

# ***WELCOME!***

**Stewardship Workgroup Meeting**  
January 25, 2022

*(yep, we're still virtual)*

*Please introduce yourself in the chat*

## *It's a Team Effort*

**Suzanne Etgen (co-chair, outgoing)**

**Michael Weyand (co-chair)**

**Ashley Traut (co-chair)**

**Britt Slattery (coordinator)**

**Olivia Wisner (staffer)**

# Why are we here?

- **Purpose:**

Begin envisioning our collective work for the next two years

- **Objectives:**

- Agree on three main categories to organize our work
  - Identify current efforts taking place in the categories
  - Identify and prioritize actions that the Stewardship Workgroup can do to advance each category over the next two years
  - Start getting to know one another
-

# AGENDA

- **Welcome!**
- **Breakout Session #1 – Introductions; Identify effective stewardship elements (15 min)**
- **Laying the Foundation for Action (the Next Two Years)**
- **Breakout Session #2 – Considerations for advancing stewardship efforts (40 min)**
- **Breakout Session #3 – Round 2 of the above, choose a second category (15 min)**
- **Sharing feasible actions for achieving progress (results from breakouts)**
- **Next Steps / Closing Remarks**

# Breakout #1 - Identifying effective stewardship elements

## 1. INTRODUCTIONS

## 2. DISCUSSION

- Think about one of your all-time favorite stewardship initiatives that you've witness or participated in. ***What do you feel are the most effective components of an exceptional stewardship program?***
- Enter responses by going to [menti.com](https://www.menti.com) and entering the code **1929 3214**
- **OR** by visiting <https://www.menti.com/y1xbokwppt>

\*Submit multiple responses\*



# Laying the Foundation for Action (the next 2 years)

- **Begin planning our next 2-year action plan**

- **Reflect** – what's been done since ~2020
- **Consider** – what we might carry over from the last plan
- **Identify** – what is needed that we can accomplish 2022-2023

- **How to organize the work and ourselves**

- We used your ideas from the October meeting
- *Proposed* 3 main categories – Input / feedback
- Start fleshing them out

2022

## Stewardship Workgroup

### Stewardship Goal:

Increase the number and diversity of local citizen stewards and local governments that actively support and carry out the conservation and restoration activities that achieve healthy local streams, rivers and a vibrant Chesapeake Bay.

### [Citizen] Stewardship Outcome:

Increase the number and diversity of trained and mobilized citizen volunteers with the knowledge and skills needed to enhance the health of their local watersheds.

<https://www.chesapeakebay.net/what/goals/stewardship>

## Organizing Our Work

*(trying it on "for size" for now)*



**Do these feel like the right barrels?**

# Stewardship Framework

*Increasing actions for watershed health*





## Organizing Our Work: Barrel # 1



*Promoting collaboration...*

- Within the workgroup and among “practitioner groups”
- With other workgroups (Diversity, Local Leadership, etc.)
- To build capacity within the field
- Smoothing pathways to create novel partnerships.

## Organizing Our Work: Barrel # 2



### *Promoting individual Stewardship Behaviors*

- Building on the Stewardship Indicator to support practitioners toward engagement programs that focus on behavior change.
- Stewardship and Equity

## Organizing Our Work: Barrel #3

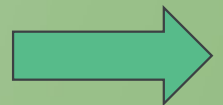


### *Promoting Resident Leaders (aka Champions)*

- How do we define “Champion”?
- How can we build and sustain resident Champions?
- How can Champions affect the other rungs of the Stewardship ladder (collective volunteerism and individual Stewardship)?

# Breakouts 2 & 3 – Considerations for advancing stewardship efforts

- **CHOOSE A GROUP:**
  - Network Development
  - Building Stewards
  - Gaining Champions
- **Introductions**
- **Work together to answer guiding questions**
- **REPEAT (choose a second group)**
- **Report out**



# Breakouts 2 & 3 – Considerations for advancing stewardship efforts

## Guiding Questions:

1. Looking forward to 2023, what would we like to say we have accomplished in this arena? What would success look like for our work group?
2. What are some current efforts that are addressing this category?
3. Consider what you think is missing or needed to help advance in this category. What further efforts can this workgroup pursue to address this over the next 2 years? (These might be programs, best practices, policies, partnerships, training opportunities, funding, etc.)
4. **Narrow to 3 things** identified that should happen in the next 2 years. We can't do it all, have to prioritize. → *Use for report out*

# Sharing: Feasible Actions for Achieving Progress

## Gaining Champions

- **Training for ground level people** - those community mobilizers (not really leaders or activists, the doers) that we don't really know who they are
- **Connect more people with mapping/prioritization tools** to help focus our work; including helping localities to know about and understand how to use the tools to prioritize their own work / programs.
- **Define champions** –
  - and then from that, figure out who we aren't already reaching, being strategic – e.g., already working w/ local govts; also having existing champions who help to engage and develop new champions [train the trainers] – how to build from where we are.
  - Explore measuring champions - is there a way to quantify what a champion is and what we're asking of someone.
- **Who can we partner with** to get some of this done

# Sharing: Feasible Actions for Achieving Progress

## Network Development

Network development among stewardship practitioners

- Shared messaging

- Directory of existing networks

- Sharing best practices

“Value proposition for participants,” “not adding to people’s busy loads”

Networks have hierarchies. Start with the groups we know of as the Stewardship Workgroup and categorize them according to the work their doing

# Sharing: Feasible Actions for Achieving Progress

## **Building Stewards**

1. Sharing successful examples of behavior change (regionally and topically)
2. Workforce development (some existing work at CBP Education Workgroup)
3. Making access to stewardship more equitable
4. Incentivising local govts to invest in behavior change as a driver for more engagement



# Next Steps

**Action items from today's discussion?**

**SURVEY! Tell us how you'd like to be involved**

Stewardship Workgroup Participation (google.com)

[https://docs.google.com/forms/d/e/1FAIpQLSfNj4XMgF-fdXt\\_ubrSCSsSFGkmHXhMZytO2OXWN6-ViaxQvQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfNj4XMgF-fdXt_ubrSCSsSFGkmHXhMZytO2OXWN6-ViaxQvQ/viewform)

**Upcoming meetings...**

# UPCOMING MEETINGS!

## **NEXT QUARTERLY WORKGROUP MEETINGS:**

*Please mark your calendars and plan to join us!*

**April 5 (9:00a – 12:00p)**

**July 13 (1:00 – 3:00p)**

**October 6 (9:00 – 11:00a)**

*Maybe some committee meetings in-between? TBD*

**THANK YOU!**

**Oh! Did we mention  
UPCOMING WORKGROUP MEETINGS?**

**April 5 (9:00a – 12:00p)**

**July 13 (1:00 – 3:00p)**

**October 6 (9:00 – 11:00a)**