

**Lower Hudson PRISM  
Outreach and Education Workshop**

---

**January 19, 2016 – 10:00 am-3:00 pm**

Cornell Cooperative Extension – Rockland Co. 10 Patriot Hills Dr. Stony Point, NY

**DESIRED OUTCOMES**

1. Get to know each other better
2. Discuss our message and target audiences for 2016
3. Plan actions for Invasive species awareness week, training sessions, and develop educational materials for the year

**PROPOSED AGENDA**

**9:30 – 10:00**    *Arrivals ...coffee and tea will be available*

**10:00 – 10:30**    **WELCOME and Introductions**

10:30 – 10:45    Presentation on Cornell U study of NY Public Understanding of Invasive Species

10:45 – 11:15    Brainstorming on sharpening our focus based on results of the survey

11:15 – 11:30    Share ideas with larger group → what are our main messages?

11:30 – 12:30    Led Discussion on ISAW (Invasive Species Awareness Week)

GOAL: We want to develop a comprehensive strategy to deliver focused messages to specified target audiences. This strategy will be informed by the previous presentation.

- i.        Who's our audience?
- ii.       What do we want to say?
- iii.      Social media – Suzanne Clary re: twitter?
- iv.       Events
- v.        Strategies

**12:30 – 1:00**    **Lunch**

1:00 – 2:00       Working Groups

GOAL: Put together a task list to move all this forward, including those who will take on these tasks

- i.        Available educational resources and “holes”
- ii.       Early detection template- outreach materials, door hangings, factsheets, timed alerts
- iii.      Early detection training (for professionals)
- iv.       Public removal/mgmt. information

2:00 – 2:45       Group discussion on educational projects for LHPRISM RFP

**2:45 – 3:00**                    **Announcements and head home!**

Meeting collaborators:

Joyce Tomaselli- timekeeper

**Our Next Meeting is Thursday, March 31 in Teatown Lake Reservation, Ossining**