



POST OAK SAVANNAH
GROUNDWATER CONSERVATION DISTRICT

Education Report



Events & Programs

January

- 12: Rainwater Harvesting inspections completed for rebate program (2)
- 26: AgriLife Rainwater Harvesting 101 – 47 attendees! Brazos Valley CEU Conference
- 23-26: Texas Ground Water Association (TGWA) Annual Convention – staff continuing education
- 30-31: Texas Alliance of Groundwater Districts (TAGD) Business Meeting - staff continuing education

Save the Dates

- Mar 22: AgriLife EarthKind Landscapes (9:00 AM – 11:00 AM)
- Mar 27: POSGCD Local Water Utilities Program (TBD)
- Apr 15: AgriLife Rainwater Harvesting 201: Irrigation
- May 1: Texas Ground Water Association (TGWA) Driller’s Class in Milano
- May 2: AgriLife Rainwater Harvesting 101* - trying to reschedule for May 17
- June 19: POSGCD Groundwater Rights for Real Estate
- July 18: POSGCD Annual Groundwater Summit
- Aug 8 or 9: New POSGCD class
- Sept 4 or 5: New POSGCD class

Performance Indicators

Social Media

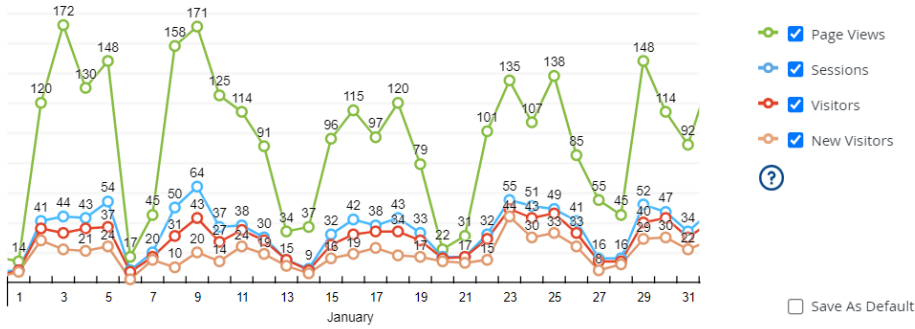


*Twitter no longer provides analytics without a paid subscription.
Total number of followers: 420*



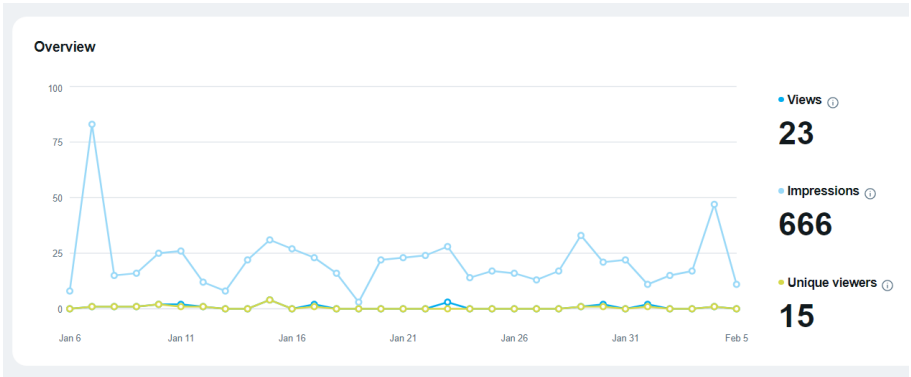
Post impressions¹, page reach², post engagement³, page consumptions⁴ defined below.

Website



Average Daily Page Views	Average Daily Sessions	Average Daily Visitors	Average Daily New Visitors
95.4	34.7	28.6	19.0

Vimeo



¹ The number of times the page's post entered a person's screen.
² The number of people who had any content from the page enter their screens.
³ The number of times people reacted, commented, shared, or engaged with our posts.
⁴ The number of times people clicked on content.

Upcoming Plans and Objectives

- Collaboration on updating brochures for cost-efficiency and ease of use.
- Gregory has joined to assist with Rainwater Harvesting inspections, significantly aiding the rebate program management.
- Renewal discussions for Tinker, the education in schools program are underway.
- Initiatives to make the annual report more accessible and engaging, with a focus on aligning it with board priorities and management plan requirements.
- Involvement with the 4H20 scholarship recipient to fulfill his hours through presentations and educational events in the schools and with our county Extensions.
- Plans to update staff and board member biographies on the website to reflect current visions and priorities.

Commented [JW1]: We're focusing on making our materials more versatile and less prone to requiring frequent updates, which will save on printing costs. Event planning is being approached with a cost-effective mindset, leveraging partnerships and sponsorships wherever possible.

Commented [JW2]: Updating these biographies will not only ensure our website reflects current roles and visions but also help the public and our partners understand the expertise and motivations driving our board and staff. This transparency is key to building trust and aligning our efforts with community expectations.

Addressing Challenges

- **Agricultural Irrigation Grant Program:** Developing this program has been challenging, particularly in engaging producers and determining unique event topics. We're actively seeking partnerships and community feedback to address these issues and ensure the program's relevance and effectiveness.
- **Board Meeting Management:** The logistics of board meetings, including technology and communication, have presented challenges. We've improved our approach by enhancing technology support with our partner Lincoln and optimizing meeting management processes to ensure smooth operations.
- **Annual Report Revitalization:** We've identified the need to make our annual report more accessible, accurate, and updated to match the goals of the current members of the Board. We're to shift from a heavily graphic design-based format to a more content-focused, living document. This change aims to ensure accuracy, ease of editing, and completeness while still engaging the public through separate visual aids and promotional materials.

Talking Points

- Begin by expressing gratitude for the opportunity to present and underscore the importance of public relations and education in achieving the district's objectives.

Summary of Activities and Achievements

- Highlight the success of the Rainwater Harvesting 101 class, noting the record attendance and positive community response.
- Mention the reservation of the Civic Center for the Summit and the proactive planning for the year's events as a significant stride in our outreach efforts.

Addressing Challenges

- **Agricultural Irrigation Grant Program Development:** Discuss the challenges in engaging producers for the agricultural irrigation grant program and the steps being taken to address these, such as refining event topics and exploring partnerships to ensure the program meets the needs of local producers effectively.
- **Streamlining Board Meeting Management:** Briefly touch on the multifaceted nature of managing board meetings, including tackling technological, communication, and logistical challenges. Highlight the collaboration with Lincoln for technology improvements and the distribution of responsibilities among team members to enhance meeting efficiency.
- **Annual Report Revitalization:** Address the challenge of making the annual report more engaging and easier to update. Explain the decision to shift from a heavily graphic design-based format to a more content-focused, living document. This change aims to ensure accuracy, ease of editing, and completeness while still engaging the public through separate visual aids and promotional materials. Emphasize the strategic move to align the annual report more closely with the board's priorities and the management plan requirements, underscoring the commitment to transparency and effectiveness in our reporting.

Performance Indicators

- Introduce key performance indicators, focusing on social media engagement and email communication effectiveness, to demonstrate the reach and impact of our efforts.

Upcoming Plans and Objectives

- Outline the initiatives for updating brochures and other promotional materials for cost-efficiency and effectiveness.
- Detail the support and collaborations, such as Gregory's involvement in the Rainwater Harvesting inspections and the renewal of the education in schools program.
- **Highlight the revisions to the annual report format for enhanced accessibility and engagement and the initiative to update board and staff biographies for transparency and alignment with district goals.**

Special Initiatives

- Emphasize the role of the 4H2O scholarship recipient in extending our educational outreach and the benefits of integrating scholarship programs into our community engagement strategies.

Conclusion

- Conclude with a commitment to continuous improvement and innovation in public relations and education efforts.

- Express openness to feedback and questions, underscoring the importance of board support in achieving the district's educational and outreach goals.

