace Watershed Alliance will:

Respect a diversity of peoples and values	<i>By demonstrating individual and collective respect for the air, land and water and by appreciating the diversity of values and opinions found in the Peace watershed.</i>
Be an ambassador for the Peace watershed	<i>By promoting our vision and mission, demonstrating integrity, accountability and practicality, and practicing effective communication, knowledge-building and consensus decision-making.</i>
Be a trustworthy and credible source of information	<i>By being well-informed and providing sound advice through an adaptive watershed approach that integrates traditional, local and scientific knowledge in information-gathering and problem-solving.</i>
Be fair and transparent to all	<i>By seeking balanced representation and listening to all stakeholders in an open, transparent manner.</i>
Be inclusive and collaborative	<i>By facilitating inclusive and collaborative processes and partnerships, promoting membership and interaction, and providing opportunities for all stakeholders to be involved.</i>
Be innovative and action-oriented	<i>By being motivated, resourceful and action-oriented in finding new, innovative ideas and win-win solutions.</i>
Foster Stewardship	<i>By encouraging and enabling individuals and organizations to be good stewards of the watershed.</i>



1.1 What is the purpose of this committee? - To develop strong, positive communications, outreach, and education process with the public, stakeholders and decision makers so that the MPWA achieves its immediate and long-term strategic goals of:

Goals
Goal #1 - The Mighty Peace Watershed Alliance is a strong, vibrant, and sustainable organization.
Goal #2 The Board and Members of the Mighty Peace Watershed Alliance are well educated about air, water and land issues in the basin and are open to innovative ideas and practices.
Goal #3 - The Mighty Peace Watershed Alliance is well-known and accessible to residents in the basin.
Goal #4 - Residents of the Peace watershed have access to safe, secure drinking water.
Goal #5 - Water quality, quantity and seasonal rate of flow in the Peace watershed is understood and advice on its uses are made to the appropriate bodies.
Goal #6 - Watershed Stewardship is widely supported by residents throughout the basin.

1.2 The committee will strive to fulfill the MPWA goals through these actions:

Communicate – To ensure that accurate and timely information is available to members, stakeholders, and the public. We want to highlight good news stories and organizational milestones to members and the general public. We believe communication will enhance cooperation between the MPWA, its members and all users of the Peace and Slave River watersheds.

Bring Awareness - We will inform the public about watershed issues and increase overall public awareness and involvement in watershed management within the MPWA boundaries.

Encourage Education & Stewardship- Our watershed education outcomes will ensure residents and stakeholders in the Mighty Peace Watershed area gain knowledge of their watershed and act responsibly in managing and conserving water to support healthy land and water for the future.

1.3 What is in scope? - Local groups, Provincial groups, Federal Groups, Indigenous groups, General Public, Decision Makers, and stakeholders who have a vested interest in water resources within the geographic scope of the MPWA.

2 STRATEGIC INTENT / OBJECTIVES

2.1 What does the committee specifically plan to achieve?

- a. Committee is to provide ideas, engage in discussion, and assist as requested/required – specifically to address educational needs, opportunities, and gaps.



- b. Committee is to assist staff in providing education opportunities and invite public to build a stewardship ethic.
- c. Committee is to provide ideas and connections with a variety of stakeholders who can assist staff to fulfill programs. (Keeping in mind the guidelines regarding accepting funding and approval of the ED so that no overlapping or overloading stakeholder resources that may already be used in other areas of MPWA work).

2.2 Priority Tasks:

- a. Provide education opportunities to adults, groups and decision makers (50%).
 - This could include forums, workshops, seminars, demonstrations, monitoring activities, webinars, video, publications, presentations
- b. Provide education opportunities to youth (15%).
 - This could include classroom presentations, youth group activities, activity booklets, tours, hands-on experiences
- c. Prepare and provide information for publications, leaflets, website resources, presentation material, quarterly newsletter. For social media, website, display tables, tradeshow booths (35%)

NOTE: When possible, integrate Education and Stewardship activities with the technical projects to benefit from project funding and creating a fuller learning experience

2.3 Education and Stewardship GOALS of MPWA:

There are many functions of the Education and Stewardship Committee but basically the committee should assist (through discussion, innovative thoughts and actual participation) MPWA Staff, Board and other committees in:

- **Education and public involvement** - Increase overall public awareness and involvement in water quality and quantity issues that occur on the landscape within MPWA boundaries
- **Education and awareness**- Increasing the public awareness and understanding of the inter-connectedness of water quality and quantity and the activities that occur on the landscape and how we can work together to mitigate negative impacts while enhancing positive activities.
- **Information dissemination** - Informing the public about water quality and quantity issues and the results of water quality monitoring and state of the watershed reporting
- **Information gathering** - Obtaining public input in identifying water quality and quantity related issues and concerns.
- **Promotion** - Advertising and assisting in the promotions of MPWA activities.



- **Marketing** - Informing the public and stakeholders about the purpose, activities and achievements of MPWA.
- **Education and Encourage Implementation** of local monitoring Projects.

3 APPROACH AND TASKS:

- **How does the committee plan to do its work?** - By meetings (as required) and email to provide information, ideas and backup support to the Staff Complement.
- **When and where will it meet?** - Usually every 3-4 times per year, face-to-face or by remote meeting.

3.1 Tasks include:

TASK
1. Promote watershed education, awareness and stewardship in the watershed
2. Promote watershed stewardship through the delivery of programs and projects.
3. Develop ideas for new initiatives and enhance existing activities
4. Develop an engagement plan and to undertake rural, aboriginal and stewardship outreach activities.
5. Identify potential partners and public to which the MPWA could reach out to enhance education and stewardship in our watershed.
6. Identify potential funders to support education and stewardship work.

4 MEMBERSHIP (Subject to Change)

- Chair:
- Members:
- MPWA Chairman (or designate), is ex-officio
- Executive Director and Education & Outreach Coordinator

NOTE: Membership of this committee can include Directors, Alternate Directors (but can also include advisory participants and MPWA members as required).



Appendix

Chart of General Tasks related to the Strategic Plan:

Note: not part of the TOR but to be used to help create a workplan.

TASK	DELIVERABLE	TIMEFRAME
<ul style="list-style-type: none"> Promote watershed education, awareness and stewardship in the watershed 	<ul style="list-style-type: none"> Release four newsletters a year Social media and Website updates 	
<ul style="list-style-type: none"> Promote watershed stewardship through the delivery of programs and projects. 	<ul style="list-style-type: none"> Kids can Catch 	
<ul style="list-style-type: none"> Develop ideas for new initiatives and enhance existing activities 	<ul style="list-style-type: none"> Add to General School Presentations by developing a Home School curriculum/event 	
<ul style="list-style-type: none"> Develop an engagement plan and to undertake rural, aboriginal and stewardship outreach activities. 	<ul style="list-style-type: none"> Work towards a full watershed plan that includes education, stewardship, and outreach activities (how to split time, focus, priority) 	
<ul style="list-style-type: none"> Identify potential partners and public to which the MPWA could reach out to enhance education and stewardship in our watershed. 	<ul style="list-style-type: none"> Develop a list and specific contacts for potential partners 	
<ul style="list-style-type: none"> Identify potential funders to support education and stewardship work. 	<ul style="list-style-type: none"> Create a list of specific contacts who may be able to provide funding (list must be vetted with ED to coordinate funders across MPWA work) 	