



# REFLECTIONS ON COLLABORATION AND CAPACITY BUILDING

from the Alliance for  
Watershed Education

December 10, 2019

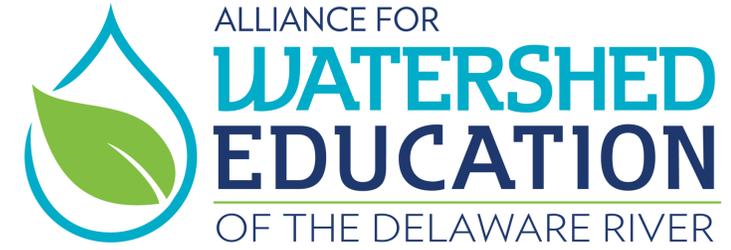
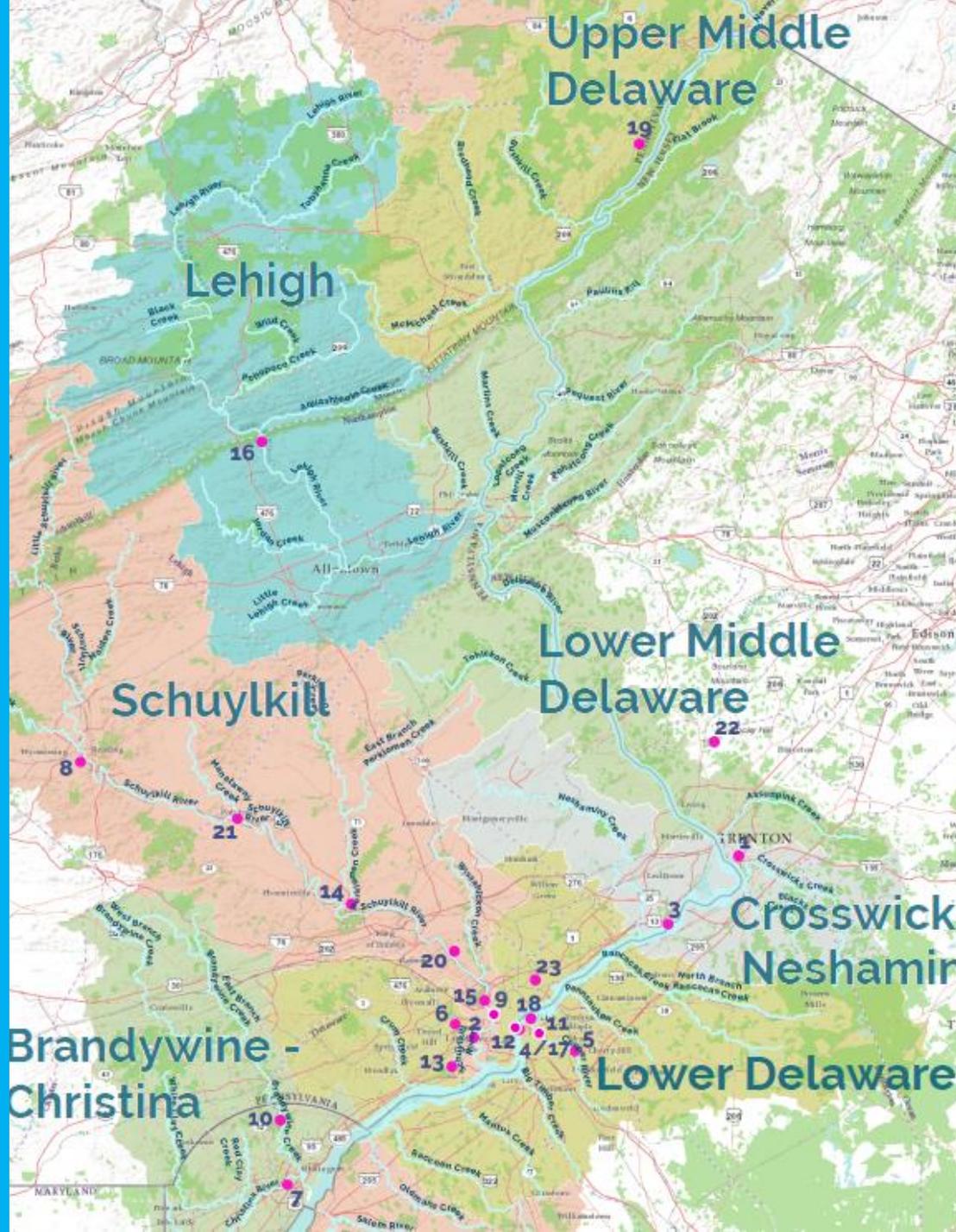
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# MISSION

Collectively increase and enhance constituency appreciation, knowledge, and stewardship of the Delaware River watershed, leading to greater protection and restoration of the watershed.





## GOAL 1

Create a **larger and more inclusive constituency of people engaged** at and near centers and their waterways as defined by center-level constituency goals.



## GOAL 2

Increase and enhance **constituent attitudes** (e.g., self-efficacy, pride, and appreciation), **knowledge, and intention to act** to ensure a healthy Delaware River watershed.



## GOAL 3

**Collaborate**, learn from one another, and deliver **high-quality, inclusive watershed education programs** that are sensitive to community priorities.

# RIVER DAYS

- Month-long, watershed-wide event series now consisting of 35 events!
- First point of contact for new constituents
- Annually, mid-September to Mid-October





**500,000**  
people engaged through Center



**10,000**  
miles traveled



**11,000**  
River Days attendees



**30%**  
increase in  
participation

# RIVER DAYS

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## AWE GOAL 1

Over 40% of Centers believed River Days **MODERATELY** contributed to broadening their constituency



## AWE GOAL 2

Centers generally felt that River Days attendees **INCREASED** their awareness and knowledge



## AWE GOAL 3

Over 50% of Centers believed River Days **ENHANCED** their collaborations.



## VALUE

Over 80% of Centers felt that River Days was **VALUABLE** to them.

# WATERSHED FELLOWSHIP

- 12-week PAID summer internship
- Centers host young adults from underrepresented community
- Capstone project
- Growing watershed ambassadors





**80**  
Fellows

In 2017, Fellows engaged with an estimated **11,256** people.



**2,355**  
people engaged per week

Since its inception in 2017, the Fellowship Program has served **3 cohorts of Fellows.**



**28,258**  
people engaged in 2018

Fellows at Berks Nature have directly impacted **800 students** in the **City of Reading**

# WATERSHED FELLOWSHIP

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## AWE GOAL 1

**Over 80%** of Centers indicated that the Fellows Program **ENHANCED** their reach to a new and diverse constituency.



## AWE GOAL 2

**86%** of Centers felt that the Fellows Program **ENHANCED** their Center's programming.



## AWE GOAL 3

**78%** of Centers believed Fellowship Program **ENHANCED** their relationship with other AWE Centers.



## VALUE

**Over 90%** of Centers felt that the Watershed Fellows Program was **VALUABLE** to them.

# VALUE TO CENTERS

“

*...We collaborated with the help of an AWE Innovations Fund grant to offer a shuttle service. This gave us an opportunity to highlight the interconnectedness of the waterways bordered by each of these centers, **with young “shuttle ambassadors” from Southwest Philadelphia disseminating information about the watershed and AWE aboard the vehicles.***

*This year we were able to really focus on **broadening our constituency and I think we were very successful.** We had 1500 Camden residents pre-register for the event and almost 1000 attend. We were also able to **work with other local organizations to reach out to the constituents,** building a pipeline for future collaboration*

”

## RIVER DAYS

- Expanded marketing opportunities
- Credibility building
- AWE-provided communication tools
- Collaboration for neighboring Centers

## FELLOWSHIP

- Staff Capacity
- Funding for programs
- Effective at engaging priority communities

# VALUE TO CENTERS

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“

*Our Fellows participated 100%, alongside other Educators, in the creation and development of our summer camp education programs. **Their leadership, program ideas and execution of the programs were vital** to our summer education program success and without them, the summer activities would not have been as creative, since their "youthful" knowledge played a part in the development.*

”

## RIVER DAYS

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# SHARED PROFESSIONAL DEVELOPMENT

Coordinated by the Network Development Workgroup – tasked with building relationships between Centers to share knowledge, collaborate, and build Center staff skills.

The primary professional development strategy employed by the Network Development Workgroup.

Twice annual gathering of member Center's professional staff to share, model, network, and innovate.

**WPI**  
WATERSHED PROFESSIONALS  
INSTITUTE

# WPI

Practices and resources from WPIs are **RELEVANT** and have **DIRECT APPLICATIONS** to a Center's work.



## KNOWLEDGE GAINED

- Diversity of the Delaware River Watershed
- General knowledge of water, land, and conservation

## PROFESSIONAL SKILLS DEVELOPED

- Communicating with reporters
- Engaging on Social Media
- Utilizing program evaluation tools
- Supporting the Fellowship Program



## VALUE OF AWE

Proven programs that generate more and new diverse audiences

Proven programs that create change in individuals and help build a movement

Organizational development that ensures staff are better trained, represent a diverse community, and are retained in the long-term

**THANK  
YOU**

I will happily take  
any questions at  
this time.



ALLIANCE FOR  
**WATERSHED  
EDUCATION**  
OF THE DELAWARE RIVER

## **FIND US ON SOCIAL MEDIA**

**Facebook**

**Instagram**

**Twitter**

@dralliance | @Alliance4WatershedEd | @DelRiverWatershed

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## ENVIRONMENTAL SENSITIVITY

Fellows demonstrated a significant, **INCREASE** in internal motivation towards environmental action following the Watershed Fellowship experience.



## LEADERSHIP

Fellows demonstrated a **POSITIVE** shift in leadership self-perceptions following the Watershed Fellowship.

Fellows developed **KNOWLEDGE** and **SKILLS** important to becoming watershed ambassadors in the future. Fellows described a perceived increase in communication, education, and naturalist skillsets.



## GOALS

For matriculating Fellows