

# “Grassroots & Grasstops Water Education”

*Helping Coloradans Speak Fluent Water &  
Cultivating a Network of Water Leaders*

Upper Colorado River Basin Water Conference

Grand Junction, CO

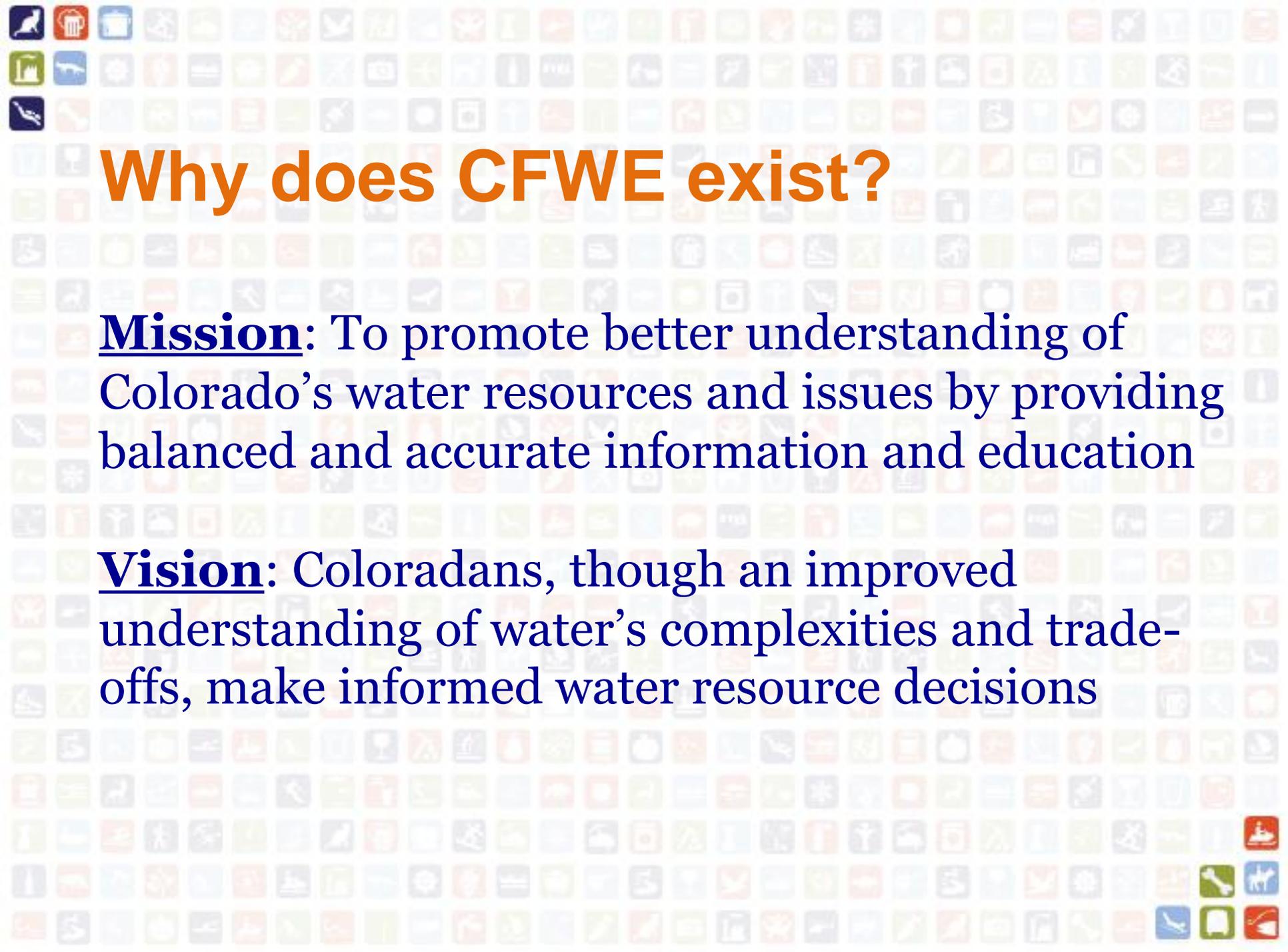
November 8, 2012

Kristin Maharg

Colorado Foundation for Water Education



*Your State. Your Water. Your Future.*



# Why does CFWE exist?

**Mission:** To promote better understanding of Colorado's water resources and issues by providing balanced and accurate information and education

**Vision:** Coloradans, through an improved understanding of water's complexities and trade-offs, make informed water resource decisions

# How does CFWE accomplish this?



# Grassroots Water Education

## Helping Coloradans Speak Fluent Water

### Speaker's Bureau...

- ✓ Launched with Colorado Water 2012, a year-long celebration of water's values and uses
- ✓ Network of 50 geographically and professionally diverse speakers
- ✓ Equipped with presentation and discussion resources
- ✓ Contact made with 150 civic and social groups (i.e. Kiwanis, Rotary)
- ✓ Reached over 2,500 people through at least 60 talks



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Colorado Water 2012  
Connecting Coloradans To Their Water  
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Water Speakers  
Would you like to learn more about water? Are you planning an event, meeting, class, conference or other activity and looking for an expert to talk to your group about water?  
Find a Water Speaker near you. The 2012 Water Speakers represent water experts and interested individuals across the state who are dedicated to educating others on the basics of Colorado water.  
For more information, to find the perfect speaker for your group, or to become a speaker contact Caitlin Coleman at 303-377-4433. If you're looking to give your own presentation on water, check out our presentation resources.  
Meet our Water Speakers. Contact a speaker in your area to request a presentation. If you don't see a speaker in your town or basin, let us know-- we'll do our best to find someone who will travel to you!  
South Platte and Metro Basin  
Read the biographies for these South Platte Basin speakers to learn more about them.  
[Six speaker portraits]

# Grassroots Water Education

## Helping Coloradans Speak Fluent Water

### Moving Forward...

- ✓ Water 2012 Speakers Bureau will transition to a CFWE program at [yourwatercolorado.org](http://yourwatercolorado.org)
- ✓ New and updated presentation(s)—suggested presentation topics?
- ✓ Reach out to new civic groups and continue building relationships with existing groups through additional resources—suggested groups?
- ✓ Refine the bureau to a core group of engaged and diverse professionals
- ✓ CFWE is now creating Water 101 fact sheets—an additional resource for speakers



# Grasstops Water Education

## *Cultivating a Network of Water Leaders*

“Water Leaders positively impacts the Colorado water profession by developing a pipeline of emerging water leaders across various fields with the knowledge and skills to navigate the complex world of Colorado water”





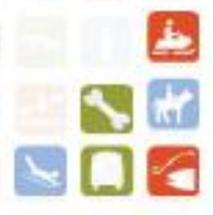
# Grasstops Water Education

## *Cultivating a Network of Water Leaders*

### **Water Leaders Program...**

- ✓ 66 water professionals have completed the year-long program, from consulting firms, non-profits and government agencies
- ✓ Opportunity to learn about diverse perspectives on water issues, build leadership capacity, and cultivate the ability to make informed water decisions
- ✓ Engages participants in five leadership modules as a cohort; leadership skills assessments such as Myers Briggs and Benchmarks; 10 hours of executive coaching; job shadowing of executive level water professionals; a group project designed to benefit the larger water profession; and attendance at a statewide water conference

**BUT HOW DO WE KNOW IT'S MAKING A DIFFERENCE?**





# Grasstops Water Education

## *Cultivating a Network of Water Leaders*

### **Findings...**

- ✓ Developing Communities of Practice
- ✓ Expanding Perspectives
- ✓ Developing Next Generation
- ✓ Career Management
- ✓ Program Feedback

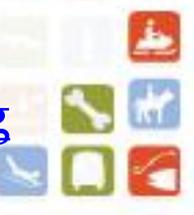
*The setting created in [Water Leaders] helps to try and understand where people are coming from and not necessarily like you have to defend yourself. Just in knowing them it makes it not as threatening... makes it easier for learning other peoples' sides and collaborating and trying to discuss the issues and get a better understanding of where other sides are coming from."*

~ Key Informant Interview Participant

### **Modifications to improve effectiveness...**

- ✓ Greater application of the CO water resources field in program content
- ✓ Increased engagement with past, current and future employers
- ✓ More effective marketing and recruitment tools
- ✓ Revitalization of the Alumni Network

Applications available for the next class at [www.yourwatercolorado.org](http://www.yourwatercolorado.org)



Thank you...

Come find me so we can talk further!

Kristin Maharg

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303.377.4433



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