

# **Shoreland Volunteer Guidebook**

**Organizing a  
Volunteer  
Training  
Program**



# What is the Shoreland Volunteer Program?

Everyone who owns or enjoys shoreland areas shares a concern that the land and water be managed wisely to sustain the beauty and environmental health of Minnesota's lakes and streams. To manage shoreland areas properly and protect water resources, people need information on evaluating and understanding water quality, land use impacts, and shoreland regulations. Unfortunately, even people who want to manage their property in the best way possible, often do not know where to go to get the information they need.

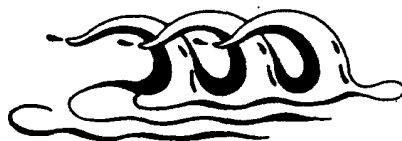
The Shoreland Volunteer program brings together people with expertise in a range of disciplines related to managing shoreland and the people who need that expertise -- shoreland property owners. It provides resources and training for property owners to help them learn and teach their neighbors about good shoreland management practices. By providing accurate, research-based information and demonstrating ways to share that information, the Shoreland Volunteer program empowers property owners to make a difference in the quality of their lake or river. Trained shoreland volunteers can establish a local network to provide information and education to effect change at the watershed level.

This guidebook will help communities design and implement Shoreland Volunteer programs, from planning the details of training workshops to continuing support of volunteers. Implementing a program like Shoreland Volunteers can help improve service to shoreland property owners, increase visibility, build a supportive base for land use decisions, and help residents communicate more effectively with local decision makers. The program is appropriate where there are existing property associations or in areas where individuals are interested in building active associations.

Training workshops are a cornerstone of the Shoreland Volunteer program. The format and content of each workshop will differ to accommodate local needs and interests and should be planned to address local concerns. However, some core topics like basic limnology should be included to bring all participants up to a basic level of understanding before advancing to more complex management and policy discussions.

Although educational workshops alone are valuable, continued support and training will increase volunteers' effectiveness and expand stewardship efforts. Advanced training might include topics such as information sharing techniques, conflict resolution skills, water quality monitoring concepts, and volunteer management.

Funding to support the Shoreland Volunteer program may come from county water plan funds, grants, registration fees, contributions, or through support from lake associations. A coordinated planning effort will identify potential funding sources early and develop partnerships to make the most effective use of limited resources.



# Building a Team

The key to a successful Shoreland Volunteer program is to identify and involve the appropriate partners in all stages of planning and conducting the program. Having a broad base of support among local units of government, educators, resource professionals, and shoreland property owners will ensure that the program meets local needs and addresses timely issues.

Enlist the support of local partners as you consider the idea of organizing a Shoreland Volunteer program. Cooperators will feel more ownership and commitment to the program if they are engaged early in the process. Provide copies of the inside front cover of this guidebook ("What is the Shoreland Volunteer Program?") to explain more about the program.

Consider representatives from the following agencies or organizations as possible partners:

## Local

Minnesota Extension Service (MES)  
Soil & Water Conservation Districts (SCWD)  
County Water Plan Coordinators  
Watershed Districts (WD)  
Lake Associations, COLAs  
County Departments: Planning & Zoning,  
Shoreland, Environmental Services

## State

Pollution Control Agency (MPCA)  
Dept of Natural Resources (DNR)  
Board of Water & Soil Resources  
(BWSR)  
Department of Health (MDH)

## Other

Natural Resources Conservation  
Service (NRCS)  
US Forest Service (USFS)  
US Fish & Wildlife Service (FWS)  
Consultants and Contractors  
University researchers

From the initial group, you can establish committees to address components of the Shoreland Volunteer program, such as workshop planning, financing, publicity, and ongoing support of volunteers.

## Agreeing on a Purpose and Objectives

The overall purpose of the Shoreland Volunteer program is to provide people with knowledge, reference materials, and access to the expert advice they need to be better shoreland property managers. The second purpose is to help those trained volunteers become resources for other shoreland property owners in their area.

Your planning team can start from these general goals, refine them to fit the needs in your area, and develop specific workshop and overall program objectives. For example, a major issue in your area could be non-conforming septic systems on lake shore property. Your overall goal might be to improve water quality by correcting the septic problems. Objectives might include educating property owners about the link between non-conforming septic systems and poor water quality, providing a forum for discussion about options and potential financial resources, and introducing them to local and regional experts who can help with the process.

*Tip: Invite interested people to join you for a short discussion about the possibility of starting a program. Keep it informal and make sure everyone has a chance to ask questions and share their ideas.*

# Workshop Planning

The Shoreland Volunteer program is larger than a single workshop, but a workshop is a good way to draw people together to build a local network and begin shoreland education efforts in your area. The following 18 pages will guide you through planning and implementing a workshop.

Organizing the entire program is a large task for one individual, but planning for a workshop goes more smoothly if there is a coordinator who can maintain communication and help partners shoulder responsibility for various aspects of the program. The coordinator's role will require about 70 hours, and active members on the planning committee will invest 10-20 hours each.

## Step 1: Assessing Needs/Issues

The format, length, and focus of a training workshop will depend on local needs. Specifics about timing, location, and content of the workshop should be determined after local needs are identified. Setting objectives, developing an agenda, and attracting participants become simpler if you address issues and needs specific to your area. Your planning team may be able to define needs based on prior experience in the area, but an alternative approach is to survey shoreland owners to find out what they think is important. You may want most of the planning committee involved in assessing needs.

An example of an interest survey is included on page 5.

Distribute your survey and a copy of "What is the Shoreland Volunteer Program?" (inside cover) to a range of shoreland property owners, resource managers, and elected officials. Lake associations may provide lists of their members or be willing to distribute the survey for you.

### Coordinator's Role

As coordinator you'll be responsible for:

- building a partnership with local units of government, educators, resource professionals, and volunteers
- facilitating planning, including meetings, mailings, surveys, and follow-up
- helping partners assume responsibility for publicity, budget management, contact with speakers, registration, arrangements, and evaluation
- reporting to sponsors
- raising and budgeting funds

## Step 2: Setting up Committees

Subcommittees for various components of the workshop help distribute the workload. Committee work is usually most productive if tasks are outlined carefully and completion dates are established well in advance. The coordinator should help maintain communication between the subcommittees.

Suggestions for workshop committees are summarized on the following pages:

- Agenda, Schedule, Facilities (pages 6-8)
- Resource Notebooks (pages 16-17)
- Planning a Workshop Budget (pages 8-9)
- Registration and Arrangements (pages 18-19)
- Contacting Speakers (pages 10-11)
- Evaluation (pages 19-21)
- Publicity and Promotion (pages 12-15)

*Tip: It's best to begin working on your workshop 5-6 months in advance to have plenty of time to plan and promote it successfully.*

# Interest Survey for Shoreland Volunteer Program

*This survey is designed to get your input to help determine priorities for the Shoreland Volunteer workshops being planned for \_\_\_\_\_. The attached fact sheet describes more about the program. We want the timing, format, and content of the workshops to reflect your needs and interests. Please complete the form and return it in the enclosed envelope by \_\_\_\_\_. Thank you.*

When ranking your preferences, always use "1" as the highest.

1. A Shoreland Volunteer workshop usually takes about 8-10 hours. Pilot workshops have used several different formats. Please rank the following options:

- \_\_\_\_\_ Saturday all day (9 am - 5 pm)
- \_\_\_\_\_ Friday late afternoon to Saturday afternoon (including an overnight)
- \_\_\_\_\_ Weekday evening series (4 nights, 7:00-9:30 pm)

2. Which month of the year would be best for a Shoreland Volunteer training workshop? \_\_\_\_\_

3. Please rank the **TOP 5 SUBJECTS** that you would like to see covered at a Shoreland Volunteer training. Feel free to add to the subject areas or circle subpoints you're especially interested in.

- |                                 |  |
|---------------------------------|--|
| _____ watershed concepts        | - what is a watershed, where does your lake or river fit, draw your own watershed  |
| _____ basic lake/river concepts | - special characteristics, temperature, depth, light penetration, stratification, riparian characteristics   |
| _____ water quality monitoring  | - how, what, when, where to monitor, what do the measurements mean, what is quality water  |
| _____ aquatic vegetation        | - benefits of emergent/submergent plants, management techniques, permits required for removal  |
| _____ shoreland vegetation      | - establishing native plants, maintaining filter strips and/or turf, shoreland trees   |
| _____ fisheries resources       | - stocking issues, catch & release, surveys, limits  |
| _____ exotic species            | - milfoil, zebra mussels, "new" exotics, limiting spread, managing infestations  |
| _____ safe drinking water       | - wellhead protection, getting water tested, possible health risks   |
| _____ on-site septic systems    | - how do they work, how often to pump, household tips to improve performance and longevity   |
| _____ lake level issues         | - policies for management, beaver control, aquatic plants and fluctuating levels   |
| _____ landuse impacts on water  | - feedlots & shoreland grazing, crop production, urban runoff, land spreading  |
| _____ safety & noise issues     | - boating, jet skies, docks, crime, winterizing, water quality concerns in relation to body contact  |
| _____ shoreland ordinances      | - setbacks, <u>why</u> do we have ordinances, state vs local regulations, permits required   |
| _____ property values/sales     | - taxes, assessments, values related to water quality, what's required at time of transaction  |
| _____ lake associations         | - how to form or revitalize, annual meetings, fund raising   |
| _____ communications            | - newsletters, surveys, recognition of volunteers, how to reach non-adapters or reluctant neighbors, sharing good ideas, how to continue network of contacts |
| _____ conflict resolution       | - how to bring sides together, how to reach compromise   |
| _____ who's who                 | - who's who on the local, state, federal level; who requires permits, who offers funding or technical support, who to call for help                          |
| _____ other, what?              | _____  |

4. If you would be willing to serve on a planning committee, please contact \_\_\_\_\_ or fill in the information below.

Name \_\_\_\_\_ Daytime phone \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

## Step 3: Developing an Agenda

Before planning an agenda and inviting speakers, it is important to acknowledge that one workshop cannot do it all. Eight to ten hours of training and discussion will barely scratch the surface of effective shoreland management. At the same time it's critical that participants leave the workshop with some practical skills they can apply immediately. It is valuable to include both general overviews and more specific information on topics of special interest in your area.

Determine three to four priority topics, based on your needs assessment. Keep in mind that these "hot" topics will draw and involve people, but don't forget core topics that are crucial to building a knowledge base. Your Shoreland Volunteers will need some basic background information to find answers to their neighbors' questions. Core topics include basic limnology (the study of lakes), shoreland and aquatic vegetation, wastewater treatment, and zoning concepts.

## Step 4: Drafting a Schedule

Your entire planning committee may want to be involved in assessing needs and identifying which format works best to accomplish your objectives. Begin four to five months in advance to outline your agenda and draft the schedule. Carefully consider your target audience (permanent or seasonal residents), travel distances, speaker availability, time of year, and other events that might conflict as you select a date and format for your workshop.

Keep in mind that an important component of the workshop is to have volunteers meet and understand the roles of local resource managers and county departments, so choose a day and time when they will be available. Schedule ample time for breaks and meals to allow participants to meet each other and share success stories. This interaction is extremely important as volunteers build networks and learn from each other.

Three basic scheduling options have been used for Shoreland Volunteer workshops -- overnight, one-day, or evening seminars. Each offers certain benefits and has some limitations, so your planning committee will need to decide which works best in your situation. See the schedule on page 7 for ideas.

A workshop that runs overnight (for example from Friday afternoon through Saturday afternoon) offers participants more opportunity to network and share their experiences, but probably costs more for lodging and food. This format may work best when participants are traveling long distances or when seasonal shoreland residents are coming from out of town. If your audience is primarily permanent residents or you're drawing from a smaller area, volunteers may be unwilling to stay overnight.

Day-long workshops (for example, all day Saturday) may fit more easily into schedules and still provide a chance for volunteers to share their experiences. It's important, however, to schedule realistically, include several breaks, and keep on time because an eight-hour "working" day can get very long.

An evening seminar series may mean more people can be involved and may increase commitment by bringing together people several times over many days or weeks. However, maintaining connections and giving volunteers meaningful time to interact is difficult if participants attend irregularly, so you need to plan carefully and establish clear expectations up front.

*Tip: When scheduling, include a variety of presenters, topics, and learning styles. A mix of basic science, management methods, and outreach tips presented through lectures, demonstrations, discussions, and field work will help people with different interests and learning styles get the most out of the workshop.*

# Sample Schedule

Below is a sample schedule for a workshop running from 3:00 pm Friday until 4:30 pm Saturday. Your local planning committee may choose to cover different issues, change the order and length of sessions, and find other appropriate presenters. These are suggestions based on comments and evaluations from previous workshops.

Time Frame	Subject Matter	Possible Presenter
<b>FRIDAY AFTERNOON and EVENING</b>		
3:00-3:30 pm	Registration	
3:30-4:30 pm	Welcome, workshop logistics Charge to participants Introduce participants & have them identify priority issues for their lake	Local workshop coordinator Lake Association leader
4:30-5:30 pm	Basic water quality - what does it tell you about your lake or river?	MPCA, university limnologist
6:00-7:00 pm	Dinner	
7:00-7:30 pm	Watershed concepts - where does your lake or river fit?	BWSR, SWCD, MPCA
7:30-9:00 pm	Watershed mapping - informal session to find out about your lake or river system	"Staff" with mapping expertise; chance to talk with resource people
evening	Open - networking	
<b>SATURDAY</b>		
8:15 am	Reconvene group	
8:30-9:00 am	Monitoring water quality - what should you measure?	MPCA, Lake Association, consultant
9:00-10:00 am	Aquatic vegetation - what is the value of aquatic plants?	DNR, Master gardener, plant ecologist
10:00-10:30 am	Break	
10:30-11:30 am	On-site septic systems - how can they affect water quality?	MES, County Planning & Zoning
11:30-12:00 am	Exotic species - how to limit their spread?	Sea Grant, DNR
12:00-1:00 pm	Lunch	
1:00-1:45 pm	Communications - how do you involve neighbors?	MES, volunteer coordinator, consultant
1:45-2:15 pm	Tax issues - how are taxes determined?	County assessor
2:15-2:45 pm	Break	
2:45-3:30 pm	Property values - are they affected by water quality?	Local realtor
3:30-4:30 pm	Reconvene group to identify action plans, commitment	Local coordinator, and recorder
4:30 pm	Depart	

## Step 5: Committing to Action

An integral part of the Shoreland Volunteer program is asking participants to identify the issues that most concern them and other property owners on their lake or river. During introductions, participants can highlight their concerns. Before they leave the workshop, should formulate an action plan to address those concerns. Allow time near the end of the day for participants to record their plans and share them with the rest of the group. By committing to specific action items in writing or in a large group setting, people seem to have more incentive to follow through.

## Step 6: Choosing a Facility

A facility near a lake or river offers the chance to demonstrate monitoring equipment and provides an appropriate setting for volunteer training. Use of a restaurant or conference center simplifies arrangements for food. Select a central location and reserve your facility early. Remember that presenters may use slides or overheads so you must be able to darken the room. Because resource notebooks may be large and heavy, it's helpful to have tables set up in a classroom arrangement.

Your choice of facility, meals, or overnight accommodations may be constrained by your budget, so keep in mind that developing your budget should progress hand-in-hand with planning the schedule and choosing the location.

## Step 7: Planning a Workshop Budget

As you identify priority issues, outline an agenda, and select a location, begin planning your budget. The funds your committee is able to secure may limit your plans, but it's best to decide first what you want to accomplish and then try to find the funds to reach that goal. Designate an organization and individual committee member to manage the budget and act as the fiscal agent for the workshop.

Use the worksheet on page 9 to help you develop a budget. Workshop expenses will need to be covered through registration fees and whatever funding you are able to obtain from other sources. Set your registration fee based on projected expenses and how much money from other sources you have available. Resource notebook materials are likely to be the most expensive part of your workshop.

If the projected registration fee is higher than you think people will be willing to pay, look for in-kind support and donations from the planning team and other sponsors to reduce the cost. You can also explore these potential funding sources:

- county water plans;
- grants from state agencies, such as the BWSR, DNR, MES;
- contributions from individual lake associations or the Minnesota Lakes Association (MLA);
- contributions from sporting groups, local businesses, or civic groups; and
- in-kind contributions from the planning team and other sponsors.

The more income that can be generated from other sources, the lower the registration fees can be. Participants at the 1994, 1995, and 1996 workshops paid between \$12 and \$25 each. Workshop evaluations stated unanimously that participants thought this was a reasonable amount to pay for the information they received. Several commented that they would have paid more.

*Tip: Potential funders might be more interested in paying for discrete items, such as refreshments, complimentary hats, or specific resource materials, than in contributing funds to a general budget.*



# Budget Planning Worksheet

## Per Person Workshop Expenses:

Remember to include organizers and presenters in your estimates for refreshments, resource notebooks, and other items

	Example			Your Estimate		
Item	Cost/person	Estimated # of people	Estimated Cost	Cost/person	Estimated # of people	Estimated cost
Refreshments/meals	\$ 10	30	\$ 300			
Resource notebooks	45	30	1350			
Topographic maps	5	25	125			
Identifiers such as hats	7	30	210			
Other	0	30	0			
	<b>Subtotal A:</b>		\$ 1985	<b>Subtotal A:</b>		

## Overall Workshop Expenses:

	Example			Your Estimate		
Item	cost/unit	Estimated # of units	Estimated Cost	Cost/unit	Estimated # of units	Estimated cost
Facility rental	\$ 100	1	\$ 100			
Presenter travel	50	3	150			
Organizer travel	50	2	100			
Equipment rental	20	1	10			
Brochure printing	0.10	1000	100			
Telephone and FAX	50	-	50			
Postage and supplies	100	-	100			
Follow-up activities	200	-	200			
Other	100	-	100			
	<b>Subtotal B</b>		\$ 920	<b>Subtotal B:</b>		

	Example	Your Estimate
Add Subtotals A & B	\$ 2905	
Divide by the number of registrants	25	
Cost per person	\$ 116	

## Step 8: Selecting and Preparing speakers

Once you have determined which core subjects and priority issues will be included in your workshop, it is time to identify and contact speakers. Ask them as early as possible. The best speakers for your program are probably also the most highly sought after and may get booked very quickly.

Informal learning is strengthened by having speakers representing a number of different perspectives, such as university research, natural resource agencies, county departments, and contractors. Consider speakers from your area because local presenters often have strong connections with shoreland property owners and may be more in touch with local resource issues and problems. Most important is that speakers who are selected are able to adapt the content and technical level of their talk to the audience. Speakers should be good teachers and able to interact effectively with the audience in an informal educational setting.

Prepare speakers ahead of time for the audience and type of teaching you hope to get from them. Speakers should be encouraged to follow these guidelines.

- Bring hands-on demonstrations of their topic, if appropriate.
- Use a lot of visuals in their presentation.
- Include many practical examples to illustrate their points.
- Recognize that participants may come from more than one county.
- Try to relate their presentations to other speakers' information.
- Keep their presentation informal, leaving a lot of time for questions and discussion.
- Bring handouts, or copies of overheads, if appropriate.
- Remember that some shoreland activists may already be quite knowledgeable about water quality.

### Send the speaker:

- \_\_\_ Confirmation letter
- \_\_\_ List of references in resource notebook
- \_\_\_ Directions to workshop
- \_\_\_ Workshop brochure
- \_\_\_ Final schedule

### Request from the Speaker:

*(be specific about when you need the information)*

- \_\_\_ Outline of presentation in advance
- \_\_\_ Audio-visual needs
- \_\_\_ Arrival and departure times
- \_\_\_ Meals he/she will attend
- \_\_\_ Travel expenses requiring reimbursement

Don't forget to send a thank you  
after the workshop

## Step 9: Choosing a Facilitator

To insure that the workshop runs smoothly and efficiently, select a dynamic and organized facilitator or emcee who feels comfortable leading the workshop and keeping on schedule. In addition to keeping an eye on the clock, the facilitator will welcome participants, introduce speakers or panel members, field questions, collect evaluations, and help participants identify their action plans. The facilitator may or may not give a presentation.

*Tip: Encourage speakers to come for as much of the workshop as they are able, including meals and informal breaks. This is when much of the most valuable learning occurs.*

# Sample Letter to Speakers

Date

Name

Address

Address

Dear Speaker:

Thank you for agreeing to participate in our Shoreland Volunteer workshop. This is a unique opportunity to reach out to a very interested and committed group of people. Shoreland Volunteers are looking for practical, hands on information to help them better manage their shoreland property. They come from a wide variety of backgrounds and may have limited technical knowledge.

A lot of the learning that takes place at a workshop of this nature occurs during question and answer periods or informal breaks, so we ask that you allow plenty of time for discussion and plan to stay for as much of the workshop as you are able.

Your presentation will be most valuable if it includes good visuals and many practical illustrations and examples. If you can provide a handout or outline of your talk in advance, we will copy and include it in the notebook given to participants. Please send your materials by [date]. If you aren't able to get materials to us in advance, please plan to bring [xx] copies with you to the workshop.

Your talk is scheduled for [time] and should last [minutes], leaving [minutes] for questions. We hope you'll be able to [arrive early for/stay after] your talk and join us for lunch.

I'll call you 2 weeks before the workshop to confirm your audio-visual needs and meal reservation. If you'll need to be reimbursed for travel expenses, please let me know ASAP.

Our planning committee is looking forward to working with you. I've enclosed a map to the workshop. Call me if you have any questions (xxx-xxx-xxxx).

Sincerely,

ends:

## Step 10: Promoting the Workshop

Your workshop will only be successful if you publicize it well and get good representation from shoreland property owners in your area. Set the workshop date early, so you have plenty of time to get the word out and advertise in a variety of ways. Shoreland property owners may be seasonal residents and may be difficult to reach. Use the media, mailing, and word-of-mouth to reach all potential audiences. Key elements of a publicity plan include a brochure (see Step 11), press releases, local newsletters, public service announcements, word-of-mouth, and community gathering places.

- Press releases -- A sample press release is included below. Press releases should be sent to all local papers and shoppers approximately six weeks before the workshop takes place. It should be on a full page, double-spaced and include contact information, a date at the top, and a headline.
- Local newsletters -- Local newsletters of environmental organizations, lake associations, recreational organizations, fishing groups, and others are excellent places to advertise. You may want to provide camera-ready copy of a brochure and registration form for inclusion in the newsletters.
- Word of mouth -- All members of the planning team should take an active role in recruiting participants for the workshop. Encourage registrants to bring a friend or fellow member of their lake association. Trained volunteers can "adopt" local elected officials or board members to encourage them to attend.
- Community gathering places -- Distribute brochures at local hardware stores, cafes, groceries, bars, or other popular gathering places.

### Sample Press Release

[Date]  
FOR IMMEDIATE RELEASE  
NEWS RELEASE

Contact:

[Name]  
[Affiliation]  
[Telephone number]

#### Be a Shoreland Volunteer

Do you own shoreland? Are you interested in protecting the water quality of your river or lake? Are you concerned about property values? Have your neighbors formed a group to help solve local shoreland problems? You are invited to become a Shoreland Volunteer and attend a workshop where you'll learn how improved management can help protect your lake or river. A Shoreland Volunteer training workshop will be held on [date] at [location].

The workshop will cover shoreland management practices, shoreland property values, how to interpret water quality data, on-site septic systems, vegetation management, exotic species prevention, understanding watersheds, and forming lake associations. Shoreland Volunteer workshop participants will receive research-based information about water resource issues, learn effective problem solving strategies from other active volunteers, and take home a resource notebook containing valuable reference materials. Shoreland Volunteers should be willing to serve as resources for other property owners on their lake or river.

The cost of the workshop is [cost] and covers [materials, lodging, food, other]. For more information or to register, please call [contact]. The deadline for registration is [date].

#

*Tip: Enlisting an active shoreland owner from key lakes or rivers to help promote the program will be a valuable way to recruit participants.*

## Step 11: Creating and Distributing a Brochure

Creating an attractive brochure and getting it distributed early is one of the best ways to promote your workshop. Have a draft completed at least three months in advance and plan to distribute the final version to property owners at least two months before the workshop. A registration deadline two to three weeks before the workshop is appropriate -- this gives you a chance to do a publicity blitz if initial registration is low and helps you plan for meals, notebooks, and logistics.

Remember that brochures, while not terribly expensive to produce, quickly become expensive if direct mail is used to distribute them widely. Another distribution method is to send larger quantities to county offices, such as MES, SWCD, and Planning and Zoning, for them to distribute with other mailings.

Copies of the brochure can be given to lake associations to distribute. Your planning team will be a very important network for brochure distribution. A cover letter inviting participation and encouraging people to share brochures will strengthen the impact. Don't underestimate the importance of word-of-mouth and personal contact in drawing people to your workshop, particularly in areas with few established property owners associations.

One trick to assess how successful you were in getting brochures distributed is to copy them on different colors of paper. By keeping track of which outlets (lake associations, county offices, etc.) distributed which colors and tallying the number of registration forms in each color, you'll get an idea of the most effective ways of reaching shoreland property owners in your area. This information will be helpful for future planning and promotion.

A sample brochure is included on pages 14-15. This was laid out on a word processor, with clip art added. Perhaps a member of your planning committee has design or desktop publishing skills; if not you may want to contract for design services. Don't place important information on the back of the registration form that will be cut off and returned.

Remember, a brochure doesn't have to be expensive, it just has to be attractive and include the pertinent information.

### **Make sure these are in the brochure:**

- \_\_\_ Title
- \_\_\_ Location
- \_\_\_ Date
- \_\_\_ Time
- \_\_\_ Sponsors
- \_\_\_ Target audience
- \_\_\_ Cost
- \_\_\_ What meals are included
- \_\_\_ Registration form and return address
- \_\_\_ Registration deadline
- \_\_\_ Purpose and workshop objectives
- \_\_\_ Draft agenda or schedule
- \_\_\_ Information about overnight accommodations (if appropriate)
- \_\_\_ Contact telephone number and name for more information
- \_\_\_ Survey questions about priority issues

*Tip: Ask participants to identify specific questions or concerns on the registration form. This will help speakers fine-tune their presentations. Remember, this information will arrive too late for overall workshop planning.*

stamp

mailing label

return mailing address



### Regional Workshops

Similar topics will be covered at each workshop, but the schedules will be different.

#### Long Lake Conservation Center, Palisade May 5-6

- ◆ 10:30 am Friday until 1:00 pm Saturday

For more information contact:

Art Norton, Itasca County SWCD, (218) 326-0117  
Jean Pitt, Aitkin County Extension, (218) 927-7821  
Aitkin County SWCD, (218) 927-2413

#### Giant's Ridge, Blwabik May 19-20

- ◆ 3:00 pm Friday until 4:30 pm Saturday

For more information contact:

Mark Johnson, St. Louis Co. Health (218) 725-5217  
Gene Bromenshenkel, MES, (218) 726-7512

#### Wolf Ridge Environmental Learning Center, Finland June 2-3

- ◆ 3:00 pm Friday until 4:30 pm Saturday

For more information contact:

David Abasz, Lake County SWCD, (218) 834-2686  
Karen Evens, Cook County, (218) 387-2282

Workshops will be limited to 50 participants. Trained Shoreland Volunteers should be willing to serve as resources for other property owners on their lake or river.

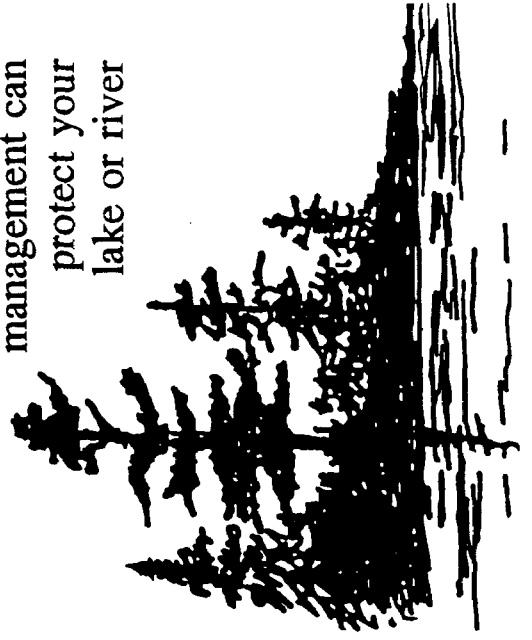
### Sponsors

County Water Plans are sponsoring the workshops, with support from the Minnesota Extension Service, Minnesota Board of Water and Soil Resources, and the Minnesota Sea Grant Program.

# Be a Shoreland Volunteer

Shoreland Volunteers share their knowledge to help protect water resources

You're invited to attend a workshop to receive valuable training that will help you understand how improved management can protect your lake or river



## As a Shoreland Volunteer you will:

- ❶ receive accurate, research-based information on water resource issues;
- ❷ learn effective problem solving strategies from other active volunteers;
- ❸ identify water quality issues and practical approaches to addressing those issues; and
- ❹ take home a resource notebook with over \$40 worth of educational materials

## What Will the Workshop Cover?

- ◆ shoreland best management practices
- ◆ interpreting water quality data
- ◆ on-site septic systems
- ◆ vegetation management
- ◆ understanding watersheds
- ◆ shoreland property values
- ◆ forming lake associations
- ◆ communicating with members
- ◆ sharing educational materials

## Who Should Attend?

Shoreland property owners from the Arrowhead region who are committed to protecting or improving water quality will benefit from the workshops. Participants may or may not already belong to a shoreland owners' association. Volunteers are strongly encouraged to attend as a team and to stay overnight.

## Problem Solving Focus

Participants will identify issues that need attention and can develop an action plan to address those problems.

The workshop will help volunteers work with existing associations or bring together neighbors to help solve problems facing their lake or river.

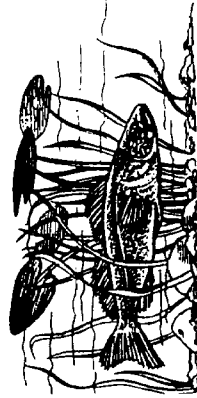
## Information Sharing

If your association has produced a newsletter, membership materials, or a brochure, please bring a few copies to share with other participants. One of the best ways to get new ideas for solving common problems, is to see how other groups have responded. This sharing of ideas and examples will be an important part of the workshops.

## Cost and Accommodations

A \$25 registration fee will cover less than half the cost of the workshop, resource notebooks, lodging, and food. The remaining expenses will be covered by County Water Plans and the Minnesota Extension Service.

Overnight accommodations will be camp-style, with shared rooms and cafeteria meals. Specific information about facilities and travel directions will be sent with your confirmation.



## Registration

Shoreland Volunteer Workshop

Check one: \_\_\_\_\_ *register by:*

- Long Lake CC, May 5-6 \_\_\_\_\_ April 10
- Giant's Ridge, May 19-20 \_\_\_\_\_ May 1
- Wolf Ridge ELC, June 2-3 \_\_\_\_\_ May 8

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ zip \_\_\_\_\_

Daytime phone (\_\_\_\_) \_\_\_\_\_

## Registration Fee is \$25.00

make checks payable to: University of Minnesota

## Mail payment and registration form to:

Barbara Liukkonen, BWSR, Room 403  
394 South Lake Avenue / Duluth, MN 55802

You will receive a confirmation letter  
2 weeks before the workshop

1. What lake or river is your property on?  
**yes**      **no**
2. What county is your shoreland property in?
3. Do you belong to a shoreland association?  
**yes**      **no**
4. What's the most serious problem or issue facing residents on your lake or river?
5. Why do you want to attend the workshop?

## Step 12: Providing Resource Notebooks:

Resource notebooks have been one of the most highly rated aspects of past Shoreland Volunteer workshops. As part of the registration fee, each participant receives a large loose-leaf notebook filled with a wide variety of publications related to shoreland management. Participants should leave the workshop familiar enough with the format and content of the notebook to be able to find answers to their shoreland management questions. Speakers should be encouraged to refer to the publications in the notebook that are particularly relevant to their topic.

Shoreland volunteers are expected to share their knowledge with and act as resource people for other shoreland property owners in their area. The notebook provides the link between the knowledge they gain and experts they meet during the workshop and their continuing roles as Shoreland Volunteers after the workshop.

The resource notebook is a compilation of existing publications and resource lists. It should be carefully organized and clearly divided into sections based on subject area. The first section should include the final workshop schedule, a list of participants, and a list of presenters. The list of participants should include their lake or river and association, if any. The list of presenters should include their areas of expertise and contact information, including telephone numbers and email addresses. Blank paper for taking notes is also useful. Another section should include lists of local and state regulations, permit requirements, and local agency contacts. These are extremely valuable and require some effort from the planning team to assemble in advance of the workshop.

Listed below are the publications that have been included in resource notebooks. A large number of publications were reviewed before the final set was selected. Cost, clarity, technical accuracy, and "user friendliness," were considered when choosing among publications. Retail value of the publications is approximately \$50, but bulk purchases can reduce that cost considerably. Allow enough lead time when assembling the notebooks to obtain items that have to be ordered. The publications listed below fill a 3" loose-leaf notebook.

<i>Notebook Section and Publication Title</i>	<i>Where to get it</i>	<i>Cost</i>
<b>Understanding watersheds</b> <ul style="list-style-type: none"> <li>• Getting to know your local watershed</li> <li>• Putting together a watershed management plan</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Technology Information Center, 317-494-9555</li> </ul>	\$0.90 /copy; \$1.80 for both
<b>Forming partnerships</b> <ul style="list-style-type: none"> <li>• Building local partnerships</li> <li>• Leading and communicating</li> <li>• Managing conflict</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation Technology Information Center, 317-494-9555</li> </ul>	\$0.90 /copy; \$2.70 for all three
<b>Exotic species</b> <ul style="list-style-type: none"> <li>• A variety of fact sheets on exotic species</li> <li>• A field guide to aquatic exotic plants and animals</li> </ul>	<ul style="list-style-type: none"> <li>• MN Sea Grant, 218-726-8106</li> <li>• Exotic species programs, MDNR, 612-296-2835</li> </ul>	Free Free

*Tip: Organized resource notebooks will get used.*



<p><b>Shoreland best management practices</b></p> <ul style="list-style-type: none"> <li>• A citizen's guide to lake protection</li> <li>• Are you loving your lakeshore to death?</li> <li>• Shoreland best management practices (18 fact sheets in a series)</li> <li>• Understanding, living with, and controlling shoreline erosion: A guidebook for shoreline property owners</li> </ul>	<ul style="list-style-type: none"> <li>• Freshwater Foundation and MPCA, 612-296-6300</li> <li>• MDNR, 612-772-7900</li> <li>• County Extension Office or Water Plan Coordinator</li> <li>• Tip of the Mitt Watershed Council, 616-347-1181</li> </ul>	<p>\$2.00</p> <p>Free</p> <p>Varies</p> <p>Free</p>
<p><b>Shoreline and aquatic vegetation</b></p> <ul style="list-style-type: none"> <li>• Vegetation and its role in reducing Great Lakes shoreline erosion</li> <li>• Landscaping shorelines for wildlife</li> <li>• Aquascaping -- A guide to shoreline landscaping</li> <li>• A guide to aquatic plants</li> </ul>	<ul style="list-style-type: none"> <li>• Michigan Sea Grant Communications, 313-764-1138</li> <li>• MDNR, 612-772-7900</li> <li>• Hennepin Conservation District, 612-544-8572</li> <li>• MDNR, Ecological Services Section, 1- 800-766-6000</li> </ul>	<p>\$1.50/ copy;</p> <p>\$.75 (if &gt; 10)</p> <p>Free</p> <p>\$3.20/ copy</p> <p>Free</p>
<p><b>Wastewater treatment and conservation</b></p> <ul style="list-style-type: none"> <li>• Septic system owner's guide</li> <li>• <i>Water Conservation</i> video and order form</li> </ul>	<ul style="list-style-type: none"> <li>• MN Extension Service, 612-625-8173</li> <li>• County Water Plan Coordinator</li> </ul>	<p>\$4.00</p> <p>Form is free</p>
<p><b>Water quality</b></p> <ul style="list-style-type: none"> <li>• Minnesota fish consumption advisory</li> <li>• Application form for MPCA's citizen lake monitoring program</li> <li>• Pet waste and water quality</li> <li>• A primer on limnology, Public Report Series #6</li> <li>• Lake Smarts - The first lake maintenance handbook</li> </ul>	<ul style="list-style-type: none"> <li>• MN Department of Health, 1-800-657-3908</li> <li>• MPCA, Monitoring and Assessment Section, Water Quality Division, 1-800-657-3864</li> <li>• Wisconsin Cooperative Extension, 608-262-3346</li> <li>• Water Resources Research Center 612-624-9282</li> <li>• Terrene Institute, 703-548-5473</li> </ul>	<p>Free</p> <p>Free</p> <p>Free</p> <p>\$3.00</p> <p>\$18.95/copy</p> <p>\$11.37 (if &gt; 75 copies)</p>
<p><b>State and county regulations; local contacts</b></p> <ul style="list-style-type: none"> <li>• Water permits in Minnesota</li> <li>• A shoreland owner's guide to shoreland alterations</li> <li>• Conservation easements</li> <li>• Working to preserve open space in Minnesota</li> <li>• Who to contact about land and water development/alteration questions</li> <li>• Work that can be done without a protected waters permit</li> </ul>	<ul style="list-style-type: none"> <li>• MDNR, 612-296-4800,</li> <li>• MDNR, Division of Waters - Shoreland Program, 800-766-6000</li> <li>• Minnesota Land Trust 612-522-3743</li> <li>• Minnesota Land Trust 612-522-3743</li> <li>• MDNR, 800-766-6000</li> <li>• MDNR, 800-766-6000</li> </ul>	<p>Free</p> <p>Free</p> <p>Free</p> <p>Free</p> <p>Free</p> <p>Free</p>
<p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Minnesota Water Line brochure &amp; order form</li> <li>• <i>Keeping Our Shores</i> video and order form</li> <li>• Brochures describing agencies sponsoring the workshop</li> <li>• List of participants and presenters</li> </ul>	<ul style="list-style-type: none"> <li>• 1-800-455-4526</li> <li>• County Water Plan Coordinator</li> <li>• various agencies</li> </ul>	<p>Free</p> <p>Form is free</p> <p>Free</p>

## Step 13: Advance Registration and Arrangements

Managing logistics and arrangements requires the capacity and organizational structure to handle income, arrange payment of bills, maintain mailing lists, and produce nametags, signs, etc. While many of these tasks will be accomplished in advance, there are also important details that need to be considered to keep the day of the workshop running smoothly.

Whoever is responsible for receiving registration forms must be able to accept and deposit checks and cash. Maintaining an accurate list of registrants, with their name, address, and payment status is critical. A complete list of registered participants should be included in the notebook or handed out at the workshop. People who register at the door should be added to the list.

Send a confirmation letter and receipt as soon as the registration form is received. Participants at earlier workshops said that a letter confirming their registration was very important. This seems to be one part of organizing a workshop that easily falls by the wayside, but it is critical to starting the workshop on a positive note. You don't want participants to forget the starting time or get lost on the way to the workshop.

It's convenient if the person who receives the registration forms is also the liaison with the workshop facility. This individual can confirm the number of meals, chairs and tables, etc. that are needed and make sure that the bill gets paid. Assigning one person to be in contact with the facility will minimize confusion and mixups. Keep in mind that most caterers or restaurants need 3-4 days advance notice about meals, so ask them when they want final attendance numbers. Remember as you're planning the room arrangement, that tables are important to hold the notebook and other materials and give participants room to work. Additional tables around the edge of the room provide space to set up displays and exhibit resource materials.

Nametags are a must for participants and presenters -- these can be prepared in advance by whoever manages registration. Be sure to have some blank nametags, markers, and extra notebooks available for people who show up at the door. Don't forget that you might need signs to direct people to the workshop. Of course, you'll need equipment and supplies at the workshop. The facility may provide equipment such as a screen, slide or overhead projector, VCR, easel, and flip chart. You'll also want to remember a stapler, three-hole punch, tape, scissors, extra paper, and markers.

Your group may also want to provide other items for the Shoreland Volunteers to use for visibility. These might include a permanent nametag, a hat, a button, a sign for their mailbox or dock, or some other item. Make sure the cost of these items is included in your budget estimate.

### *In the confirmation letter to participants:*

- Confirm receipt of the registration form
- Confirm receipt of payment or payment due
- Restate starting and ending times
- Confirm meals/refreshments to be provided
- Include directions to the workshop
- Describe clothing needed for typical conditions or outdoor activities
- Describe accommodations and items needed if the workshop includes an overnight
- Encourage participants to bring displays, copies of newsletters or other information about their lake or river

*Tip: Remember you may want a dark room - if windows in the meeting room don't have shades, be sure to bring something to cover them.*

## Step 14: At the Workshop

You may want to ask a local property owners association to serve as host and help with registration on the day of the workshop. All the materials should be prepared, clearly marked, and ready to hand out. Have a registration list ready to check people in when they arrive. Bring blank registration forms for walk-ins to fill out.

Begin the workshop by having participants briefly introduce themselves. Ask them to identify the priority issue of concern on their lake or river and/or to list one thing they hope to get out of the workshop that day. Record their comments on a flip chart and post throughout the room as reminders during the day. This helps participants begin sharing their success, but don't let this session run too long. At the end of the day, wrap-up by revisiting the list of what participants hoped to learn and see if their goals for the day were met.

Remember, by starting the workshop on time and keeping it on schedule, you'll show the volunteers and presenters that you respect and value their time. Informal networking and sharing is very important, so make sure breaks aren't eliminated by running late. Equally important is to save enough time for participants to formulate and record their action plans at the end of the day.

To help them follow through on their action plans, provide a form that helps them track the hours they've invested, the contacts they've made, and the steps they've taken. This can be a simple form with space for date, purpose of contact, names, hours invested, and outcome. A form like this not only helps Shoreland Volunteers see that they're contributing, it also helps organizers and sponsors recognize that the program is making a difference. Volunteers may not remember casual conversations with neighbors and decisions-makers, but these informal interactions are often the impetus for change and should be recorded if possible.

## Step 15: Evaluations

Evaluations are an important part of any program. They help presenters, organizers, and sponsors gain a sense of accomplishment. They also help to improve future programs and secure funding or other support for expanding or continuing the program. Evaluations can also help determine what support the new volunteers need to become effective shoreland educators.

Evaluations can measure an increase in knowledge or a change in behavior or attitude. Usually workshop evaluations measure the intent to adopt new behaviors or participants' perceptions of how much they gained by attending. Ultimately, we assume changes in behavior or attitude will lead to increased water resource protection.

A sample evaluation is included on pages 19-20. Your planning committee should adapt it to fit your workshop. Remember, if the survey is too long or the questions too open-ended, people may not take the time to complete it. If participants are asked to rate presenters, you should share the results with presenters in your thank you letter.

Another form of evaluation is to compile a summary of the impacts that trained Shoreland Volunteers have in their communities. This type of evaluation is described more fully on page 22.

*Tip: Provide feedback and a summary of the evaluation to presenters in the thank you letters.*



The Future

- 12. Should we offer a similar training session next year?    yes    no
  
- 13. Would you recommend this training to another shoreland owner?    yes    no  
Why?
  
- 14. Would you attend again yourself?    yes    no  
Why?
  
- 15. What should be added to future Shoreland Volunteer workshops?

Being a Shoreland Volunteer

- 16. Did the training provide you with adequate information about the role of being a Shoreland Volunteer?    yes    no  
If no, what was missing?
  
- 17. As a Shoreland Volunteer, what would be helpful for you to serve successfully in this role in the future?

Presentations

Rate the usefulness of the information presented and then rate the presenter separately. Add comments if you wish.

		poor	➔	excellent		
		1	2	3	4	5
18.	Welcome/Introductions	1	2	3	4	5
19.	first session	1	2	3	4	5
	presenter's name _____	1	2	3	4	5
20.	second session	1	2	3	4	5
	presenter's name _____	1	2	3	4	5
21.	third session	1	2	3	4	5
	presenter's name _____	1	2	3	4	5

[continue this format to cover all sessions and presenters, leaving space for comments]

# Supporting Volunteers

Involvement in the Shoreland Volunteer program does not end at the close of the workshop. Ideally, the workshop will be just the first step in a long-lasting commitment to protecting and improving shoreland resources. Even the most committed shoreland property owner will need information updates, contact with other volunteers, ways to share successes and concerns, and continued renewal.

Building on the success of a Shoreland Volunteer workshop requires a continued commitment from at least one member of the planning team. Prior to the workshop, the planning committee should decide what sort of follow-up activities and support will be provided. Time for discussing possible follow-up activities should be incorporated into the workshop itself.

Many activities or events can be used to follow through on actions plans developed at the workshop.

- Send regular updates or developing a newsletter for volunteers.
- Provide or announce the availability of new resource materials.
- Track contributions made by volunteers and sharing their success stories.
- Recognize active volunteers with an awards ceremony, press release, or other mechanism.
- Sponsor follow-up "reunions," at which volunteers can gather to discuss successes, disappointments, and issues of mutual concern.
- Offer more advanced or more specialized training requested by participants, such as conflict management, water quality data interpretation, or plant identification.
- Issue regular press releases calling attention to successful shoreland management projects.

One Minnesota county that recently completed a Shoreland Volunteer workshop solicited "graduates" to participate on an advisory committee, along with some members of the original planning team. The committee will provide continued support of volunteers through a newsletter and other activities.

## Recognizing Volunteers

Publicly recognizing the contributions made by volunteers is critical to maintaining a healthy and active program. What is the best way to show volunteers how much you appreciate their hard work and the impact they're having on water quality? The best rewards are probably those that match the volunteers' reasons for getting involved in the first place. Ultimately, the best reward is improved water quality, increased aesthetics and quality of life, and less difficulty effecting change at the local level.

Those goals would be long-term accomplishments. On the short term, the most effective recognition is to make volunteers feel that they're a necessary part of the organization. Value the expertise they've gained as a volunteer and that which they brought with them (e.g. professional experience). Ask them for input in planning or for feedback on the program, to serve as trainers at the next introductory workshop, or to write an article or regular column for the Shoreland Volunteer newsletter. Other options for more tangible rewards include:

- an annual picnic, barbecue, or pizza party or reunion;
- appreciation awards like certificates for hours invested or number of contact made;
- visibility identifiers like hats, t-shirts, permanent nametags, certificates, signs for their mailboxes or docks;
- use of volunteers' quotes in the Shoreland Volunteer newsletter;
- an annual listing of volunteers' names in the newsletter or local newspaper;
- scholarships to state or regional conferences;
- personal notes of congratulations for special events or thank yous for extra efforts; and
- recognition of a Shoreline Volunteer of the year.

## Evaluating impacts

It is important to evaluate the overall, long-term impact of the Shoreland Volunteer program on shoreland property management. This can be accomplished by summarizing volunteers' records, at Shoreland Volunteer "reunions," or through surveys distributed to graduates a year or more after they complete the course. Anecdotal information is valuable in spreading the word about the program's success, recognizing volunteers, and gaining new support and funding.

Ask volunteers to return the forms on which they recorded contacts and actions. Summarize the number of hours they've invested and the number of people that have been informed and educated through the program. Document activities and changes in behavior that have resulted from Shoreland Volunteers' actions.

Try to measure and report on specific results or activities. Some indicators of impact are:

- increased property owners association membership;
- decreased number of variances granted for area shoreland properties;
- increased number of septic systems pumped each year;
- changes in development plans or designs that reflect concern for protecting water quality;
- expanded water quality monitoring on area lakes and rivers;
- new partnerships between citizen organizations and government agencies;
- increased number of shoreland property owners planting or retaining vegetative filter strips;
- increased number of requests for educational programs or materials for shoreland owners;
- new involvement by school or youth groups recruited by Shoreland Volunteers;
- new lake or river associations established; and
- improved water clarity (deeper Secchi disk readings) over several years.

## Reporting Successes

Report on your program's successes -- to supervisors, county commissioners, county and state partners, presenters, and volunteers. This is one of the best ways to help convince potential sponsors to support an ongoing Shoreland Volunteer program and to keep the program alive.

Use the media and highlight results of the volunteers' efforts, emphasizing what a difference they are making in the community and environment. Use events like the workshop as occasions to issue press releases. When reporting on the workshop, include comments and conclusions from the evaluations as well as information about who participated, who spoke, and who funded the workshop. A one-year anniversary or a refresher workshop would be another opportunity to revisit the purpose and goals of the Shoreland Volunteer Program.

There are many ways to report successes and maintain visibility in the community.

- Convince a local reporter to do a series on shoreland issues, featuring your Shoreland Volunteers as activists and educators.
- Introduce the Shoreland Volunteer program in local or county-wide newsletters.
- Highlight the program on a local radio talk show.
- Report annually to the County Board, County Extension Committee, SWCD Supervisors, and Water Plan Task Force.
- Sponsor educational field trips to view successfully completed projects, with Shoreland Volunteers as guides.
- Offer regular enrichment seminars on "hot" topics or current issues.

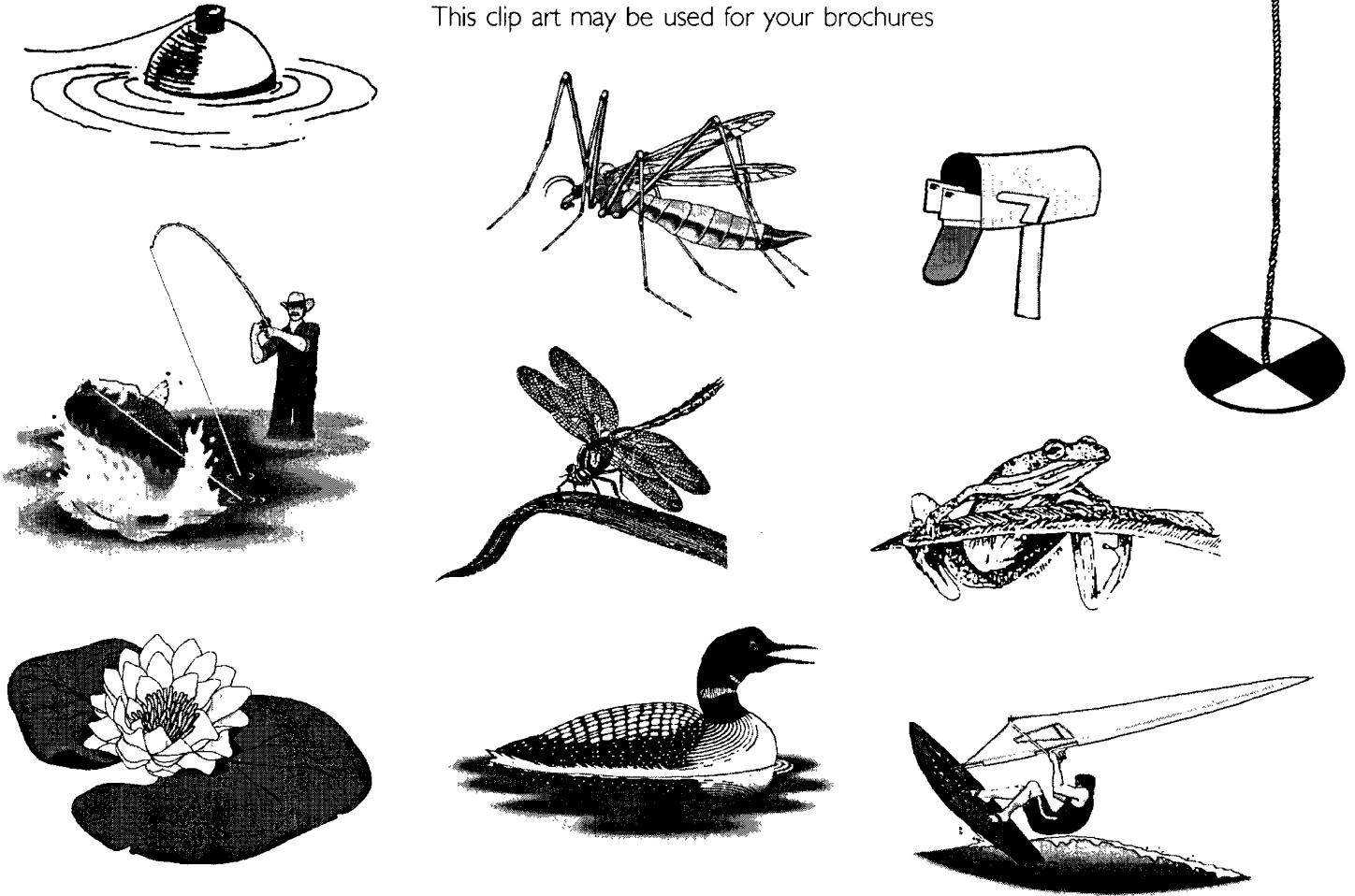
*Tip: Continue to involve original sponsors in ongoing efforts and continue to recognize their contributions. Don't forget them when new sponsors come along or assume they don't want to provide any more support.*

## Shoreland Volunteer Program Sponsors

Minnesota Extension Service  
Minnesota Sea Grant Program  
Minnesota Board of Water & Soil Resources

The Shoreland Volunteer Program was funded through a 1995 Minnesota Extension Service Creative Grant. The pilot workshops, resource manuals, and this guidebook were developed by Barbara Liukkonen, BWSR-MES, and Cindy Hagley, MN Sea Grant Program-MES, with assistance from Extension Educators, SWCD staff, and Water Plan Coordinators in Aitkin, Carlton Chisago, Cook, Isanti, Itasca, Kanabec, Lake, Pine, St. Louis, and Sherburne counties.

This clip art may be used for your brochures



### To order additional copies of this Guidebook:

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July, 1996

