



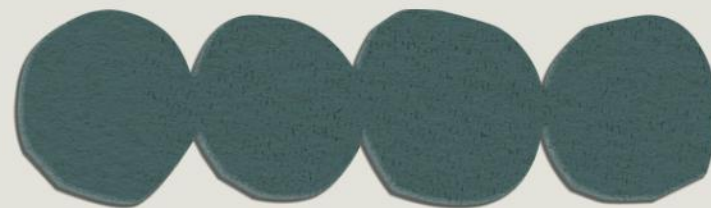
WORKING EFFECTIVELY

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NORTH TEXAS WATER
CONSERVATION SYMPOSIUM
NOVEMBER 17, 2022



4 KEY PRINCIPLES FOR WORKING
EFFECTIVELY IN
OUTREACH AND PROGRAMMING





THE GOAL

Simply put, we all want to be



impactful



Learning

Formal

Non-Formal

Informal

Full-time educational
pathway

Complementary learning
activities

Deliberate, self-directed
learning

Structured, planned,
facilitated

Structured, planned,
facilitated

Unstructured, spontaneous,
self-motivated

Schools, colleges,
universities

Courses, workshops,
seminars, training

Anywhere

Diplomas & degrees


Skills & capabilities

Personal development and
self-fulfillment



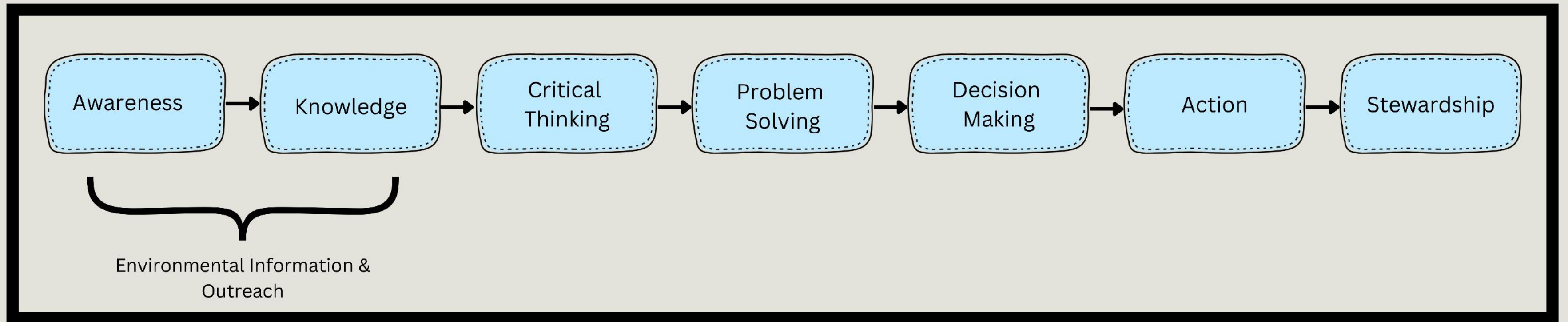
THE PROBLEM

Most of us think that if our customers / clients
know better, they will do better



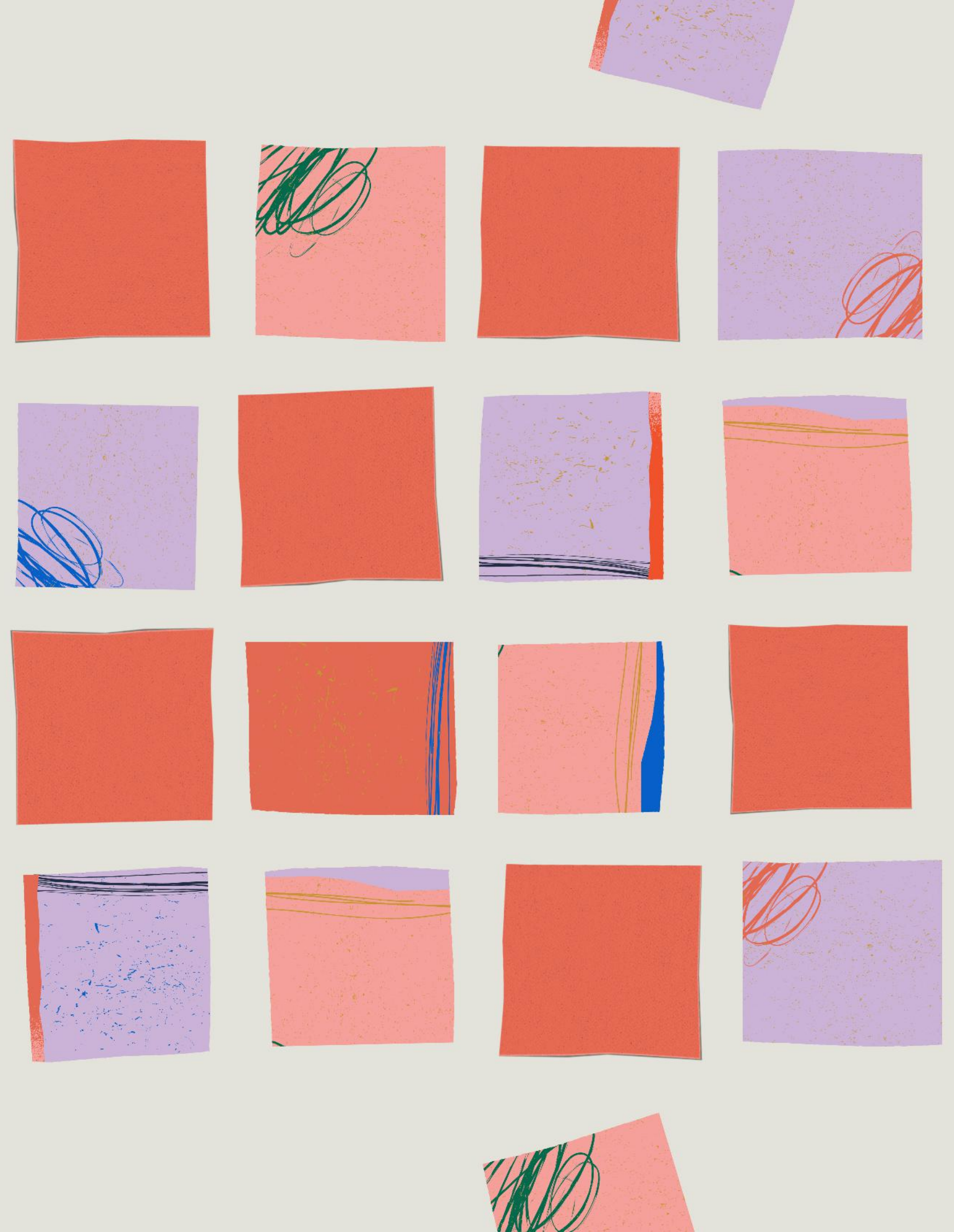
HOW STEWARDSHIP HAPPENS

Environmental Education Continuum

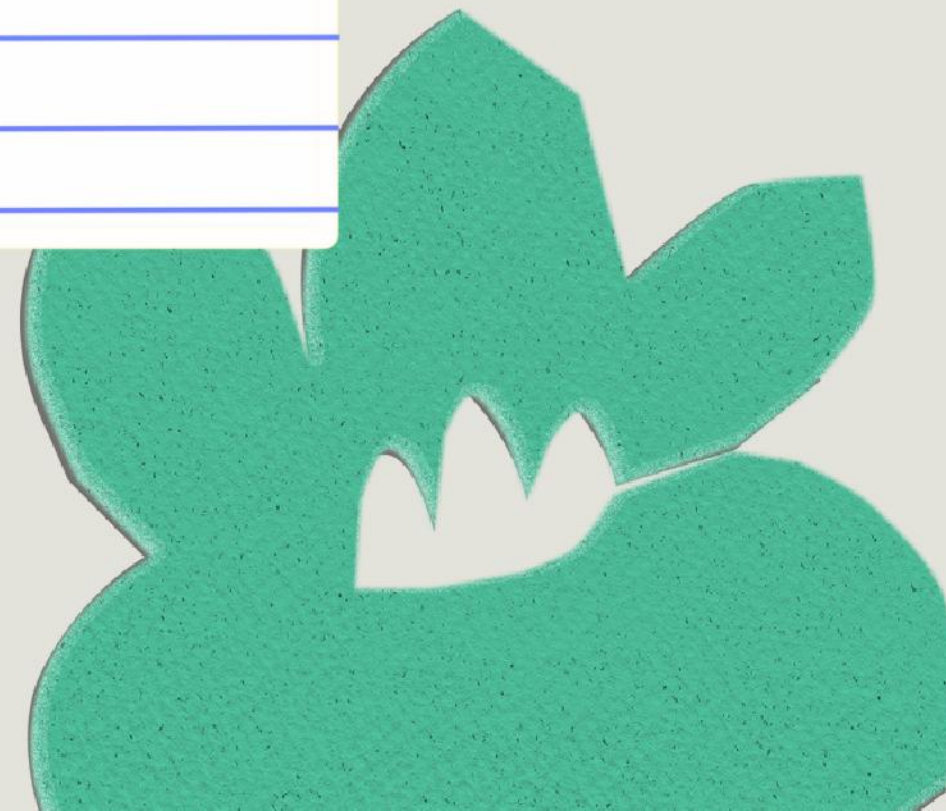
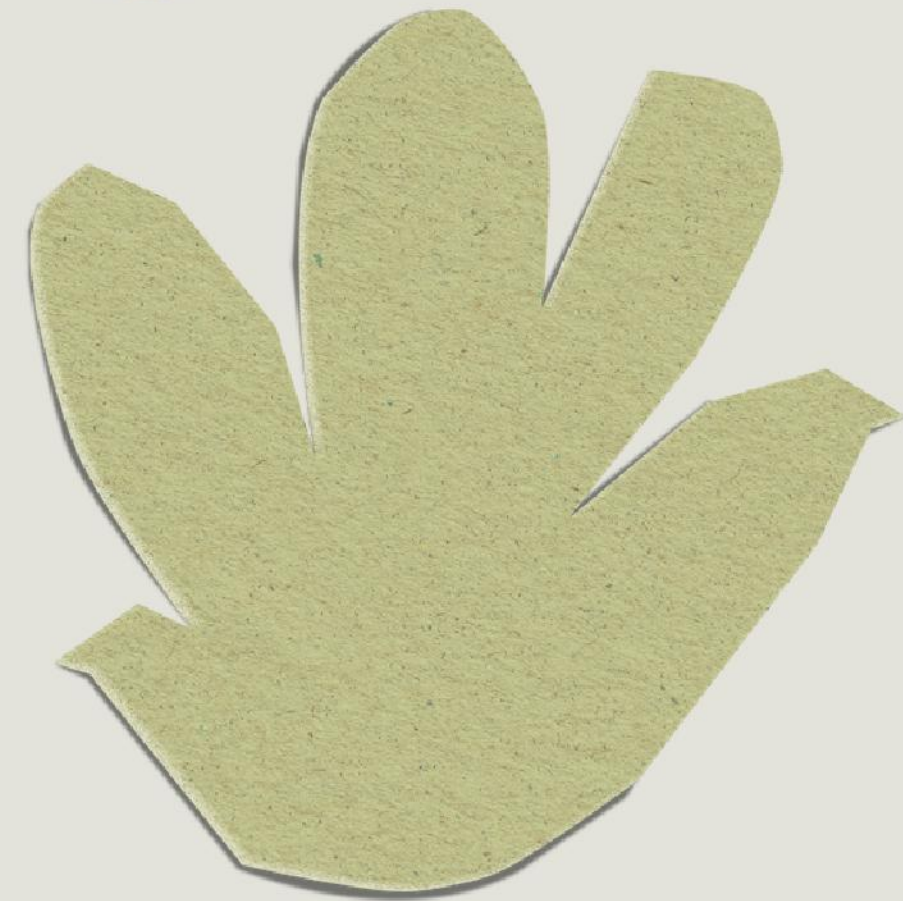
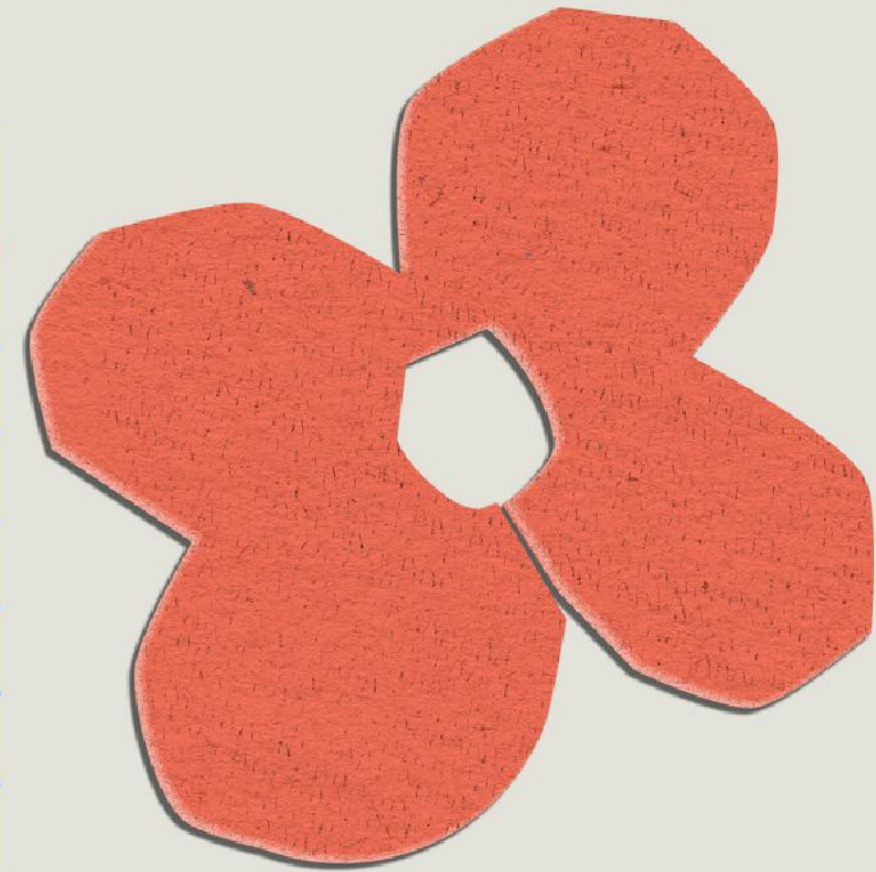


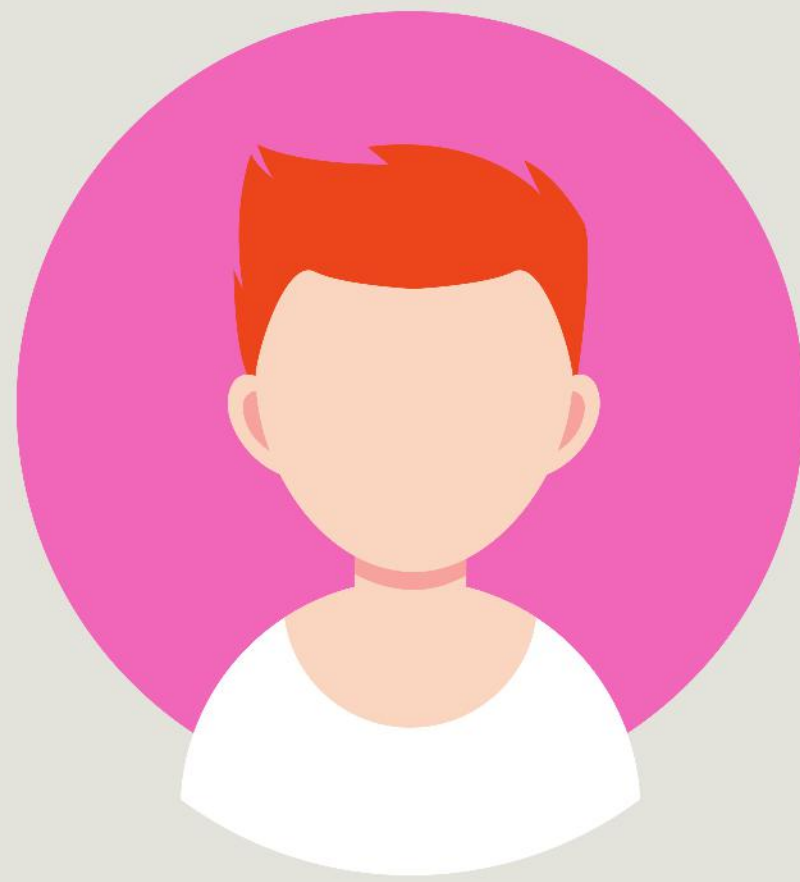
INDIVIDUAL BRAINSTORM

What is the one thing
that you want your
customer / client to do?



Provide clean and
safe drinking water
for 1.5 million
people





Homeowner with
2-4 people living
at home

Pets

Live on 1/4 acre

Renter

Work out of the
house

Hobby Farmer

4-6 people at the
house

Small livestock

Under 100 acres

Landowners

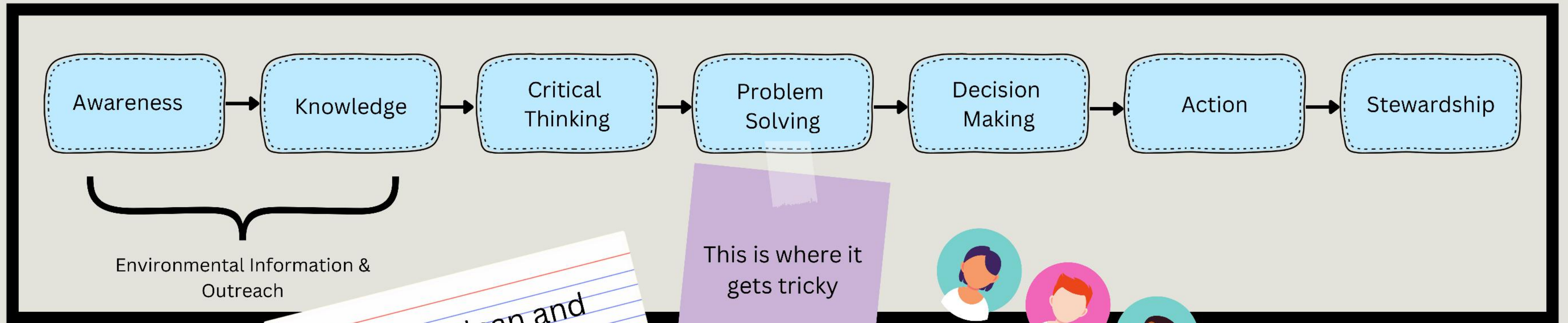
2-4 people living
at home

External barns

Over 100 acres

HOW STEWARDSHIP HAPPENS

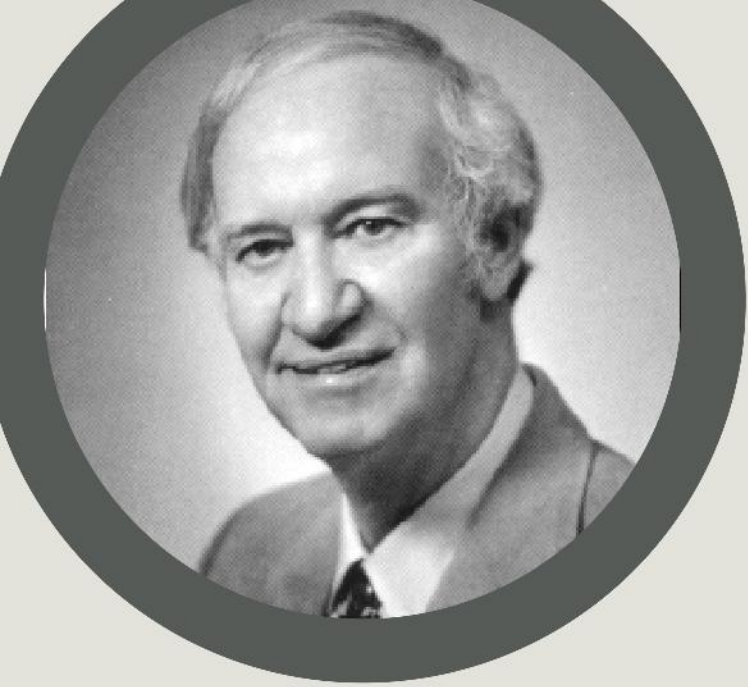
Environmental Education Continuum



Provide clean and safe drinking water for 1.5 million people

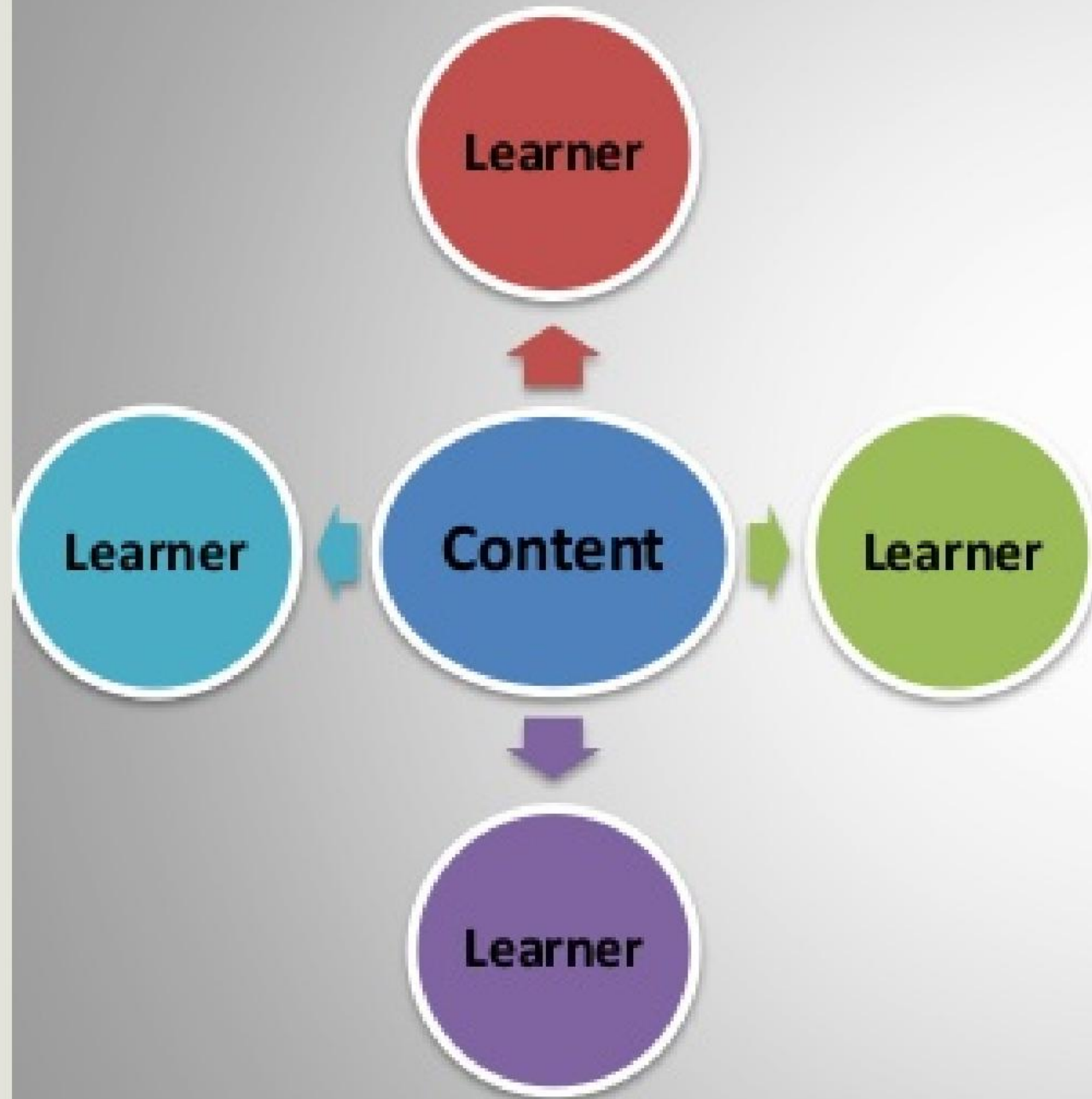
This is where it gets tricky

- Homeowner with 2-4 people living at home
- Pets
- Live on 1/4 acre
- Renter
- Work out of the house
- Hobby Farmer
- 4-6 people at the house
- Small livestock
- Under 100 acres
- Landowners
- 2-4 people living at home
- External barns
- Over 100 acres

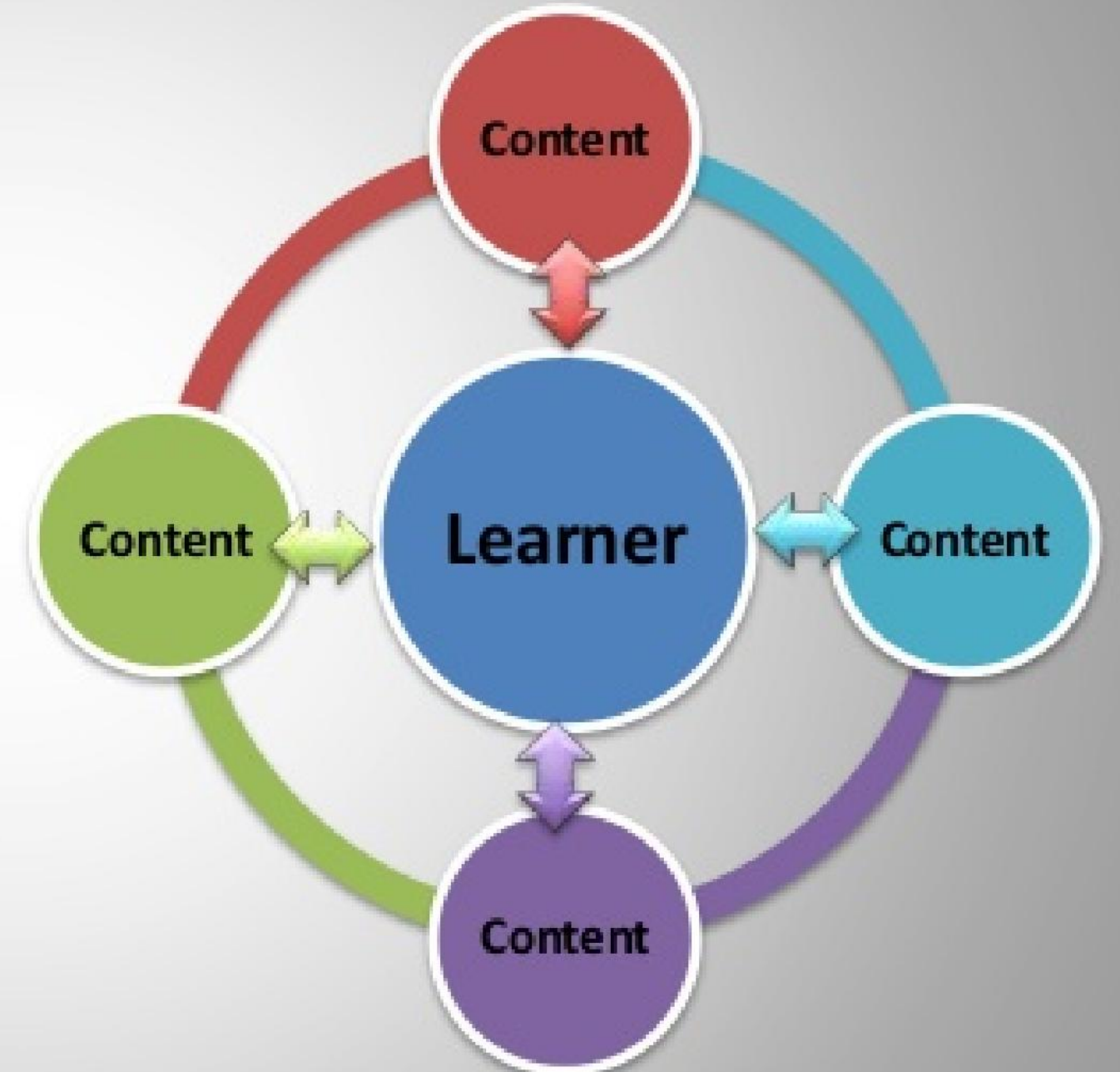


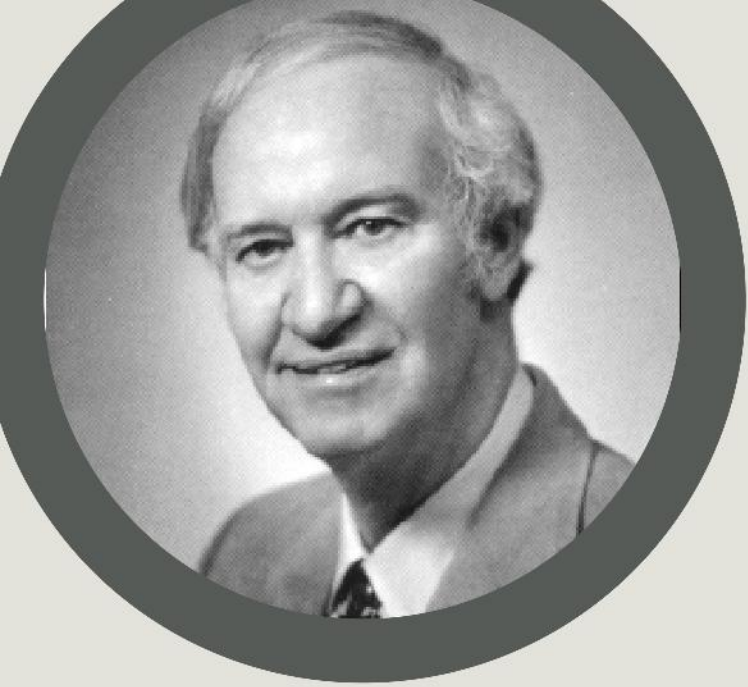
Malcolm Knowles

Pedagogy



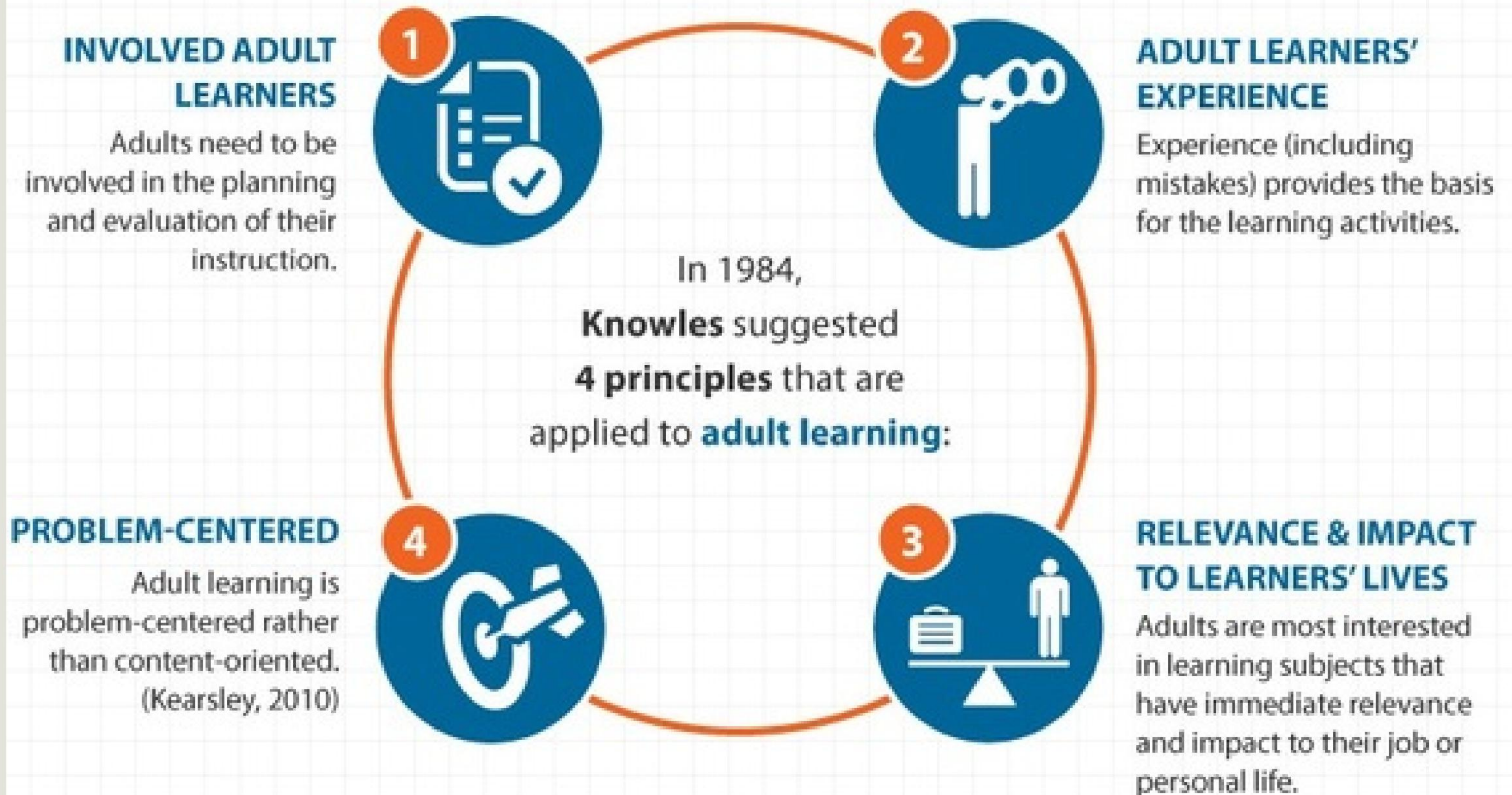
Andragogy





Malcolm Knowles

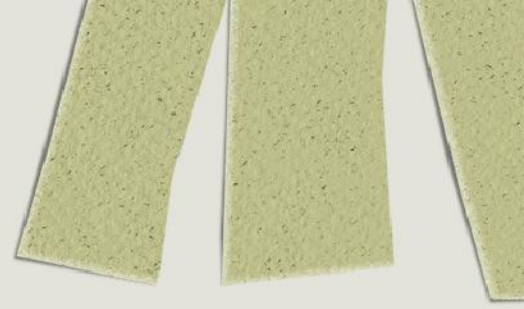
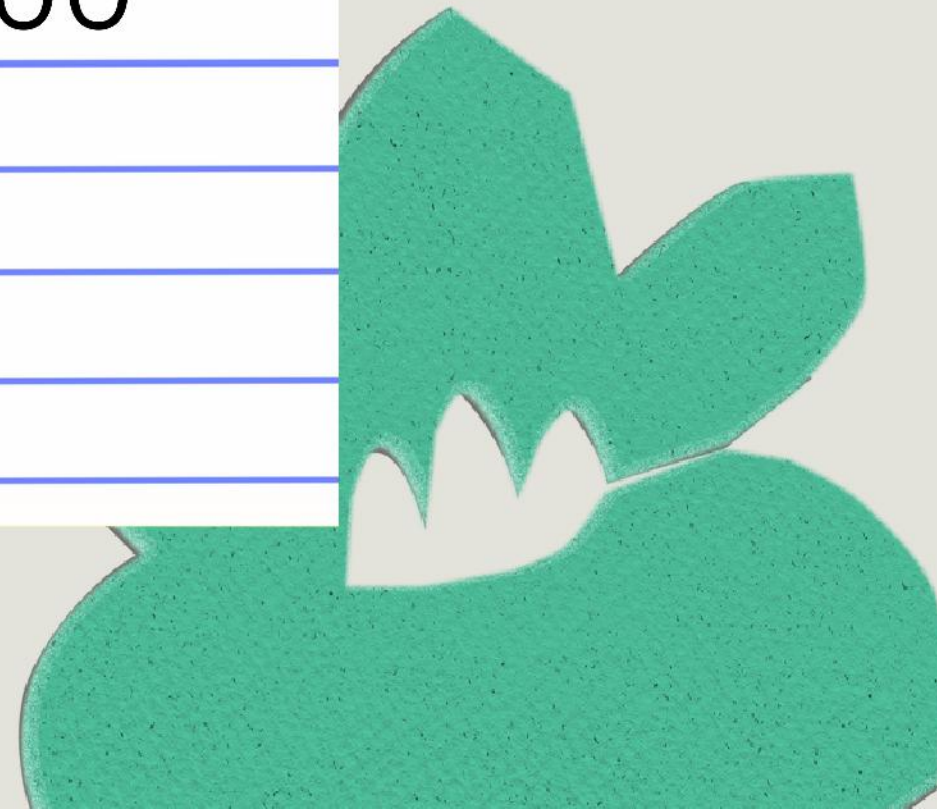
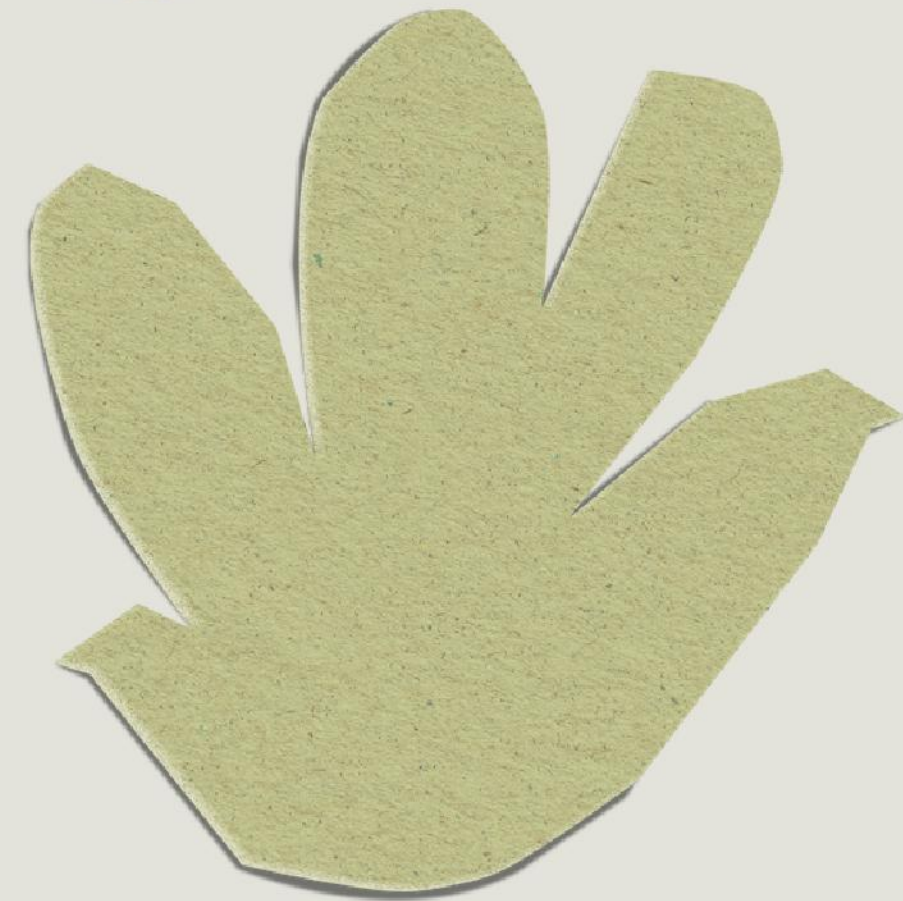
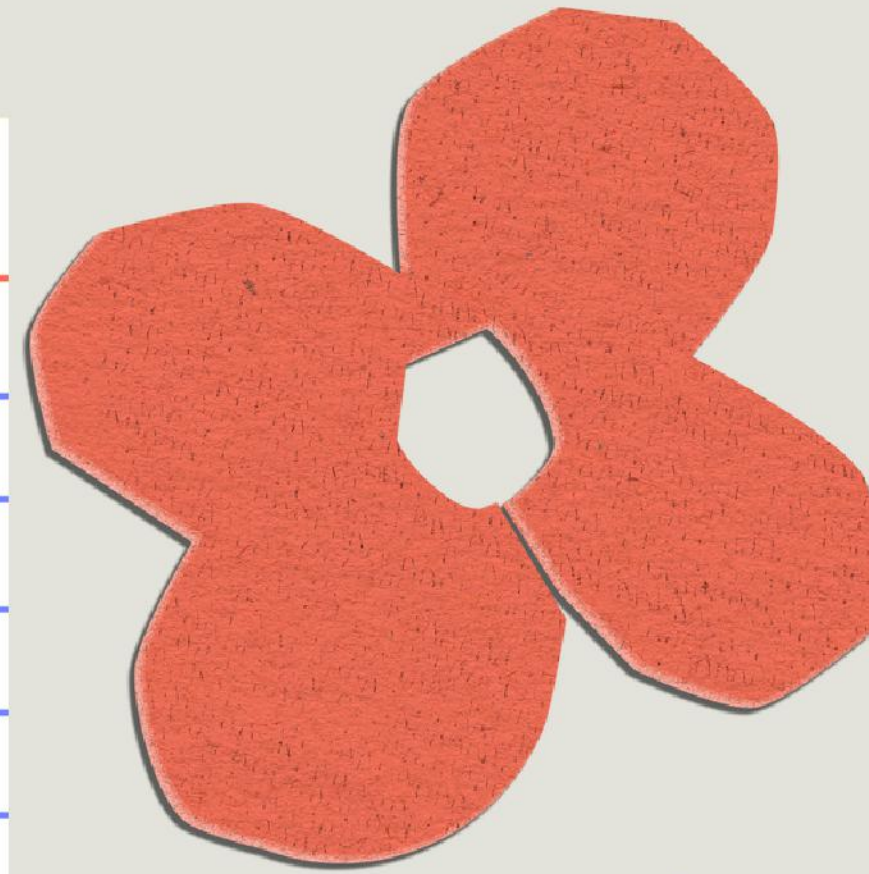
4 PRINCIPLES OF ANDRAGOGY



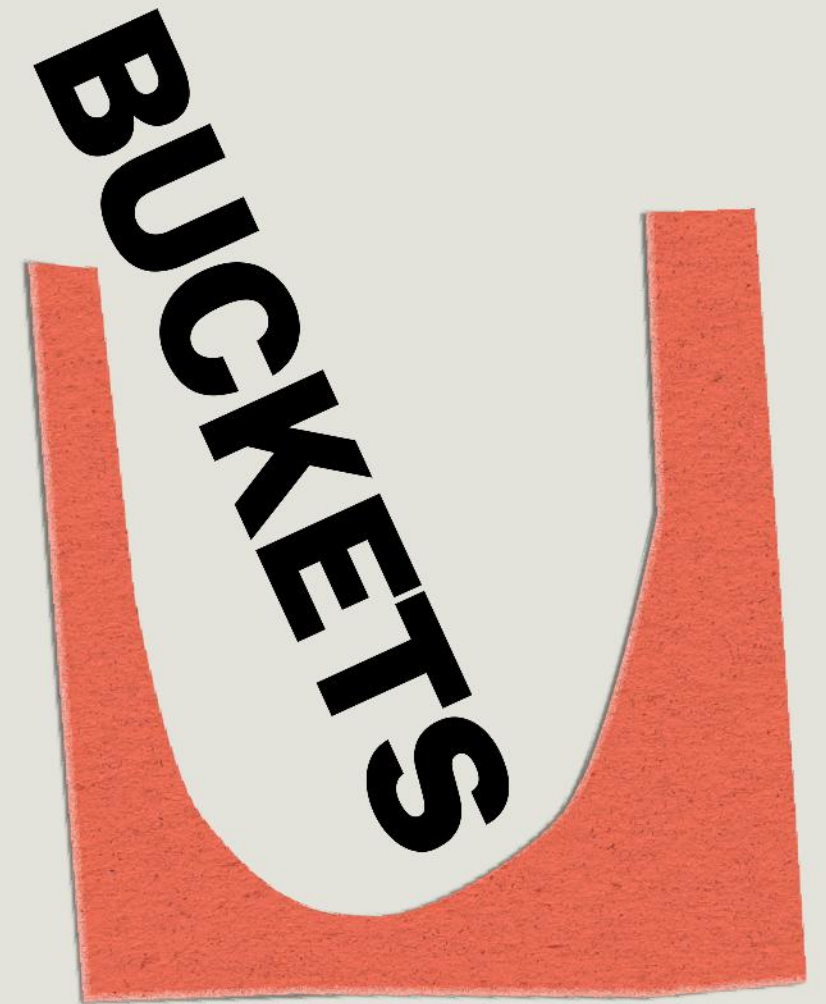
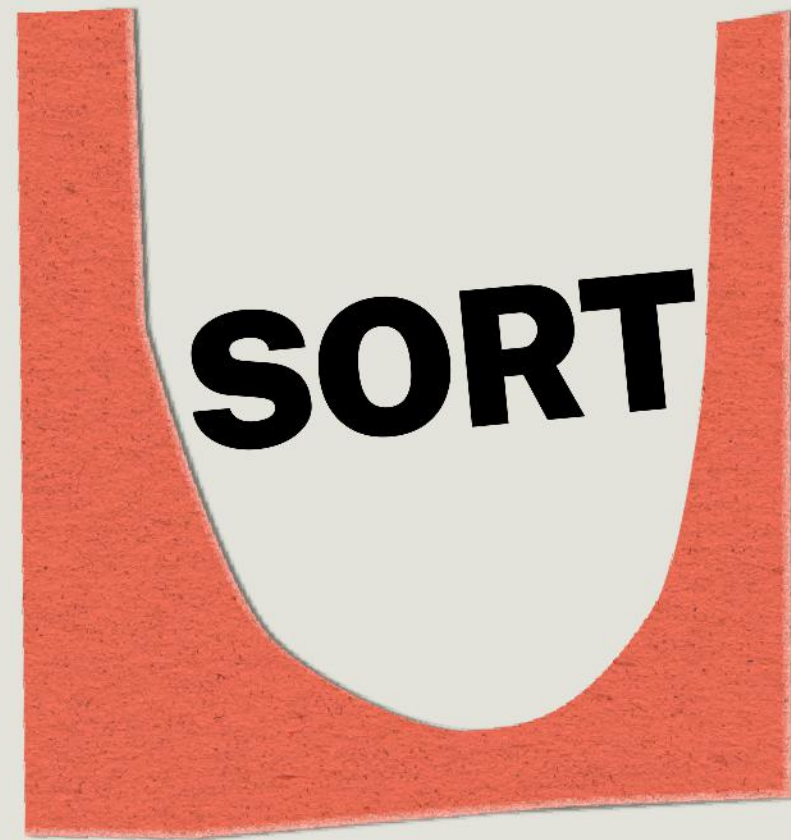
Example:

Program: inefficient home water
use

Problem: leaking toilets cause 2.9
billion gallons of wasted water use a
year. Enough to supply 250,000
homes



INVOLVED ADULT LEARNERS

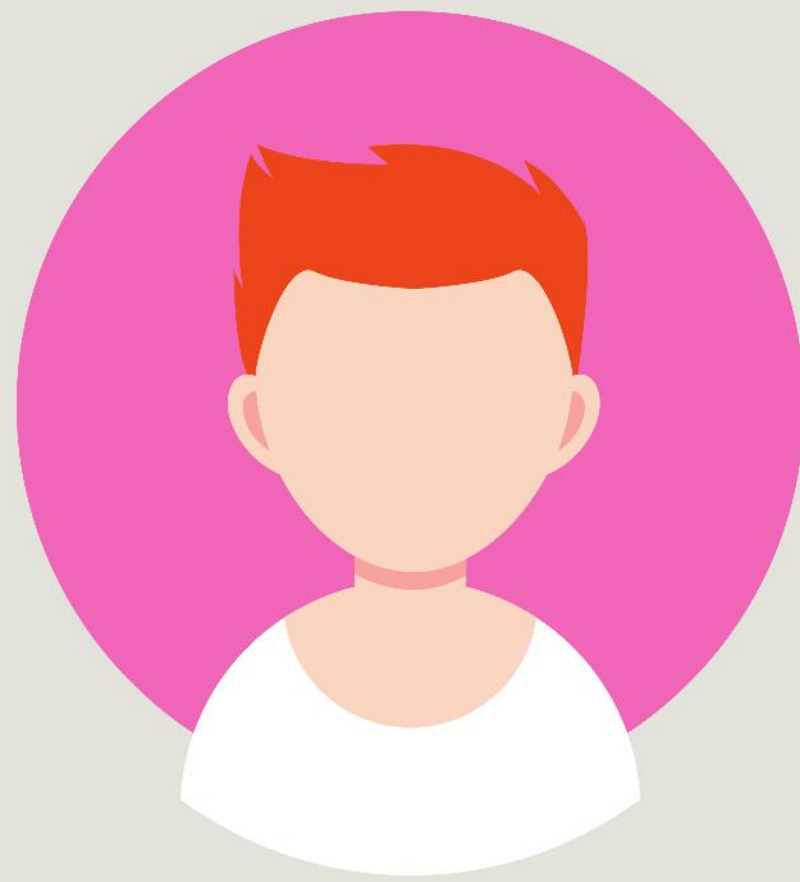




Homeowner with
2-4 people living
at home

Pets

Live on 1/4 acre



Renter

Work out of the
house



Hobby Farmer

4-6 people at the
house

Small livestock

Under 100 acres



Landowners

2-4 people living
at home

External barns

Over 100 acres

INDIVIDUAL REFLECTION

What solutions have resonated the most with you? Which solutions most align with the your programming?



RESOURCES

Deeper Dive

- Informal Adult Learning Theory
- Theory of Change and Theory of Action
- Think Again - Adam Grant
- Story Brand
- Design Thinking

THANK YOU!



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