



KENAI PENINSULA COOPERATIVE  
**INVASIVE SPECIES**  
 MANAGEMENT AREA

## KP-CISMA 2022 Outreach and Education Priorities and Objectives

*This list is not necessarily in order of priority, except that the first three items have been identified by the partnership as the top priorities for 2022. Refer to the “KP-CISMA Outreach and Education Long-Range Planning Document” for more details.*

<p><b>Outreach to Nurseries and Plant Suppliers</b>  <i>Increase outreach to nurseries and plant suppliers to raise awareness about the dangers of invasive plants and, ultimately, reduce the number of invasive plants available for purchase across the peninsula</i></p> <ul style="list-style-type: none"> <li>✓ Contact all nurseries on the Kenai Peninsula to request they don't purchase harmful invasive plants to sell</li> <li>✓ Identify topics/species to include, and create list of specific plants to discuss with nurseries</li> <li>✓ Develop talking points to standardize messaging for communicating with nurseries</li> </ul>
<p><b>K-12 Educational Content, Teacher Resources, and Classroom Programs</b>  <i>Provide tools and engage with K-12 teachers and students to make invasive species education accessible to teachers and increase awareness of invasive species topics among K-12 students</i></p> <ul style="list-style-type: none"> <li>✓ Finalize DRAFT educational videos and corresponding lesson plans</li> <li>✓ Pilot programs (either in-person or virtual/entirely teacher-led) in at least two classrooms during the 2021-2022 school year (pending COVID situation)</li> <li>✓ Develop teacher feedback survey and obtain feedback from at least two teachers</li> <li>✓ Revise videos and/or lesson content based on teacher feedback</li> <li>✓ Continue to compile resource list and digital “library” of resources for K-12 teachers, maintain resource list on the website, and update regularly</li> </ul>
<p><b>Community Events</b>  <i>Participate in community events to increase public awareness about invasive species topics, build community, and engage with diverse audiences across the peninsula</i></p> <ul style="list-style-type: none"> <li>✓ Recruit a diversity of partners to staff an educational booth at a minimum of two events/festivals in 2022</li> </ul>

### **Tools for “Weed Warriors” and Concerned Citizens**

*To encourage active community participation in monitoring and removal of invasive plants, provide tools for community members who show enthusiasm for helping*

- ✓ Create interactive map that allows community members to see and enter data. The map should:
  - Talk directly to our ArcGIS Online data
  - Allow for easy-to-use, in the field data collection

- ✓ Develop protocol for how community members should use the map and how data will be verified

- ✓ Create map that highlights boot brush stations and Clean, Drain, Dry signage on the peninsula

### **Community Weed Pulls**

*Create opportunities for hands-on citizen engagement, service learning, and outreach through community weed pulls*

- ✓ Organize and host at least three community weed pulls across the Kenai Peninsula

- ✓ Provide incentive for volunteer participation

- ✓ Recruit volunteers from multiple age groups and diverse audiences

### **New Audiences**

*Grow public engagement to include diverse and currently untapped audiences*

- ✓ Identify current audiences and new audiences we would like to engage with, and create/maintain comprehensive list of these audiences (See Long-Range Planning Document)

- ✓ Reach out to groups/organizations to offer audience-specific presentations and/or training, and present for at least five groups in 2022.

### **New Topics**

*Expand topics/taxa highlighted in outreach and education materials and presentations*

- ✓ Create outreach materials specifically focused on earthworms and slugs (target audiences: anglers and gardeners)
  - Facebook posts
  - Flyer to post on community bulletin boards, at fishing areas, and garden shops/nurseries

### **Social Media & Blog**

*Provide interesting, relevant, and engaging information about invasive species and KP-CISMA news, network and build rapport with groups and individuals across Alaska and beyond, and provide a platform for dialogue around invasive species topics*

- ✓ Post to the KP-CISMA Facebook page at least three times per week

✓ Respond to comments, questions, and direct messages promptly and as needed
✓ Monitor Facebook analytics (e.g., followers, reach, engagements, etc.) monthly and develop a system to track these numbers in a useful manner for reporting
✓ Obtain 8,000 Facebook post engagements
✓ Obtain 50 new Facebook followers
✓ Publish at least one blog post per month, with contributions from a diversity of partners
✓ Develop a shared document (or some other system) for partners to sign-up to contribute content to the blog
✓ Share blog posts to the KP-CISMA Facebook page and other Facebook pages/groups when appropriate, and distribute blog posts to KP-CISMA email list and other appropriate channels
<b>2021 Annual Report</b> <i>Create and circulate annual report to highlight KP-CISMA's 2021 accomplishments</i>
✓ Partners contribute ideas, metrics, and photos
✓ Write content and work with contractor to edit content and design report layout; Circulate draft for review
✓ Share final report with partners, current and potential funders, and other interested user groups. Publish on the website and share via social media.
<b>Website</b> <i>Enhance website's use as a tool for virtual engagement with the public</i>
✓ Establish Google Analytics to track website use and public interaction
✓ Increase website traffic by 50% (need to set up Google Analytics to measure this)
✓ Add a minimum of ten new highlighted species to the "Species" page
✓ Obtain 25 new subscribers via the "subscribe here" button on the website
<b>Alaska Invasive Species Partnership Collaboration</b> <i>Maintain an active presence in the AKISP community to strengthen and build partnerships and collaborate on invasive species outreach and education across Alaska</i>
✓ Attend AKISP meetings and maintain active participation on AKISP committees as appropriate
✓ Maintain presence on AKISP Outreach and Education Committee and collaborate to standardize and/or amplify messaging when appropriate

- ✓ Boost statewide social media efforts by sharing relevant AKISP posts to the KP-CISMA Facebook page

**Sightings Reports**

*Promote invasive species sightings apps, websites, and hotline as tools for outreach and citizen engagement*

- ✓ Continue to promote reporting tools through the KP-CISMA website, Facebook page, blog, community programs, and other citizen engagement opportunities