



Update on Development of Education Strategic Plan

Communications and Legislation

Item 6e

July 13, 2015

Education Strategic Objectives

- Develop STEAM curriculum and interdisciplinary water programs based on innovation and assessment
- Create and support an Educational Pipeline for students to jobs in the water industry
- Expand and enhance Metropolitan's use of educational technology with online resources, mobile platforms and social media
- Leverage collaborations to expand the size, scope and cost-sharing opportunities for water education

Process for Developing an Education Strategic Plan

- Working directly with teachers to inform MWD's educational offerings
- Working with member agencies through quarterly educational representative meetings
- Ongoing review MWD curriculum to align with current educational standards
- Consulting with local educational organizations and non-profits

Scope of the Strategic Plan

Mission

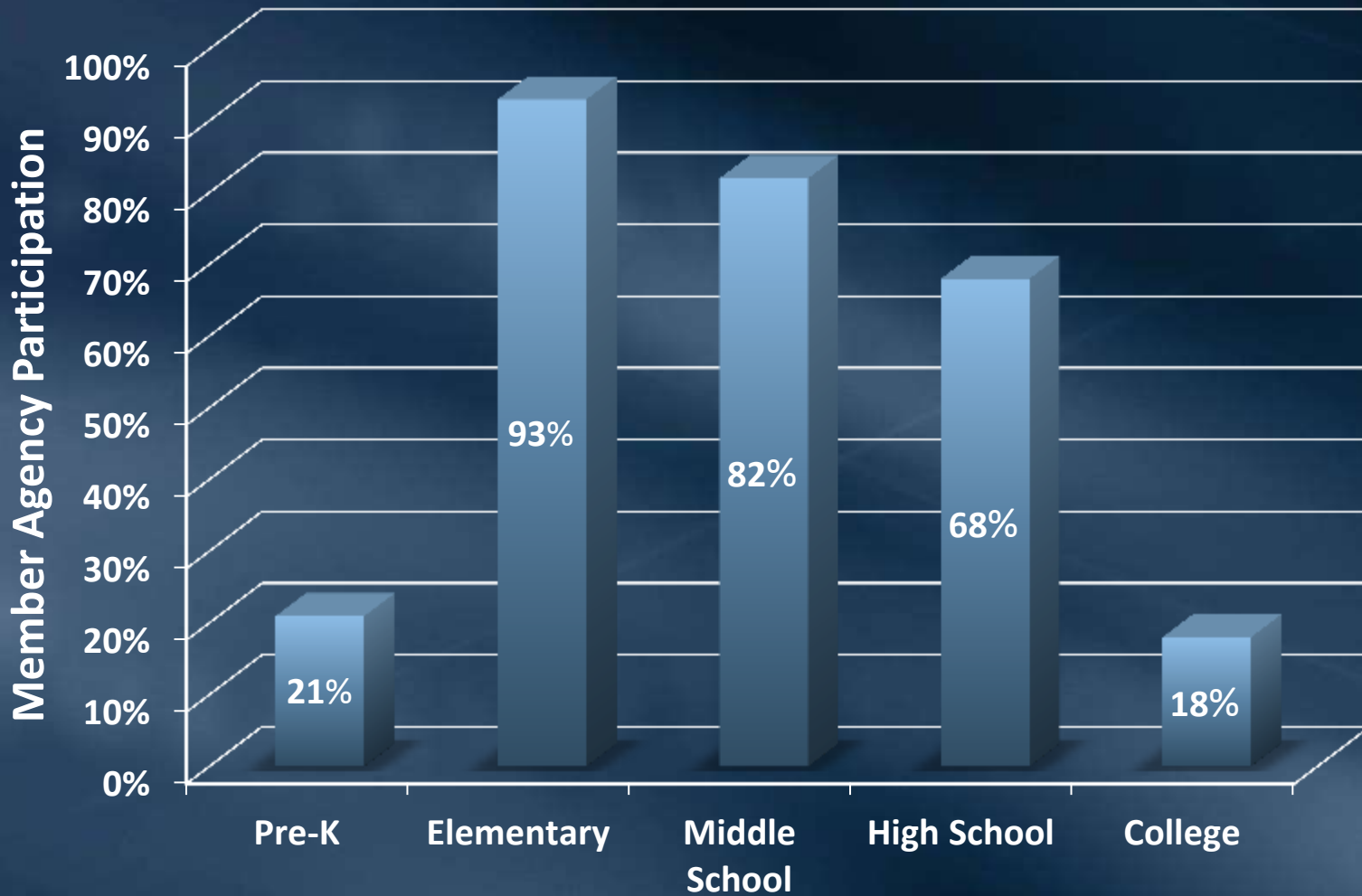
Promote conservation behaviors and critical thinking of water issues facing California.

Role

- Water education programs and services for students and teachers
- In classrooms: Preschool, K-12, colleges and universities
- Outside classroom: camps, afterschool and summer programs
- Work in collaboration with various MWD groups

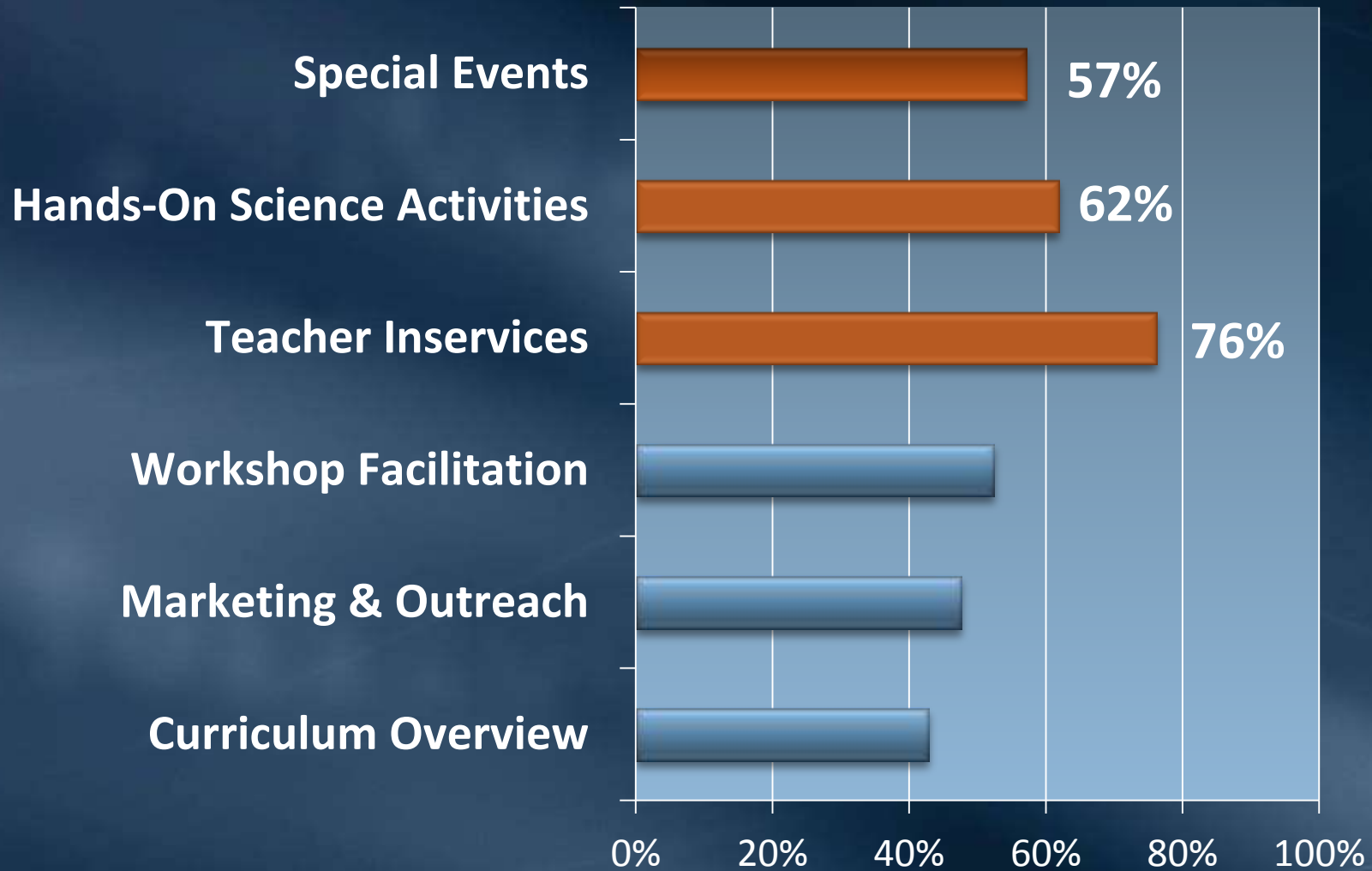


Member Agency Educational Outreach



Member Agency Education Programs

Types of Member Agency Collaborations



GIS Map of Education Unit Activity Oct. 2014 – June 2015

>200 events

>280 schools

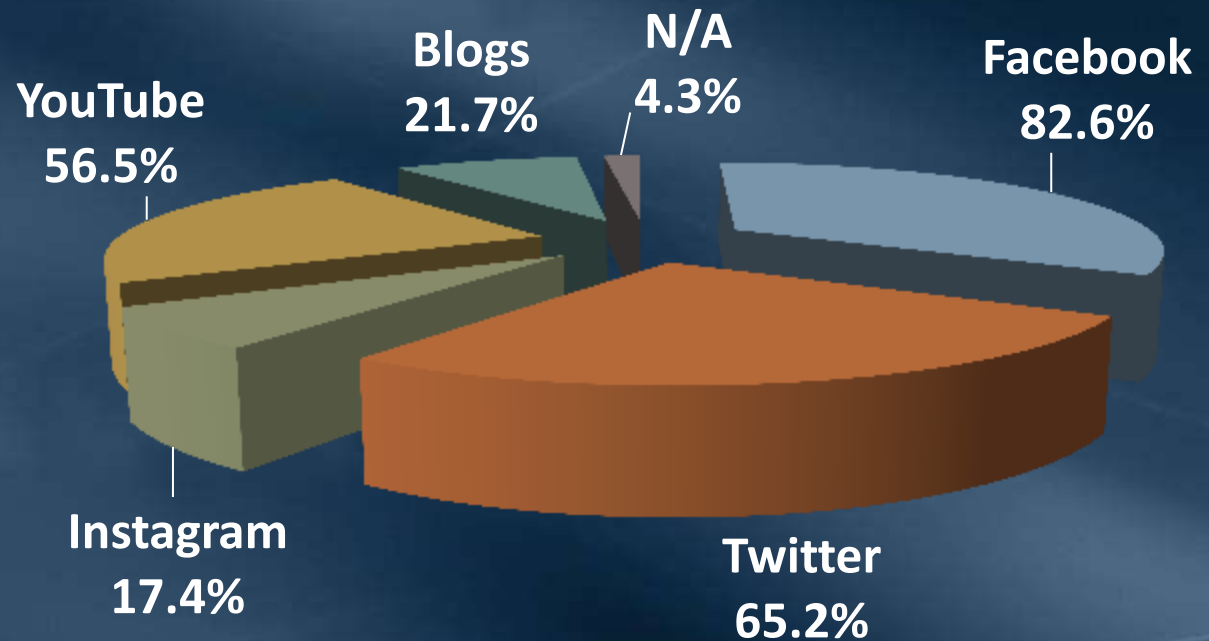
>37,000 Twitter Impressions

>80,000 Student Exposure



Member Agency's use of Social Media

- Most agencies use Social Media
- Most popular tools are:
 - Facebook
 - Twitter
 - You Tube



Analysis of MWD Education Program

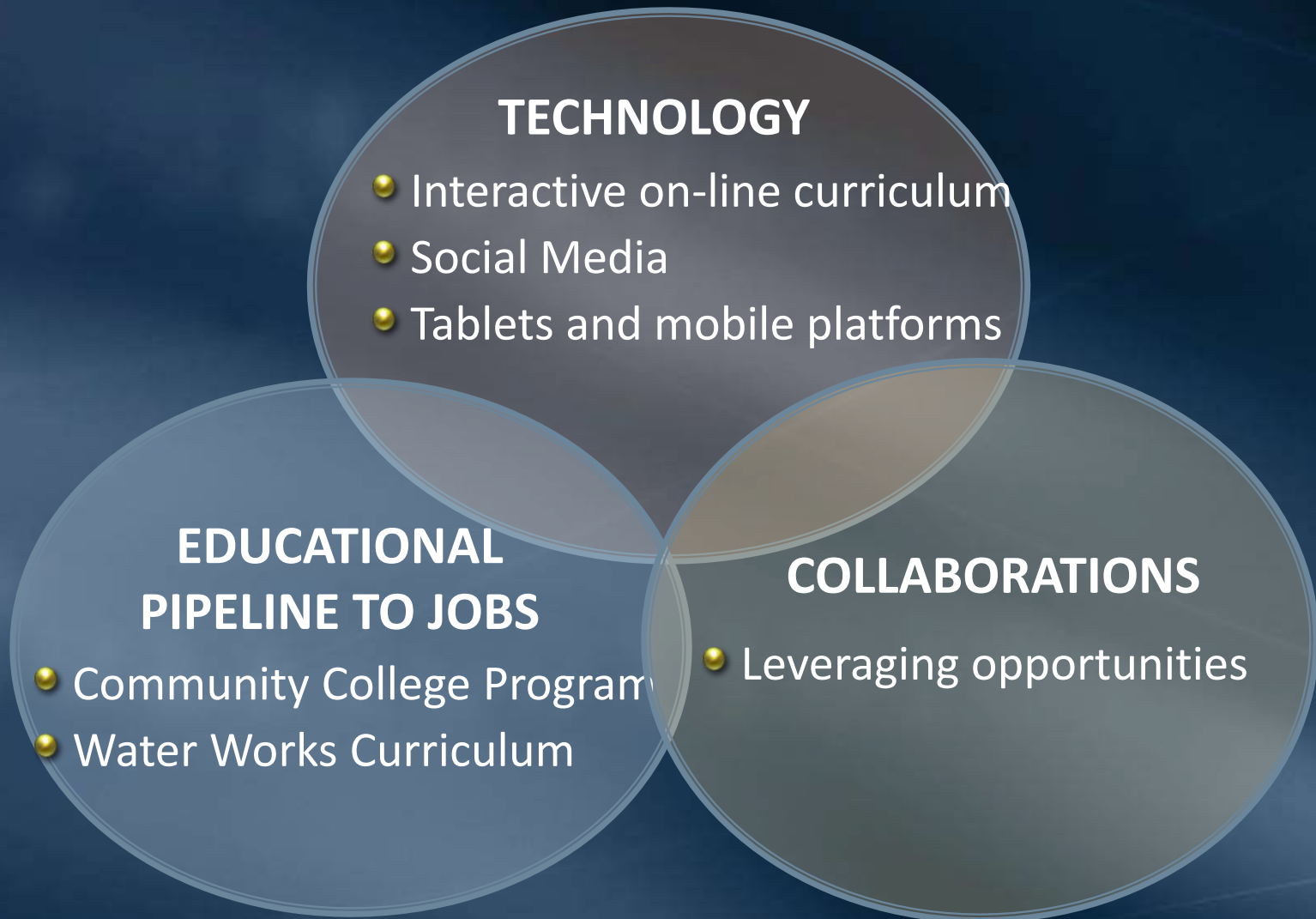
STRENGTHS

- Dedicated and experienced staff
- Relationships w/member agencies
- Popular interdisciplinary programs
- Large network of collaborators
- MWD's breadth of expertise

CHALLENGES

- Continuous water education through ALL grade levels
- 5 million students and teachers
- Knowledge loss by retirement
- Rapidly evolving technology

Strategic Opportunities



Strategic Opportunities

Water Education Collaborations

- Develop mutually beneficial collaborations throughout service area
- Increasing curriculum/program collaboration
- Expanding education outreach to include additional supporting resources

Strategic Opportunities

Educational Pipeline to Jobs in the Water Industry

- Communicate with Community and Educational Organizations
 - Work with HR, Engineering, WSO & Apprentices Programs
 - Opportunity Community College and Trade School Program
- Collaborate with Member Agencies
 - Common workforce issues
 - Job opportunities
- Curriculum and Programs
 - Water Works
 - College Community Service Learning

K – 12, College



Jobs in the Water Industry

Strategic Opportunities

Explore on-line resources

- Continue to evaluate educational technologies
- Push content through social media
 - [#solarcup](#) [#waterart](#) [#worldwaterforum](#) [#mwdeducates](#)
- Develop interactive on-line curricular capabilities
 - [Educating with mobile devices](#)



Summary

- Build on working strategies
- Moving forward with
 - Water Education Collaborations
 - Leveraging opportunities
 - Educational Pipeline to Jobs in the Water Industry
 - Community College and Trade School Program
 - On-line resources, mobile apps and social media
 - Educating with mobile devices

Next Steps

- Near-Term

- Implement identified educational opportunities
- Reports to Board
- Investing in education staff

- Long-Term

- Continue surveying member agencies
- Continue assessment of educational programs
- Development of Strategic Plan using feedback from board and member agencies

