

LOWER PLATTE SOUTH NATURAL RESOURCES DISTRICT



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Memorandum

Date: April 19, 2016
To: Each Director
From: McKenzie Barry, Environmental Education Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met at 1:00pm Monday, April 18, 2016 at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Vern Barrett, Larry Hall, Bruce Johnson, Milt Schmidt, Greg Osborn, Ray Stevens and Joe Skopp. Others present included Paul Zillig, McKenzie Barry, and Adam Sutton, NRD staff.

Chair Eagan called the meeting to order. The first agenda item was discussion about hiring professional services to assist with social media (See April 13 Memo to I&E Subcommittee). The NRD has gained momentum with our Social Media, but in order to move forward needs additional guidance. Through conversations with Red Thread, a creative advertising agency based in Lincoln, there are several needs that have been identified. The first is creation of a branding video, to help raise awareness about Lower Platte South NRD with a concise message about who we are, and what we do. The second piece is social media consulting. Red Thread can provide us with guidance on posts for Facebook and Instagram, ad campaigns to increase our Likes and followers, design assistance and gathering and interpreting analytic data from our social media platforms. The Subcommittee discussed the importance of reaching younger constituents through social media and the ability to gain analytic data from it.

It was moved by Barrett, seconded by Stevens and unanimously approved to recommend the Board of Directors approve entering into a professional services agreement with Red Thread to develop an NRD Social Media video and to provide Social media technical and support services in the amount of \$8,000.

Next on the agenda was subcommittee consideration of a District Wide Prairie Immersion Program. Schools will be able to choose what location they attend, and the NRD would cost share up to \$4/student. This District wide Prairie Immersion Program is a new item in the Environmental Education budget and \$15,000 has been budgeted. Staff would like to announce this program in May to all our District schools to allow them the opportunity to plan for this field trip in the fall to supplement their curriculum.

It was moved by Johnson, seconded by Barrett and unanimously approved to recommend the Board of Directors approve the District-wide Prairie Immersion Program and provide cost-share up to \$4/students, not to exceed \$15,000 in Fiscal Year 2017.

There being no further business, the meeting was adjourned by Eagan at 2:00 PM.

