



Outreach Education Committee 2020 Work Plan

	Task	Lead	Category	Timeline	Status
Outreach					
1	Clear Thinking Newsletters (c: content due; p: to print; m: in mailboxes/e-blast)				
a.	January	Bridget	O&E	c:1/8; p:1/14; m:1/28	
b.	March	Bridget	O&E	c:3/11; p:3/17; m:3/31	
c.	May	Bridget	O&E	c:4/29; p:5/5; m:5/19	
d.	July	Bridget	O&E	c:7/6; p:7/14; m:7/28	
e.	September	Bridget	O&E	c:9/7; p:9/15; m:9/29	
f.	November	Bridget	O&E	c:11/2; p:11/10; m:11/24	
2	Blue Paper				
a.	Why Trees	Brenda & Don	Volunteer	April	
b.	Purpose & plan of watershed study	Brenda, Dan Rippe	Volunteer	August	
c.	Strategic Land Cons. Plan	Brenda, Bruce	Volunteer	November	
3	Website				
a.	Review & update	Webmaster	O&E	March	
b.	Review & update	Webmaster	O&E	November	
4	Define & set social media posting calendar	Bridget	Staff	February	
Events					
1	Knee-high Naturalists				
a.	Reduce, Reuse, Recycle & Rock out	Tracy	Dumpster Drummers	3-Jul	
b.	All About Oaks	Tracy	Don Luepke	10-Jul	
c.	Vulture Fest	Tracy	Bridget Harrison	17-Jul	
d.	Fishing	Tracy	Pokagon NC	24-Jul	
e.	Making An Impression	Tracy	Diane & Claywood	31-Jul	
2	Fremont Middle School Project				
a.	Classroom visit	Bridget	Volunteer	18 Mar	X
b.	Classroom visit	Bridget	Volunteer	15 Apr	X
c.	Field Day	Bridget	Volunteer	15 May	X
3	Docent video tours for BOD & Comm. members			LC & O&E	May 30 or June 6
4	Tree Tour Video			O&E	
5	Native Plant Sale with Riverview	Bridget	Volunteer	23-May	
6	A Day at the Farm	Bridget	Moody & Crew	23-Jul	
7	SWCD Youth Conservation Field Day	Bridget	Volunteer	16-Sep	
8	Duck Day	Bridget	Volunteer	1 & 2-Oct	
Other					
1	2019 Annual Report	Bridget	Staff	February	
2	Clear Lake Directory Ad	Bridget	Bill	March	
3	Online form for Docent tour	Bridget	Webmaster	April	
4	Promo. Video	Bridget	DC & O&EC		
5	Branded Merchandise	Bridget & Bill	O&E	May	
6	Create book list; event pairing		O&E	May	
6	2021 calendar: collect photos	Staff	O&E	to print by June	

Members: Brenda Elliott (chair) Tracy Hughes (staff), Katy Hoehn, Zach Dean, Mary Jo Fitzenrider, Don Luepke, Bill Greffin, Char Ekroth, Karen Horrell ex-officio