



Education and Outreach Committee Meetings

Present: Holly Steindorf, Anne Elston, Ruth Goodfield, **Absent:** Natalie Stauffer-Olsen

Meeting attendance:

https://docs.google.com/spreadsheets/d/1NApL93PWEhVy2thUfWbRoe0ILJVullm5_YTjQfazKil/edit?usp=drive_link

5/1 Agenda

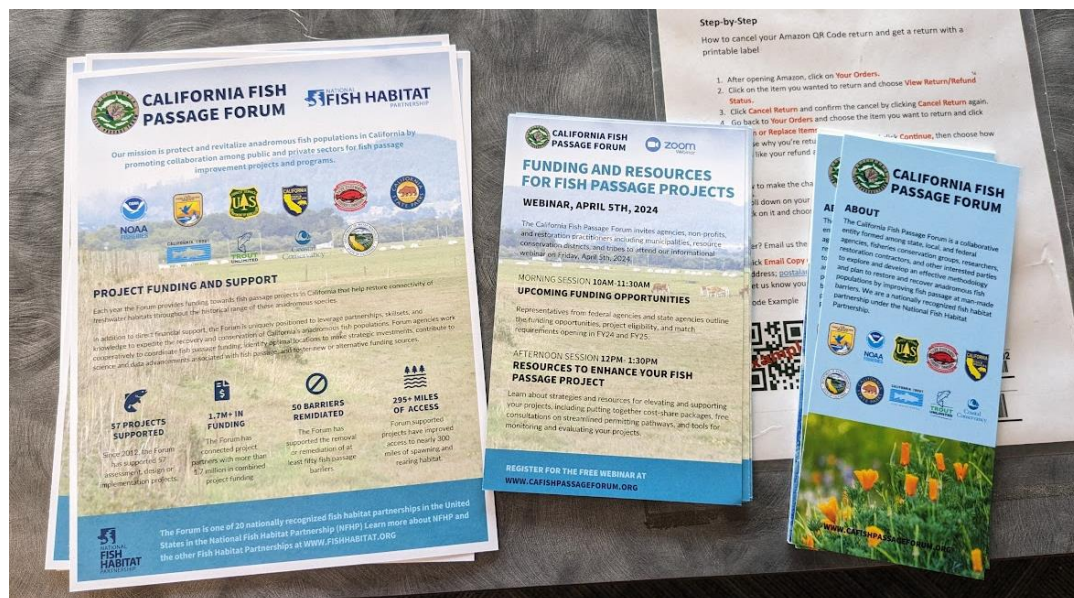
- Report back from Poster Sessions at SRF and AFS- lessons learned and future plans.
- 5/24 WFMD Happy Hour and Trivia Planning
- Review Outreach Calendar

5/1 Meeting Minutes:

Reminder: We are seeking additional E&O Committee Members.

Poster Sessions Reporting Back

The committee discussed the outcome of producing and hosting the forum informational poster at the SRF conference in early April and AFS conference in late April. Ruth and Stan attended the poster at SRF and Stan and Andrew attended the poster at AFS. Ruth mentioned that the poster at SRF had excellent engagement, she estimated that we engaged between 150 and 200 people! The most inquired information from the poster was about the PAD, and all our associated outreach materials (fact sheet, resources synopsis card, and a half sheet about the April 5th webinar) were picked up. See materials image below.



Science and Data Committee Meeting Agendas- Working Document- California Fish Passage Forum

Because Stan is not on the committee, I can't get a direct report back from AFS, but my estimate is we probably engaged with around 100 people.

The committee agrees we should continue to have poster presence at conferences, it is an inexpensive way to engage with many people in our target audience (restoration practitioners, agency personnel, those interested in barrier removal, etc.) Ruth also mentions that a 2025 goal could be presented at a session at one of next years conferences. Ruth suggests that because the PAD was such a requested piece of information at the poster sessions, we should develop a PAD specific printed sheet for distribution at conferences. Anne mentions that she has both an informational sheet she has already developed, and also a PAD annual accomplishment report she generates for PSMFC. The group will develop these documents into branded materials before Anne goes on maternity leave in (late?) July.

The other suggestion about what to include would be a QR code that allows people to sign up for the newsletter. Holly will create this code and add it to printed materials.

Ann mentions that she and Neal attended the Interagency Ecological Program virtually, and an interesting resource that they have is they publish posters virtually for those who cannot attend the poster session in person. We could perhaps reach out to SRF, AFS and other conferences to suggest they make posters virtually available as well.

Outreach Calendar

There is not a lot on the calendar between now and the fall, Holly will continue to prompt Forum members to add events to the calendar.

(https://docs.google.com/spreadsheets/d/1tZQ9SJV0sj40CxgL_T6MSG6vF3ZUwgBWmEop81JMmHQ/edit#gid=0)

WFMD Event- Happy hour and Trivia

Holly emailed

katrina@calsalmon.org To get our trivia vent on the SRF newsletter. Holly also sent an email out to the steering committee encouraging them to share amongst their offices. Despite these efforts registration is still at five people! We will need more than that for team trivia, so we will continue getting the word out. The group brainstormed some ideas for trivia questions.

CALIFORNIA FISH PASSAGE FORUM **WORLD FISH MIGRATION DAY**

FREE-FLOWING CALIFORNIA VIRTUAL TRIVIA AND HAPPY HOUR

FRIDAY MAY 24TH, 2024 3:30PM-4:30PM

Finish your work week with your colleagues in the restoration field and celebrate World Fish Migration Day 2024 by flexing your knowledge on anadromous species, connectivity, restoration and dam busting!

GET THE LINK AT WWW.CAFISHPASSAGEFORUM.ORG

Science and Data Committee Meeting Agendas- Working Document- California Fish Passage Forum

Steering Committee Meeting

At our next meeting we will take a deeper dive into the November Steering Committee Event in Sacramento- Freemont Weir/Yolo Bypass

Action Items:

- Anne to send out PAD informational one-pager and accomplishments report for the group to process/design.
- Holly to create google doc for brainstorming trivia questions.
- Committee Members to send out Trivia event to their networks.