

Oswego Lake Watershed Council (OLWC)  
Education and Outreach Committee Description

The Education and Outreach (E&O) Committee will help OLWC develop and implement strategies for connecting people with, and educating them about, issues related to urban ecology and watershed function and health. Our goal is to provide community members of all ages the opportunity to understand urban ecology and watershed health in a way that leads to direct and sustainable actions that enhance the function of urban natural systems.

Outreach Responsibilities

- Develop, implement and review strategies to use social media, the website and email to connect community members with OLWC programs and enhancement activities.
- Support newsletters
- Develop guidelines for social media and online interactions.
- Review website materials, on an annual basis, for relevance and timeliness.
- Encourage diversity, equity, and inclusion in OLWC's outreach strategies to ensure that all groups in our community are represented and feel supported by the council

Education Responsibilities

- Identify education initiatives that engage community members in the protection of natural resources and understanding of urban ecological systems. (ie. Soil Your Undies, LO Tree Heros)
- Support programs with schools, including enhancement and classroom activities.
- Support educational events including State of the Watershed and the Tree Summit.