

2013 ECISMA OUTREACH BREAKOUT SESSION

Names



EVERGLADES CISMA

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Objective 1:

Discuss funding needs and opportunities to support outgoing outreach and education activities

- FOE opens funding opportunities thru grants and donations.
- We need a “Grant Application”/FOE Coordinator to help raise funding for all the ECISMA activities including EDRR, outreach.
- Please send all relevant grant opportunities to Rebecca and Stuart

Objective 2

Revisit ECISMA Priorities to educate others on Invasive species activities

- 1. Events and Activities (e.g., Pet Amnesty Days)
- 2. Publications and Materials (e.g., Factsheets)
- 3. Upgrading or modifying ECISMA Website and Social Media (e.g., Twitter)
- 4. Marketing to Decision makers and Legislators

- 1. Events and Activities (e.g., Pet Amnesty Days)
- Plan ECISMA events (Pet Amnesty Days)
- Coordinator keeps “Travelling Trunk”
- Plan events strategically
 - Target Big Events to reach new audiences (e.g., Florida Fair, Airshows)
 - Target small/local events to reach focus audiences
- Coordinator keeps “Travelling Trunk”

- 2. Publications and Materials (e.g., Factsheets)
- Non-native Fish Factsheet
- Revising “Buyer’s Guide to Pet Reptiles”
- Tells Success Stories (e.g. GALS)

- 3. ECISMA Website and Social Media
 - Chuck may have \$ for web redesign
 - Target general audience; market website
 - Add summary of existing regulations
 - Social media as resources allow

- 4. Provide science support to decision makers
 - Who: State, federal & local Legislators, agency leads
 - What: Big picture, small picture, success stories
 - Why Should they care?
 - How: Opportunistically (but be prepared with info).
 - Some proactive contacts to make them aware of who we are.