

Wood-Pawcatuck River Stewardship Council
Information and Education Committee
Mission Statement

Approved January 27, 2020

Mission: Our Mission Statement is consistent with our name, “Information and Education” Committee. Our fundamental role is to develop and administer the internal and external communication and education mechanisms of the Wood-Pawcatuck Wild and Scenic Rivers Stewardship Council. We serve many audiences with many forms of messaging. We strive to develop a graphic brand for the program and inform the community, writ large, of the Outstanding Remarkable Values (ORVs) of our rivers.

Core Principles: Our activities are guided by the Stewardship Plan and how the I&E Committee can meet the challenges in protecting the Outstanding Remarkable Values (ORV’s) we are charged to protect. Prominent action items in the Stewardship Plan that direct our work include:

- Ecosystems B.1. - Raise awareness about streams*
- Ecosystems D.2. - Raise awareness about invasives*
- Ecosystems E.1. - Ecosystems E.1. - River signage*
- Ecosystems E.2. - Engage town and state agencies*
- Ecosystems E.3. - Raise awareness through events*
- Ecosystems E.5. - Engage the public*
- Ecosystems E.6. - Pursue education opportunities*
- Scenic B.6. - Improve parking and signage*
- Scenic B.7. - Improve boating passage*
- Scenic B.10. - Publicize paddle guides*

Scenic C.4. - Publish trail guides

Scenic D.1. - Publicize the Wild and Scenic River program

Scenic D.2. - Host a Wild and Scenic River event

Scenic D.4. - Engage public in nature-focused wildlife viewing and events

How We Achieve Our Mission: We accomplish our mission by developing published materials, enhancing our social media and other communication systems, developing mechanisms to get our name, logo, and mission before the public as well as the leadership of the communities we represent. We will pursue opportunities to get press coverage of our work and develop outdoor activities to engage the Council and the public. We realize that getting the Wood-Pawcatuck Wild and Scenic Rivers brand out in front of the citizens of the watershed is extremely important for our success.

Specific Activities: Below are examples of specific activities we have or will conduct. Some of these activities will also be conducted by or in conjunction with other committees on the Council.

- We coordinate installation of appropriate signage on all river crossings and public access points.
- We prepare press releases to submit to the local newspapers and other similar organizations relative to Council activities.
- We coordinate with state departments such as RIDEM, RIDOT, CT DEEP, and CTDOT to complete programs which we seek to conduct such as installing signage, and develop beneficial relationships with these agencies. We support town representatives regarding such activities on local levels.
- We interact with local land trusts and other similar organizations to complete such committee programs as

installing appropriate signage and to develop synergistic relationships which are involved in the committee's core activities

- We publish information items such as rack cards and trifolds to be used in spreading information regarding the W-P Wild and Scenic Rivers Stewardship Council.
- We design and produce monogrammed materials such as Caps, T-Shirts, and decals in order to spread our branding.
- We develop outreach materials such as public presentations and booth materials to be used at public events such as farmer markets, fairs, Town celebrations, public events, art shows, etc.
- We maintain and routinely update our website to be current with our needs and those of our public.
- We support social media communications to be current with our public needs. We support communications with the public at large.
- We interact with local press and conduct activities that are worthy of press coverage.
- We support public education events such as sponsoring online presentations.
- We support local artists and poets inspired by the rivers we love by including their works on our website, on our online emails, as well as make their work available to our supporting members.
- We engage the public with the rivers by conducting public walks and paddles to raise the awareness of our natural surroundings.

We also occasionally take on additional responsibilities commensurate with the expertise and experience of our committee members if resources are available. These might not fall under our core mission statement responsibilities.