

National Park Service
U.S. Department of the Interior

Natural Resource Stewardship and Science



NPS and Project WET Partnership

Reinforcing the culture of National Parks through
water education.

National Parks



Our national parks represent the greatest examples of the waters of our country. They provide the opportunity for people to experience nature and gain a greater appreciation for water resources.

Project WET



Project WET is an award winning non-profit dedicated to educating and empowering students, educators, and community members worldwide through water education. Has its own network of state/regional/international Project WET, NPS can benefit from.

Project WET: Strategy

- Connecting a worldwide network of educators, water resource professionals and scientists.
- Providing training on diverse water topics
- Organizing community water events
- Publishing activity booklets, educators guides, and other materials in numerous languages



Partnership



Together, the National Park Service and Project WET can help children, park visitors, and the public understand watershed processes, appreciate the importance of conservation, and inspire a generation that will value water and National Parks.

Stage of Network Development

What's the status of your network development:?

- ✓Implementation Planning
- ✓Active
- ✓Evaluating

What are you doing at this stage to manage the network and move to the next stage?

- ✓Selecting pilot parks and ProjectWET state programs.
- ✓Soliciting donors
- ✓Developing products “Discover the Waters of the NPS.

Project description



A comprehensive water conservation education project that will benefit park units and reach thousands of youth, visitors to national parks, and local community members.

- Diverse media with cross generational appeal
- Relevant to urban communities that may be far from large national parks

Project deliverables: for Parks



- KIDs Activity booklets
 - “Discover the Waters of (park name)!”
- Educator’s guides
- Trade book—photographic book of distinctive water features located in Parks

Project deliverables: for classrooms

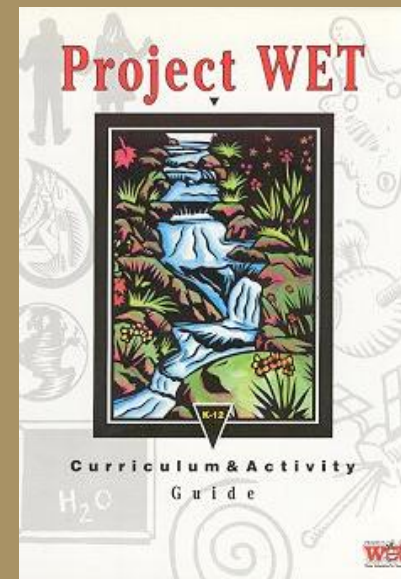


- CLASSROOM CHALLENGE KIT
 - Educator's guide
 - Poster
 - Video
 - Five titles of KIDS Activity booklets
 - Action Education Booklet for Parks

Project deliverables



- Internet Portal
- Training for park staff and local educators
- "Make a Splash in Parks" festival
- Inclusion in Project WET curriculum—used worldwide



Relevance

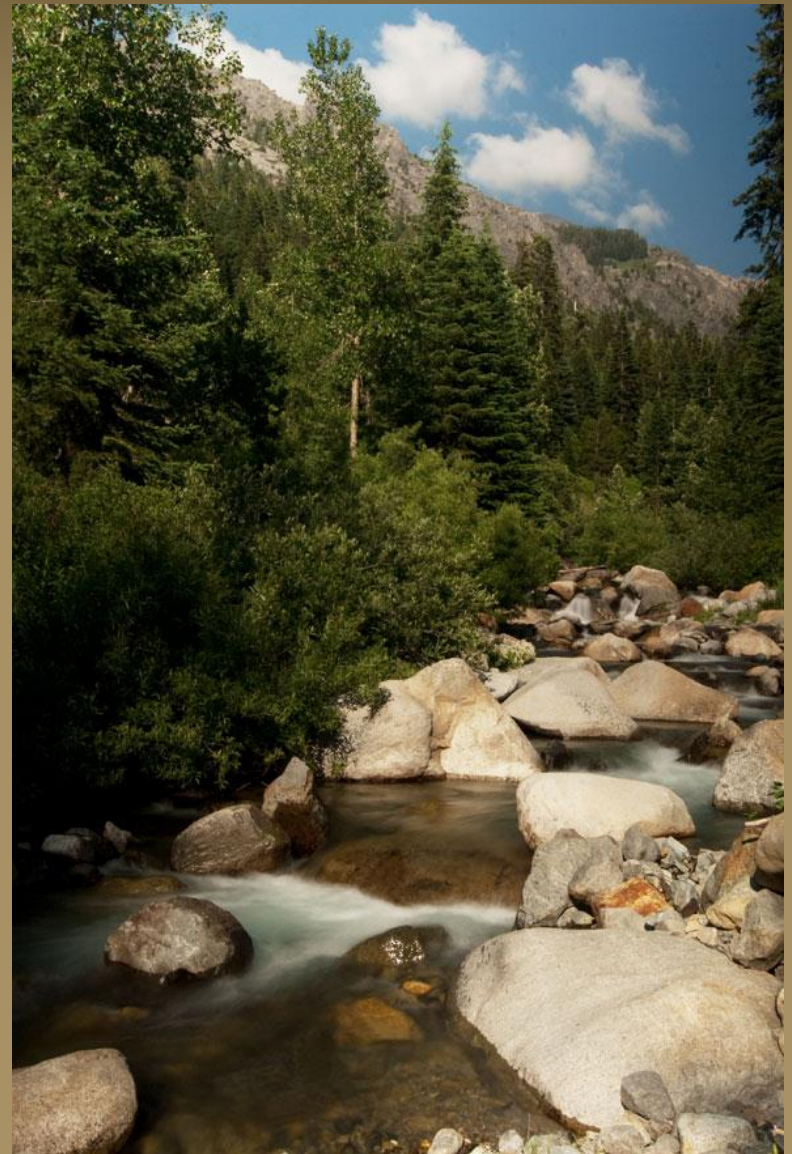
Meets priorities of the NPS Director, Secretary of the Interior, and American public.

- NPS Director
 - Youth
 - Relevancy
 - Place-based education
- Secretary of the Interior
 - Youth
 - Water
- American public(2009 Callup environmental survey)
 - Pollution of drinking water
 - Pollution of rivers, lakes, and reservoirs
 - Contamination of soil and water by toxic waste



Status

- Budget is \$3.2 million
- Project WET will raise funds
- April 2011—NPS and Project WET entered into a partnership fundraising agreement



Next steps



Create implementation team made up of Park, Regional, and WASO representatives to engage Parks in Project WET projects and provide guidance on criteria for park participation.

Roll-Out

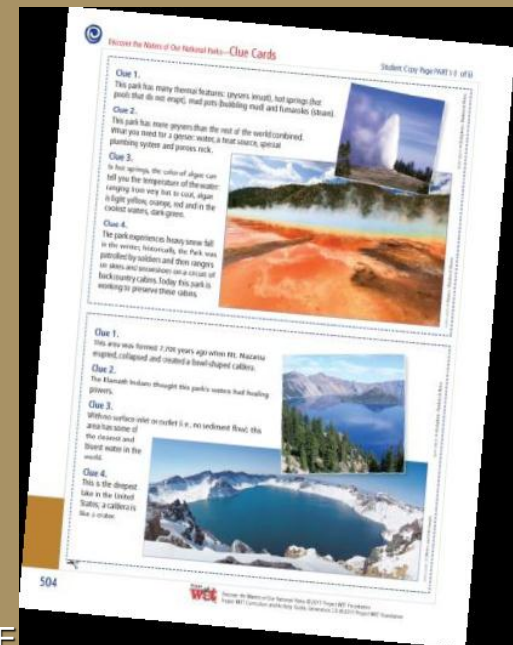
Project WET –NPS Partnership rolled out at *Sustaining a Blue Planet: Global Water Education Conference* in Bozeman MT September 13-15, 2011. Spontaneous donations occurred at rollout \$153. in 15 minutes.



SUSTAINING THE
BLUE PLANET
GLOBAL WATER EDUCATION CONFERENCE

Evaluation Criteria – all of the following

- Advance strategic priorities of the agency
- Leverages funding
- Demonstrates big-picture thinking
- Demonstrates entrepreneurship
- Management of formal agreements and contracts
- Demonstrates effective external and internal communication
- Demonstrates accountability
- Potential as a network management model



Current Success Stories

- □ Donation of Project WET's "Native Waters" exhibit to the Missouri National Recreation River
- □ *Discover the Waters of the Yellowstone River KIDs activity book in process*
- □ National Parks activity in *Guide 2.0*
- □ Mobilization of NPS interpreters with Project WET's network

■ EXPERIENCE YOUR AMERICA



Lessons Learned About Network Management

- List two to three lessons learned about network management that you wish to share with colleagues within your agency:
 - 1. Continual communication critical to success and meet expectations.
 - 2. Your network can be as large or small as you make it.
- List one to two lessons learned about network management that changed the way you interact with partners and community representatives:
 - 1. Reiterate – communicate early and often.
 - 2. Written agreements only work if you read and use them.



Parks will have the opportunity to participate in this project to connect with America's youth, local communities and enhance the experience of park visitors.