Yahara WINS Executive Committee  
June 13, 2017 Meeting  

Agenda Item:  
Dane County Communications (Conservation Outreach) Specialist  

Background:  
Dane County has been discussing the benefits to Yahara WINs for a dedicated staff person to develop communication approaches and outreach materials as well as conduct educational activities associated with the implementation of conservation practices and phosphorus reducing efforts within the Yahara River Watershed targeting agricultural producers, agricultural landowners and agricultural businesses. Examples of work could include: newsletters, brochures, videos, website and social media content. See attached position description.  

For 2017, staffing funds under the service agreement between Dane County and Yahara WINs were prorated for the first quarter due to the lag time in hiring the Conservation Data Management Specialist. Under the service agreement, the first quarter payment would have been $75,000 but was prorated to $53,750. Dane County is requesting the remaining $21,250 be awarded to Dane County to fund this LTE position for 2017. This amount would partially cover an LTE for 1040 hours in 2017 and Dane County would cover the remaining amount.  

Options:  
1. Reallocate up to $21,250 of the unused staffing funds from the Dane County Service agreement toward an LTE that would be a Conservation Outreach Specialist for the Dane County Land Conservation Department in 2017.  
2. Reallocate a smaller portion of the unused staffing funds as determined by the Executive Committee.  
3. Reject the current Dane County proposal.  

Recommendation:  
Pursue Option 1 and provide up to $21,250 toward the Dane County LTE. This proposal is a means to gain experience with and determine the value in a Conservation Outreach Specialist going forward. In this first full year of the Yahara WINs project, leveraging the adoption of conservation practices, sharing successes, answering questions and reaching audiences that can help move Yahara WINs objectives forward will help lay the foundation to continue the momentum of Yahara WINs. Allocating these funds toward Dane County staff focused on the success of Yahara WINs is in line with the intent of the service agreement.
POSITION SUMMARY: Under general supervision in the Land Conservation Division of the Dane County Land & Water Resources Department, this position will provide assistance in the development and distribution of communication and outreach materials and project reports associated with the implementation of agricultural conservation practices. Duties include: developing communication and outreach materials, reviewing files, collecting and interpreting conservation practice information, documenting and reporting conservation efforts and other related work activities. Work activities will be focused on the Yahara River Watershed.

FUNCTIONS

FUNCTION A – 60% Provide assistance with the development and distribution of communication and outreach materials associated with the implementation of agricultural conservation practices.

- Review and evaluate conservation practice information to develop communication and outreach tools.
- Create and manage a conservation newsletter.
- Manage and update content for the Land Conservation Division website and social media.
- Coordinate outreach efforts with other staff, departments, partners and agencies.

FUNCTION B – 30% Provide assistance with the development and review of project reports for the Yahara River Watershed.

- Collect conservation practice implementation data to support reporting requirements.
- Develop conservation narratives that explain and support conservation practice implementation.
- Assist staff with writing project reports.

FUNCTION C – 10% Other duties as assigned.

Education & Experience: Any combination of training or experience in natural resources, conservation, soils, agronomy, communication or outreach. A degree in natural resources, conservation, agronomy, soils, environmental communications/education or related field desired.

LICENSES: Must be 18 years or older and have a valid driver’s license and good driving record.


PHYSICAL REQUIREMENTS: Ability to work at a desk in an office setting with a computer for extended periods of time. Must be able to traverse a wide variety of field conditions and carry equipment common for the position.

WORK ENVIRONMENT: This position works primarily in an office setting with limited field work.

OTHER INFORMATION: Limited term position.