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**Community, Education, and Outreach Committee Workplan**  
October 1, 2005 through September 30, 2006

**Action 1**

Review and edit the NEANS Panel Fact Sheet, updating graphics, products, etc.

**Timeline**

Winter/Spring 2006

**Measure (s)**

1. Draft for December 1, 2005 for web version
2. 10,000 copies for August 1, 2006

**Funding or other support needed:** \$2,050.00 for printing costs for paper version

**Lead contact:** Amy Smagula, NHDES and Chuck O'Neill, NY

**Action 2**

1. New web page review (for content, layout, ease of use, etc.)

**Timeline**

November 15, 2005 through December 15, 2005 for existing information

**Measure (s)**

1. Going live with the website.

**Funding or other support needed:** None, but may use Program Manager time and assistance

**Lead contact:** VTDEC and Chuck O'Neill

**Review Assistants:** Mark, Michelle, Beth, Karen, Cynthia (but it will be sent out to whole committee).

**Action 3-**

Develop a webpage on the NEANS site specifically on Hydrilla, linking off to existing information that we amass, including a laundry list of BMPs that are applicable

**Timeline**

June 2006

**Measure (s)**

Hydrilla webpage going live.

**Funding or other support needed:** None needed at this time.

**Lead contact:** Karen Hahnel

**Participants:** Michelle Robinson, Amy Smagula

**Notes:** CT Sea Grant has a website, and MA has some information that we should tap into.

**Action 4**

Plan and facilitate a workshop on the overview of the social-based marketing approach, with a target audience of regional leaders so that they can learn to apply the principles to a solution to Hydrilla and other

**Timeline**

- Identify stakeholders, barriers and benefits key to Hydrilla prevention activities (fall/winter 2005)
- Develop a strategy that utilizes "tools" shown to be effective in changing

exotic species, to be implemented in the Northeast US and Eastern Canada.

- behavior (spring/summer 2006)
- Implement a pilot application of the strategy, and (summer/fall 2006)
- Evaluate the strategy once it has been implemented across a community (fall/winter 2006)

**Measure (s)**

The Panel will draft and publish a workshop report. The workshop report will contain a framework for a consistent regional message for NEANS Panel jurisdictions and agencies.

**Funding or other support needed:** \$6,000.00 (from GOMC grant)

**Lead contact:** TBD

**Action 5-**

Work with other NEANS Committees to implement portions of their projects that relate to CEO based functions

**Timeline**

Continuous

**Measure (s)**

Partnerships with other NEANS Committees.

**Funding or other support needed:** None at this time

**Lead contact:** Committee Co-chairs

**Action 6**

Prepare a webpage for the “ANS Issues in the Northeast” for the NEANS website

**Timeline**

January 31, 2006

**Measure (s)**

Web page with summary and pictures of species going live on new website.

**Funding or other support needed:** None at this time.

**Lead contact:** Chuck O’Neill

**Action 7**

*Trapa* brochure edits and re-printing

**Timeline**

Winter/spring 2006

**Measure (s)**

Put PDF version on NEANS website. Print as needed.

**Funding or other support needed:** None needed at this time.

**Lead contact:** Committee Co-Chairs

**Action 8**

CEO Webpage Information

**Timeline**

January 31, 2006

**Measure (s)**

Web page bullets going live on website– include lead paragraph as intro (and edit as needed) then do past project Bullets and current project bullets.

**Funding or other support needed:** None at this time.

**Lead contact:** Amy Smagula, with input from committee.