



September 2019- August 2020 Service Year POSITION DESCRIPTION

Position Title

Education & Outreach Coordinator

Sponsoring Organization

Lake Champlain Committee
Burlington, VT

Sponsoring Organization's Mission

The Lake Champlain Committee (LCC) is a member-supported, nonprofit 501(c)3 organization formed in 1963 to protect Lake Champlain's environmental integrity and recreational resources for this and future generations. We use science-based advocacy, education and collaborative action to protect and restore water quality, safeguard natural habitats, combat invasive species, provide access, educate and engage citizens, and foster stewardship in the Lake Champlain watershed. We are also the home organization of the Lake Champlain Paddlers' Trail overseeing a collection of public and private Trail sites along the lake's shoreland islands to provide a safe recreational corridor for human-powered craft.

Goals for the ECO AmeriCorps Position

The goal of this position is to harness the skills, passion, expertise and talent of an ECO AmeriCorps member to help educate and engage residents and visitors in the Lake Champlain watershed in environmental stewardship. The member will assist with and expand LCC's current education and outreach programs to raise awareness of lake issues and involve citizens to reduce their water impacts. This will include coordinating water protection and stormwater reduction programs at schools, implementing water clean-up events, promoting nutrient and toxic reduction and water conservation efforts, assisting with invasive species control and cyanobacteria monitoring and reporting. The service involves recruiting, coordinating and leading volunteers in community projects and events, collaborating and coordinating with schools and partner agencies, and providing general support for related programs including updating LCC's website and social media outlets. A key component of the project will be to assist LCC staff in implementing our school stormwater reduction efforts to include community outreach to enlist donations of labor and materials for bioswales and rain gardens, open houses at the area schools focused on stormwater, classroom presentations and school tours about stormwater, development of stormwater education materials for the broader community, and service days to involve the school in hands-on stormwater reduction projects.

Essential Functions. Functions that the applicant must be able to perform

- Grow and service LCC's education and outreach program collaborating with LCC staff to implement existing programs and schedule and develop new programs as appropriate.
- Develop outreach materials and approaches for municipalities to provide them with information on key water quality issues and related LCC programs.
- Assist in the implementation of our stormwater assessment and stormwater reduction programs at three schools in the Lake Champlain watershed.
- Help cultivate relationships with local schools, camps, businesses, municipalities, and partner organizations and agencies relevant to LCC's education and stewardship goals. Track communications to build a database of contacts for future outreach.
- Assist in planning and leading LCC educational events and programs such as water conservation, "April Stools" and "Scoop the Poop" days, World Water Day, shoreline clean-ups, boater education efforts, information sessions, volunteer days, and citizen science and environmental stewardship initiatives.
- Assist with getting LCC's educational materials such as our award-winning natural history book, Enewsletter, lake issues column, and "Lesson from the Floods" publication to a wider audience.
- Recruit, coordinate, manage, and support volunteers to assist with education and stewardship projects and build LCC outreach capacity.
- Assist with annual development of Lake Champlain Paddlers' Trail guidebook including securing site description agreements, stewardship guidance, and developing day-trip write-ups for Trail sections.
- Perform signage checks and small-scale maintenance tasks for Vermont sites in the Lake Champlain Paddlers' Trail as needed. Maintain stewardship and volunteer logs that track program numbers, outcomes, and stories. Working with the Executive Director develop additional ways to raise awareness of the Lake Champlain Paddler's Trail and foster stewardship.
- Assist LCC staff with implementing cyanobacteria monitoring and invasive species mapping and control programs. Maintain records logging volunteer involvement, photo document training and outreach sessions, provide support to volunteers, update cyanobacteria tracking database, and help compile and coordinate weekly reporting and outreach related to monitoring program.
- Respond to and track requests and follow-up communications for education and information resources.
- Create educational displays, fact sheets, informational materials, press releases and calendar of event write-ups, newsletter articles, and content for print, web, and social media for education and outreach programs.
- Help build education, outreach and stewardship programs through direct mailing and emailing, media and social media promotions around campaigns and direct assistance and follow up to inquiries. Includes maintaining a database of records of outreach communications and promotions to build network of participants.

- Promote water protection and LCC programs various public outreach events, including the April Earth Month events; April Stools' Day/Scoop the Poop events; spring boating shows; summer festivals and water-related events and the LCC annual meeting as prioritized by LCC.
- Create a calendar of events of LCC Education and Outreach programs with Program descriptions, task lists and schedules for outreach and deliverables.
- Develop evaluation tools to gauge the success of LCC outreach programs and develop expanded programming and educational materials in coordination with Executive Director.
- Write a final report describing and evaluating goals and accomplishments.

Marginal Functions. These are secondary to Essential Functions, may be negotiable, and can be completed as time allows.

Attend LCC staff meetings and participate in organization functions and events as required.

- Collaborate with staff, volunteers and partners to both bring added content to public programs and facilitate cross-promotion of programs.
- Help manage and build LCC's database/contact list of community partners and volunteers.
- Support key water protection, education and outreach, and stewardship projects relevant to Education & Outreach Coordinator role through active participation in meetings and implementing and providing support for follow-up tasks as needed.

Projects May Include

The ECO AmeriCorps Education and Outreach Coordinator will help educate and engage residents and visitors to the Lake Champlain watershed in environmental stewardship to protect and improve water quality. The member will assist with and expand as applicable, LCC's current education and outreach programs to raise awareness of lake issues and involve citizens in taking action to reduce their water impacts. They will also foster experiential learning through hands-on program activities such as stormwater educational efforts focused on several area schools, water quality monitoring and stewardship of the Lake Champlain Paddlers' Trail. This will include providing educational programs on stormwater in coordination with formal stormwater assessments conducted by the state and a more involved project assisting a high school with implementing stormwater reduction improvement projects.

Through this position the ECO AmeriCorps Member will grow and serve LCC's education and outreach program collaborating with LCC staff to schedule and develop existing and new programs as appropriate. They will build on and further cultivate relationships with citizens, schools, camps, businesses, municipalities and partner organizations and agencies relevant to LCC's education and stewardship goals. This will involve planning and implementing "April Stools" and "Scoop the Poop" days, water conservation efforts and assisting with or overseeing LCC's participation in "Fix-a-Leak Week", World Water Day, Earth Day, shoreline clean-ups, boater education efforts, information sessions, volunteer days, and citizen science and environmental stewardship initiatives. They will assist with getting LCC's educational materials such as our award-winning natural history book, monthly E-newsletter and lake issues column, and "Lesson from the Floods" publication to a wider audience.

The ECO AmeriCorps Member will support efforts to recruit, coordinate, manage, and incentivize volunteers to assist with education and stewardship projects and build LCC outreach capacity. They will

help with annual development of Lake Champlain Paddlers' Trail guidebook including securing site description agreements, stewardship guidance, and developing day-trip write-ups for Trail sections. Additional Trail service will involve performing signage checks and small-scale maintenance tasks for Vermont sites in the Lake Champlain Paddlers' Trail on an as-needed basis.

Another aspect of the service is to assist with implementation of cyanobacteria monitoring, invasive species mapping and control, and other relevant field projects. This includes volunteer recruitment, training, record-keeping, photo-documentation and support and report vetting and database maintenance and weekly reporting and outreach related to the field work.

To support the education and outreach efforts they may create or update educational displays, fact sheets, informational materials, press releases and calendar of event write-ups, newsletter articles, and content for print, web, and social media for education and outreach programs. Additionally, they will provide general support for education, outreach and stewardship programs including membership assistance, direct mailing and emailing, media and social media promotions, and database updates as relevant.

Desired Qualifications

- 11-12 month-long, full-time commitment;
- Service ethic; desire to do meaningful service to educate and engage people in stewardship;
- Conscientious, reliable, and punctual;
- Efficient approach to tasks and enthusiasm for the service;
- Ability to follow through and execute;
- Thoroughness, ability to organize service, and attentiveness to detail, accuracy and design;
- Pleasant, professional manner and friendly approach to tasks and collaborating with others;
- Personable, outgoing, and enjoy serving with diverse groups of people;
- Strong written and oral communication skills and public speaking experience;
- High motivation and energy level;
- Ability to participate as part of a team and independently and to thrive in a busy environment;
- Ability to serve in a small headquarters environment;
- Ability to serve with deadlines and within budgets and under time pressure with humor and attention to detail;
- Educational program development and implementation experience;
- Stormwater education and assessment experience;
- Proficiency with Microsoft Word and Excel;
- Experience with databases, Adobe Photoshop, InDesign preferred and social media applications preferred;
- Eagerness to learn and positive attitude;
- Love of water and outdoors and familiarity with Leave No Trace outdoor ethics;
- General knowledge of Lake Champlain watershed and water quality issues (or willingness and initiative to learn);
- Kayaking experience helpful;
- Degree or background in environmental sciences;
- Valid driver's license, safe driving record, and access to a reliable car.

Networking Opportunities

Collaborative action is a core part of LCC's mission. Our programs are conducted with a broad range of partners from individual citizens and members to state and municipal staff. We work with a diverse group of agencies, businesses, community members, schools and universities throughout the Lake Champlain watershed. The ECO AmeriCorps Education & Outreach Coordinator will have opportunities to connect with a wide array of partners through their service. Additionally, as the service schedule allows, we encourage ECO AmeriCorps members to attend meetings, trainings, workshops and partner events that enhance their service and allow for networking.

Service Conditions

Service hours will primarily take place at the LCC headquarters, at area schools or in other indoor settings. The usual hours are 8:30 AM to 4:30 PM with occasional evening and weekend time related to project event schedules, school projects or program deadlines. Some of the service will take place in the field or off-site but much of the set up requires an indoor setting. Outdoor service will be generally conducted during the fall, spring and summer months.

Minimum Qualifications:

- Be a US citizen, a national, or legal permanent resident alien of the U.S.;
- Be at least 18 years of age upon entering the Pre-Service Orientation (there is no upper age limit);
- Be a high school graduate or have a GED certificate, or be willing to work towards their GED as part of their service-year successful completion requirement. A member cannot have dropped out of high school to join AmeriCorps. If a member has a documented medical reason/professional opinion why they cannot finish high school, they might be eligible; call in this case;
- Has not been convicted of murder or sexual assault and is willing to undergo a National Service Criminal History Check;
- Must submit to Agency of Human Services checks, i.e. Adult Abuse and Child Abuse Prevention;
- Be committed to the ECO AmeriCorps program, and its ethic of service and personal and professional development of its participants;
- Have the ability and enthusiasm to drive to, attend, and participate in required trainings and events, and be prepared to drive up to 2-3 hours each way.