

APEC

Outreach and Education Committee (O/E)

Meeting Notes

Conference call: Wednesday, March 13, 2013

Committee Members in Attendance:			
Leif Abrell	X	Laura McCasland	X
Jennifer Botsford	X	Jamie McCollough	X
Al Brown		Molly Mullins	X
Mark Brusseau	X	Joe Reyes	X
Patrick Cunningham	X	Dan Quintanar, chair	X
Cindy Garcia		Channah Rock	X
Chuck Graf	X	Joli Weiss	
Kiril Hristovski	X	Doyle Wilson	X
Anupa Jain	X		

Agenda

1. Short introductions: approx. 30 seconds per person.
2. Logistics
 - a. Select co-chairs
 - b. Select recorder
3. Purpose:
 - a. Discuss purpose of group
 - review APEC Mission Statement
 - subcommittee mission
 - b. Mechanics: this committee makes recommendations & reports to larger APEC
4. Structure: Task Forces/Working Groups
 - a. Brainstorm working group topic areas:
 - topics: What are the topics we want to talk about?
 - audiences: Who are the audiences we want and need to reach?
 - tactics: What tactics do we use to implement and reach audiences?
 - success: How do we measure success?
 - b. Roles, responsibilities, leads for each group
5. Outreach perspectives
6. Education
7. Next steps:
 - a. what happens next: meeting notes, action steps
 - b. set next meeting date

Notes

- 1) **Introductions:** Each member gave a brief synopsis of their experience in this area.
- 2) **Logistics:**
 - a. Co-chair. After short discussion, it was decided that the lead, or spokesperson, for each working group will function somewhat as co-chairs.
 - b. Recorder. Molly Mullins agreed to be Recorder for the group.
- 3) **Purpose:**
 - a. **Purpose of group;**
 - i. Review of APEC Mission Statement – Chair would like to remove the descriptor, “adverse” (chemical and microbial contaminants). There were no other opinions voiced; this item was tabled.
 - ii. Subcommittee mission – discussion: This committee (O/E) is to create the voice of APEC. It is expected to have a deliverable. We should focus on what APEC is about, not get ahead of the other committees; wait for their feedback. **Possible products:** website (easy but not as effective as we would like), risk communications guidebook (perhaps find an existing one and tailor it to AZ), White Paper, guidance manual, a one-contaminant example, an FAQ only bigger, something for utilities to hand out to their users, a fact sheet for the public that is not complicated but concise and up-to-date.
 - b. **Mechanics:** What we want to say, how to say it. Need to let other committees drive the information. Focus: broad or specific? Working Groups bring their ideas back to the O/E. O/E have something for each point in #4, below, to present to APEC at next meeting.
- 4) **Task forces/Working Groups:**
 - a. **Topics:** keep in mind the overall goal is to create the voice for APEC. These will be driven by the other Committees. Do we want to be broad or narrow in our message? Our topic lends itself to a wide range of approaches. We need to learn more about this topic ourselves; our opinions may change a lot as we learn, especially concerning risk-vs-non risk.
 - b. **Audiences:** *Want* to reach – vs – *need* to reach. Public or non-public? Several members voiced the idea that we have a plethora of potential audiences to reach. Some suggested we start with ADEQ, other agencies and utilities, giving them tools to reach out to the public. It all boils down to one question, “Is the water safe to drink?” That answer must be conveyed to the public.
 - c. **Tactics:** Find other examples and adapt for our uses. Outreach (advertising, really), but will need funding. Educate utilities and let them do the outreach. See Possible products, above (3.a.ii).
 - d. **Success:** How to measure increased awareness? Is it success to have a final product to offer the public? Not recreating something that is already available.

NAME	TOPICS	AUDIENCES	TACTICS	SUCCESS
Leif Abrell				X
Jennifer Botsford			X	X
Al Brown				
Mark Brusseau			X	X
Patrick Cunningham				
Cindy Garcia		X - Lead	X	
Chuck Graf			X	X
Kiril Hristovski	X	X		
Anupa Jain	X	X		
Kiril Hristovski				
Laura McCasland		X	X	
Jamie McCullough		X	X - Lead	
Molly Mullins				
Joe Reyes		X	X	
Dan Quintanar, chair	X - Lead			
Channah Rock			X	X - Lead
Joli Weiss				
Doyle Wilson	X	X		

5),and 6) **Outreach and Education:** Discussion, with decision to use definition as supplied by C. Rock:

Outreach = Dissemination of information. Endpoint reached sooner, more dynamic
Education = Specific goal that our audience is gaining the knowledge we intend.
More information imparted, longer process, more resources

7) **Next steps:**

- a. Working Groups (WG) meet before next O/E meeting in three weeks. Chair is willing to facilitate the smaller groups. WGs should select a spokesperson. WGs encouraged to communicate with each other.
- b. Next O/E meeting in approx. three weeks. Chair will send out a Doodle to schedule. Possibly piggy-back a face-to-face meeting on the next APEC meeting (tentatively April 12).

8) **Adjourn:** 1:30p.m.

Meeting notes compiled by Molly Mullins