One World One Water Center
Advisory Council
October 23, 2015

Members:
(X: In attendance, P: on phone)
X  Jesse Altum
   Amy Beatie
X  Barbara Biggs
X  Peter Binney
X  Rob Buirgy
X  Hope Dalton
   John Echohawk
X  Elizabeth Gardener
X  Valerie Gates
   Barbara Green
X  Dr. Sandra Haynes
   Paul Hindman
X  Gregory Hobbs
X  James Kircher
   Eric Kuhn
X  Paul Lander
X  Dan Luecke
X  Dr. Barbara Moskal
   Adams Price
   Nicole Seltzer
X  Reagan Waskom
   Kenneth Wright

X  Nathan Yudnich

Guests:
X  Jennifer Riley-Chetwynd
X  Greg Giessler

OWOW Center:
X  Tom Cech
X  Nona Shipman
X  Ale Brown
I. OWOW Center Update:
   a. See OWOW Center Update document for full details. Tom and Nona mentioned several projects the OWOW Center has worked on and is currently working on since the last Advisory Council meeting in April. The list of mentioned projects included 1) a project with Englewood Public School and the MSU Denver Teacher Education Dept and the Earth and Atmospheric Dept. The group has received a CWCB grant for $15,000 and is currently looking for other partnerships with engineering firms and connections to schools. Jim Kircher mentioned that the USGS would maybe be interested in getting involved in this project. 2) The OWOW Center has been collaborating with the Applied Learning Center a lot lately in setting up internships, finding research projects to give funding too, and other projects. 3) The OWOW Center is collaborating with the Denver Botanic Gardens, City of Boulder, Denver Water, CWCB, and Aurora Water on an upcoming Water Summit on June 9, 2016. 4) In September the OWOW Center hosted a group of thirty students from five different universities in Colorado as part of the Water Diplomat Field Conference funded by the CWCB and the Metro Basin Roundtable. This was part of an ongoing collaboration between MSU Denver and Colorado Mesa University. The weekend involved lessons on the State Water Plan, hydrology, and Colorado Water Law. The students also participated in a Scavenger Hunt where they hunted for Jennie from CFWE at Union Station, Charlie Chase from Earth Force at Coors Field, and Jeff Shoemaker at Confluence Park where the students listened to short presentations from each group. The feedback from the weekend has been very positive. 5) In August Tom and Nona visited the Murray-Darling River Basin of Australia to begin planning for a May 2016 study abroad class. The trip was really exciting and provided lots of new ideas and opportunities. Earlier in the summer, the Provost encouraged OWOW to begin working on things beyond Colorado. The future class will be visiting Sydney, Canberra, and Adelaide. Tom was recently interviewed by Christian Science Monitor magazine about the upcoming experience. Paul Lander suggested connecting with Brad Udall about his work in Australia. 6) Last school year, the OWOW Center worked with MSU Denver Theatre Dept, Denver Water, Aurora Water, and the City of Boulder on a traveling theatre troupe that created a presentation about water conservation. They performed at water festivals and in public schools for 6th graders. The OWOW Center recently submitted a grant request of $8,300 to the Metro Basin Roundtable and it was approved in order to keep the project going for another year.

II. Denver Botanic Gardens Partnership from Jennifer Riley-Chetwynd
   a. The Denver Botanic Gardens (DBG) considers water the most important ingredient to what they do. Their approach to water is pretty unique – it is a responsible approach to water management where they take a leadership role in water and invest in efficient irrigation. The Garden is a steward of this limited resource. In Jennifer’s second year at the Garden she went to a meeting with members of MSU Denver where they discussed how to work together. Jennifer first learned of the OWOW Center in that meeting. Jennifer now
teaches a Journalism class on campus and has worked on several speaking events with the OWOW Center on and off campus. The DBG is fundraising for a new building – The Center for Science, Art, and Education. This building will provide the prefect opportunity for DBG to partner with the mission of the OWOW Center. DBG and OWOW are collaborating on an internship program with a variety of concentrations including psychology, urban agriculture, hydrology, etc to pull students in from MSU Denver and leverage the resources at the DBG. The big goal is to have an academic partnership that would involve a degree and/or shared research. One of the events OWOW and DBG are currently working on is the Water Summit with a handful of water groups. The event will be on June 9 at the Gardens with the target audience being young professionals. The event will be paired with an evening event at the Gardens that will be open to the public. The Gardens is thrilled about this collaboration. Dr. Jordan is on the Board of the DBG and has shared valuable knowledge. Valerie Gates complimented the Denver Botanic Gardens on their innovation in programs and displays.

III. Financial Update from Dean Sandra Haynes
a. Sandra announced that the OWOW Center is entering its last year of the initial gift funding. When the OWOW Center was first started, there was a commitment to the donor that MSU Denver would provide future funding and the OWOW Center would continue with fundraising ($278,000 has been raised to date). MSU Denver has agreed to include funding for the OWOW Center into its future budget. The OWOW Center has exceeded its target funding goals every year and MSU Denver feels OWOW is a community resource and a benefit to the school to move forward with. Valerie Gates mentioned that the Center has flown because of the people working in it.

IV. Committee Updates
a. Survey Committee from Peter Binney
i. See Survey Committee Draft Survey for more details. Peter thanked the Survey Committee members with their help forming a draft survey. The green-colored questions on the draft will be used to collect student opinions. The Committee would appreciate it if the Council would review the draft survey and provide feedback. The Council can provide feedback directly to Nona. The format the surveys are given to students also needs to be considered. The Committee decided Survey Monkey would be the best option. The Committee intentionally only included one qualitative question for each survey. Barbara Moskal suggested keeping an eye out for interesting trends in survey responses in case there is an interest to publish responses. OWOW will need to receive proper permissions to publish survey data. Sandra Haynes added that if the data is being used internally, there is no need for permissions. Sandra Haynes asked is there is a problem with waiting until the spring to pass out the survey? Peter
Binney responded that the survey was created to help MSU Denver and OWOW so there is not any concern in waiting until 2016 if that’s what they feel is best. Peter suggested that Tom, Sandra, and Nona gather to discuss and decided when would be best to pass the survey out to students to get the best benefit. Hope Dalton mentioned she had a problem with some of the terminology in the survey such as “OWOW curriculum” and “OWOW faculty”. She wants to make sure the correct words and terminology are used and clearly identified. Tom agreed to take a close look at the survey. Barbara Moskal suggested asking three students to critique the survey before it is public. Peter Binney asked Nathan Yudnich to review the survey with a critical eye. Barbara Moskal mentioned that if there is a desire to publish survey data, to make sure that every step and process is documented. Tom added that at a meeting yesterday for a different Advisory Council on campus, he discovered that they give surveys to students in their sophomore year and again in their senior year. This could be an interesting method to use in the future. Hope Dalton added that her husband completed the OWOW program and completed the first survey that was given last year. He would be a beneficial resource to provide feedback as well as other alumni. Rob Buirgy suggested adding demographics at the beginning of the survey.

b. Programming Committee from Rob Buirgy
   i. Rob thanked the Committee for their participation. They have provided lots of support. The Committee sees itself as a mouthpiece for the whole Council and wants to introduce everyone to the thinking happening within the Committee. The Committee tweaked their purpose a little bit based on meeting conversations. The three Committee goals are 1) Alumni events; 2) Off-campus events; 3) On-campus presentations. The Committee came up with a few criteria on what creates a successful activity. Dan Luecke and Nona discussed the successful Crane project they worked. Few people attended the on-campus crane event the OWOW Center hosted and Dan spoke at but the subsequent project with a Social Documentary class was very successful. Students in the class traveled with OWOW to Nebraska to witness the crane migration, had a great time, and are creating a short documentary for local television. Tom mentioned that if there is an event on campus the success comes from tying it to a class on campus or with another group on campus. 89% of students on campus have jobs and major non-school commitments; Auraria is also a commuter campus, which makes gathering an audience difficult sometimes. Dan Luecke added that the planning group wondered if the off-campus trip would work and what made the trip successful was that there was a strong contact there and the group was fundamentally educated on the topic at hand. Tom added that the group had a wonderful time; we partnered with Jerry Kinney with the Headwaters Corporation and received lots of information and new connections as well as free lodging for students. Jennifer Riley-Chetwynd said that what is important is making everyone aware of and plugged into water.
Sometimes it is shocking that people are not more aware of water because it is so basic to everyday life. With her teaching role at MSU Denver, she works with students who may or may not be aware of water. They are normally Journalism students and water is not the main reason they are there. Jennifer’s class acts as a transversion process in which when they leave they care and they get it. Tom added that the lesson learned here is that acquiring good affiliate faculty for classes is really important. Rob Buirgy said he works with Denver Water Youth Ed and a few years ago it was decided to do a water festival and involved the OWOW Center to have access to campus. The group coordinated with an art class on campus that created a logo and brand to the festival through a class competition. Three student groups presented their designed and the festival planning group got to select the winner. Tom said the lesson learned here was about finding the right people off-campus to collaborate with the right people on-campus. Rob Buirgy added that there was success in also teaching new students about water. Greg Hobbs discussed an unsuccessful event on campus he was a part of. In the first year of the OWOW Center, Greg was part of multi-day water and the arts conference on campus with OWOW, including some wonderful artists, writers, and singers. The turnout to the event was very low except for the last event, which had about 80 people attend. Greg said that the event did not fail because of creative design but represents the difficulty of connecting with students and faculty on campus sometimes. Sandra Haynes added that this event happened in the very first year of OWOW and OWOW has integrated more on campus since then, so perhaps it is time to revisit an event like this again. Nathan Yudnich discussed the WASSUP Club. WASSUP has put a lot of thought into event planning, marketing, and how to get students to attend. Some events have had similar challenges with attendance as OWOW events but the Club has found that success comes when faculty is involved. The Cherry Creek cleanup event the club does monthly is typically successful in attendance because it is engaging and educational. Another successful WASSUP event was the Career Fair they held last spring. There was a big turn out because of the marketing and the subject. Jesse Altum asked if the WASSUP Club connects with the Sustainable Campus Program for the Cherry Creek cleanups? Nathan said that’s a good idea and he will look into it. The Club will also be holding an upcoming recycling plant tour. Jesse Altum offered to help the Club and will connect with Nathan after the meeting. Tom said the Club made a good move with holding the career fair in the Science Building where most Club members and their audience spend their time.

c. Nominating & Development Committee from Paul Lander

i. Liz Gardener mentioned that these Committees have blended because there is a common goal between the two committees. See Nominating & Development Committee Proposal document. The first component of the proposal document is to merge the two committees. The second is to create an Ambassador Group as an addition to the Advisory Council. Many Council members are very busy and
maybe do not have the time to serve on the Council but can still be affiliated to the Council in the capacity of an Ambassador. Paul added that these are just concepts to think about. The third component of the proposal is about serious fundraising and to encourage Council members to think about who would be valuable editions to the Council and who could have connections/ideas for fundraising. Peter Binney mentioned that his main fundraising comes from social events in the evening and it maybe a good idea to think about partnering with a community group like CFWE to hold an event with a silent auction, sponsors, etc. With an event like that, the OWOW Center can connect with large corporations and groups. Events like this work fairly well for other groups and may be appropriate for OWOW. Paul Lander mentioned that in earlier years a fundraising event might not have worked because OWOW didn’t have a story to tell yet but now there is a lot to say. Dan Luecke disagrees with Peter’s idea because large fundraising events take a lot of staff time to execute and sometimes don’t make enough money to justify the effort. Barbara Biggs said that the Colorado Water Trust raised $45,000 at their big event last year but it took a long time to get to that point, get people involved, and to get the right silent auction donations. Rob Buirgy said he feels a little uncomfortable with the idea because the fundraising idea would change the focus of the Council. Everyone needs to be careful. Peter Binney said that community relevance and outreach is a big part of making high profile events successful and those are two goals of the OWOW Center. Liz Gardener asked that the Council funnel their ideas to Paul regarding fundraising and the proposals put forth. 

Jim Kircher asked to see a list of where the OWOW Center has received money from thus far. Reagan Waskom added that as a part of the University, the Development Office and alumni could be used to help fundraise.

d. Mentoring & Internship Committee from Tom Cech for Paul Hindman
   i. See Mentoring & Internship Committee Recommendations document for more details. The goal of the Mentoring & Internship Committee is to create two new internships in the next year with the help of the Applied Learning Center. The other idea was to create a mentor program but based on the input of Paul Hindman and the Applied Learning Center, it was decided to not try to establish a mentor program at this time. Paul Lander mentioned that to have a successful mentor program is to have a staff person managing and supporting the program. Barbara Biggs mentioned also having an eager mentee to keep the relationship ongoing and on task.

V. OWOW Center Perspectives on Committees from Tom Cech and Nona Shipman
   a. Tom and Nona wanted to let the Council know how impressed they are with the progress of the Committees so far. Each Committee has done much more than what was expected and the OWOW Center feels great about it.
VI. Perspectives on Committees from Council Members from Tom Cech
   a. Tom gave the Council some questions to consider about their experiences so far in their Committees. Liz Gardener mentioned if you have thoughts about your involvement in your Committee; please bring your thoughts to Tom, Nona, Liz, and/or your Committee Leader if you feel comfortable. Rob Buirgy suggested that if it is agreed to have an Ambassador Group, it should be required of them to participate in a Committee. Liz Gardener added that in her opinion, if a person is going to be a member of the Council, they need to be actively participating on at least one Committee. Ideally, Ambassadors will be good will ambassadors to the community and say nice things about OWOW.

VII. Reappointment of Council Members and Positions from Liz Gardener
   a. There are two groups to be voted on: Council members and Officers (Chair and Vice-Chair). The Nominating Committee is tasked with creating criteria for appropriate nominations. Between now and 2016, Liz would like all Council members to consider being nominated for a Chair position. Before the meeting Liz called all the Council members whose terms are coming to an end and asked them if they’d be interested in continuing on as a Council member. Liz would like all Council members to give thought to nominations and positions and to send thoughts to Paul Lander as leader of the Nominating Committee. Jim Kircher suggested inviting someone to the Council who is interested in hiring students. Valeria Gates reminded the Council that one of the missions of the Council is to create relevancy in the community. Barbara Biggs said that Jeff Shoemaker has expressed interest in joining the Council. Tom responded that Jeff is on the list of suggestions that will be going to Paul Lander. Paul Lander asked for a list of current Council members, contact information, and term information. Nona agreed to send out that information to the whole council. Paul added that if you have ideas for the Committee, to send them sooner rather than later in order to give proper thought before the next meeting. Rob Buirgy asked if Paul is looking for Council members or Ambassadors. Paul said Council members.

VIII. Other Business
   a. Bylaw Updates from Nona Shipman
      i. There are some things that need to be flushed out in the bylaws. Nona will be sending draft updates to the Council via email for input.
   b. Doodle Poll for Next Meeting from Liz Gardener
      i. It was decided to send out a Doodle Poll to the Council to decide the next meeting which will be in March or April of 2016.
IX. New Business

a. Dan Luecke mentioned that at one point there was a discussion about having students conduct presentations at meetings and he would like to revisit that idea. He thinks it will help the Council feel more connected to campus and students. Dan also asked if there is an update on the landscaping around the OWOW sculpture. Tom responded that unfortunately things move very slowly on campus. A year ago there was a contest held and a winner selected. A contractor was selected, money raised, and the school has decided to wait until the spring to begin construction. Dan suggested having renderings of what the space will look like out by the sculpture. Dan added that this Council meeting has been one of the most engaging Council meetings he has been a part of and thinks the Committees are really working out well.

b. Hope Dalton asked if the Water & Wine event that was held in January 2014 was intended to be an annual event? She has heard that several people would really like the opportunity to be apart of an event like that. Hope also asked for an update on the donation pamphlet the Council provided feedback on a while ago. Tom responded that the pamphlets were finalized and have been used but have not been very successful. It was an effort spearheaded by the Development Office. Hope suggested providing updates on ongoing projects that the Council has been a part of in the past. Rob Buirgy asked if the OWOW Center is concerned about restricted and unrestricted funds. Tom responded that there have been substantial portions of restricted funds received. The money Sandra Haynes mentioned earlier is to be used for salaries. Rob Buirgy suggested clarifying that in conversation about development and funding.

c. Liz Gardener asked if Valerie would be interested in serving on the Council after the five years. Valerie said she will most likely bow out due to other commitments.

d. Reagan Waskom mentioned that students are the target and the way to get to students is through faculty. The Council should get to know faculty better. Perhaps at future meetings faculty could be invited. Barbara Moskal mentioned that faculty can also fundraise for shared causes through grants. Tom thought that was a great idea because OWOW has great connections with faculty. Barbara Moskal asked how many faculty are there. Tom responded that there are probably 15-20 dedicated water faculty and a lot more that teach water related faculty.

e. Dan Luecke mentioned a group that was willing to give $15 million to a water center that would change their name.

Meeting adjourned shortly before 1pm.