



# Maquoketa River Watershed Plan

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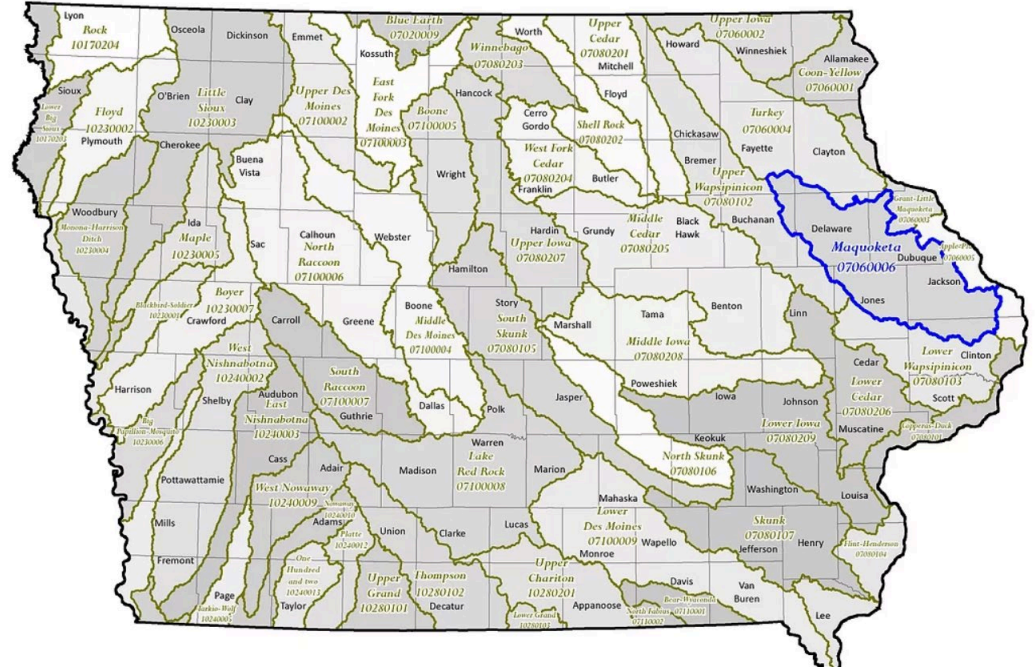
# Background



- Formed in 2017 by resident grassroots efforts
- Includes 80 townships and 9 counties
- Watershed is 1 of the 11 tributaries to the Mississippi river
- Focused on improving water quality, reduce flooding and protecting local drinking water

# Location of the Maquoketa River Watershed

Buchanan County  
Clinton County  
Delaware County  
Dubuque County  
Jackson County  
Jones County  
Linn County



# Problem Statement



Increasing overall awareness among agricultural community

- Educating the public through media outlets
  - Improving accessibility
- Heterogenous information gathering
  - Targeting all age ranges of farmers

# Deliverables



## **Increase Awareness**

- Website
- Newsletter
- Social media

## **Measure Success**

- Social media views
- Impressions
- Community participation

## **Improvements**

- Web search
- Educational Page/tab
- Increase Facebook participation

# SWOT Analysis

## STRENGTHS

Extensive management plan  
Sustainable development  
Non-profit

S

## WEAKNESSES

Limited funding  
Low number full time employees

W

No competition  
Current community members  
Social media

## OPPORTUNITIES

O

Differing age ranges  
Spatial disconnect

## THREATS

T

# GOAL # 1



Increase awareness and reputation of the Water Management Authority among residents of the Maquoketa watershed region.

## **Strategies**

- Increase social media presence
- Get more involved with the community – farmers educating residents

## **Tactics**

- Develop a farmers blog - include sustainability practices
- Create an email sign up for the newsletter

## GOAL #2



Increase educational tools for farmers looking to use better or more sustainable farming practices

### **Strategies**

- Create a space for people to share their practices with others.
- Spend time answering FAQs to help create organic interactions

### **Tactics**

- Create a position for an internship for a web designer or work with the university or local community colleges as a project
- Designate a space dedicated for farming education



Home

About

Management Page

Plan

Policy ...

Urban ...

Rural ...

Contact

About

Education ...

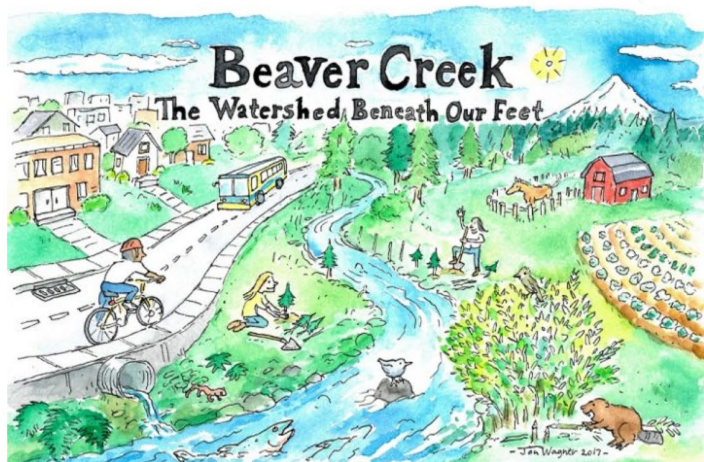
Resources



<https://watershed-wc.frb.io/>

Activate Windows  
Go to Settings to activate Windows.

## BEAVER CREEK



Art by Jon Wagner

Beaver Creek starts as a spring near Dodge Park Blvd, and flows through farms and nurseries. It passes by houses in Gresham and Troutdale where smaller creeks, like Kelly Creek, flow into it. The creek then empties into the Sandy River near Glenn Otto Park.

*Volunteer Opportunities*

*See Current  
River Conditions*



WANT TO LEARN MORE?

*The Watershed Beneath Our  
Feet (English)*

*La cuenca bajo nuestros  
pies (Español)*

*Бассейн реки у нас под  
ногами (русский)*

*Beaver Creek Watershed  
Map*

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*Beaver Creek Watershed  
Map*

# GOAL #3



Engage with non-social media agriculture participating locals.

## **Strategies**

- Partner with local businesses or local media sources who locals may listen to
- Target businesses focused on agriculture or media focused on weather or framing

## **Tactics**

- Ask local podcasts or radio stations if they would do a quick readout and put the podcast link on your website
- Target Field of Dreams in Dyersville for exposure

# Focus



- First Steps
- Strategies
  - Podcasts (Successful Farming Daily, Field Work Talk)
  - Radio (Weather, News)
  - Partnerships (Field of Dreams, Dyersville Chamber of Commerce)

## Tactics



- Reach out to local Podcasts and Radio
- Partner with Field of Dreams (Contact Dyersville connection)

## Measurables

- Increase number of participants by 25% in 1 YTD
- Increase spending participation by 25 members End of Year



LIVE FIELD CAM



DONATE TO THE FIELD

HOME VISIT US EVENTS PODCAST ABOUT US SHOP

# FRIENDS OF THE FIELD

Through our magical ball field, we have had the opportunity to make thousands of people from around the world smile and provide a brief distraction from every day life. We would be remiss if we did not recognize the continued support we receive from local companies, especially the ones displayed below. These companies are true Friends of the Field and believe strongly in the power of redemption and pursuing one's dreams...



The Official Caretaker of the Field of Dreams Movie Site



QUALITY CARE LAWN

The Official Lawn Care Provider of the Field of Dreams Movie Site



CANVAS PRODUCTS CO.



Everything Under the Sun in Canvas





[View Recording:  
Water Monitoring  
Results Zoom Meeting  
Here](#)  
[password: p5lg#\\*3e](#)  
[PDF Doc available](#)

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Protecting Local  
Drinking Water



Reducing  
Flooding



Supporting Positive  
Soil Health Practices



Promoting  
Recreation



Improving overall  
water quality



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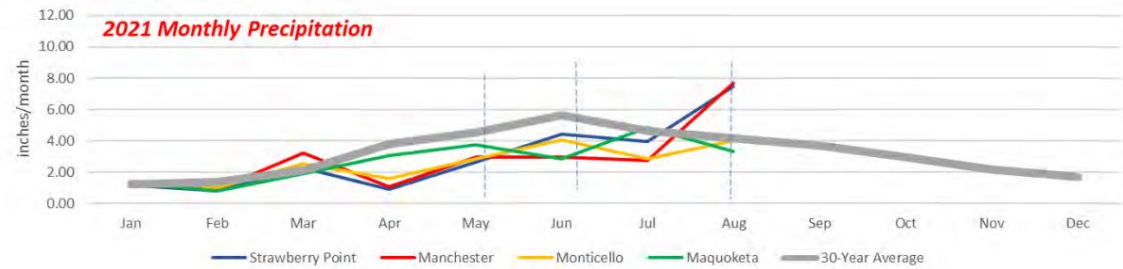
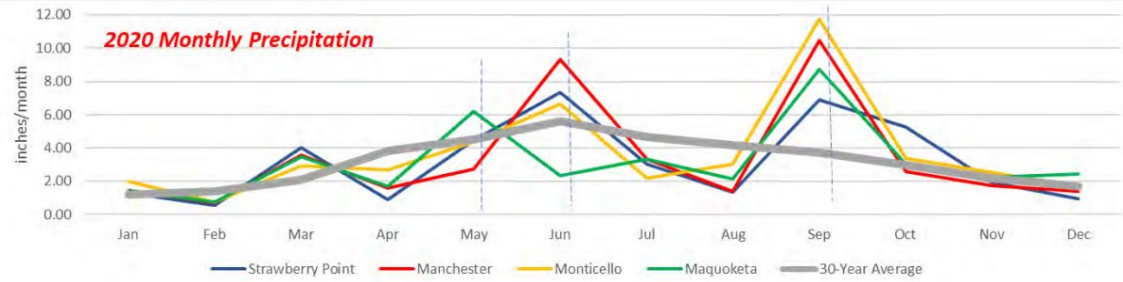
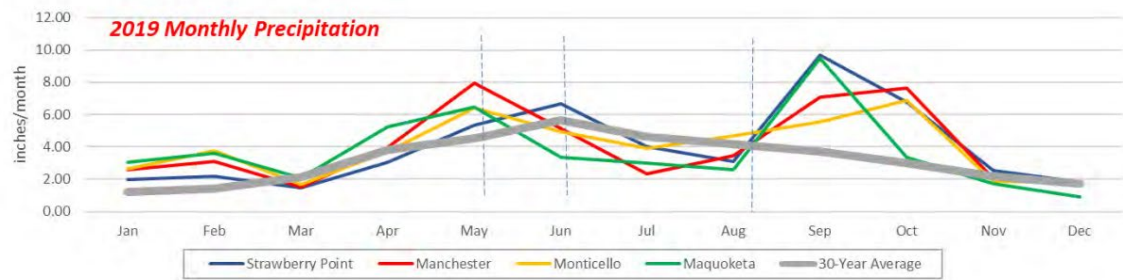


Promoting  
Recreation



Improving overall  
water quality





Thank you



Questions?



## **Executive Summary**

### **Problem Statement:**

The Maquoketa River Watershed management authority expressed their needs to our class for the growing organization. It was brought to our attention that the MR WMA would like to increase their programs awareness among agricultural communities and those that surround it. They already had access to multiple media outlets, so we needed to find ways to share the information with the agricultural audience and do so with a limited budget.

### **Proposed Solutions:**

There were three sections of deliverable that we were the center focus of this project. The first was to increase awareness through the organization's website, newsletter, and social media. The second was to measure the success of those changes through views, impressions, and overall community participation. The last one was to make improvements to the web search, include an educational page and increase media participation. From those deliverables came three main goals

- Increase awareness and reputation of the MR WMA among residents and of the Maquoketa Watershed region
- Increase educational tools for farmers looking to use better or more sustainable farming practices
- Engage with non-social media agriculture participating locals

The next step was pulling strategies to begin articulating tactics to reach these goals. The first step for the MRWMA to increase awareness of their organization to the surrounding agricultural communities was to follow these following steps to help increase interactions.

- Reach out to local podcasts and radio stations
- Partner with Field of Dreams in Dyersville

The purpose of starting with these tactics is to reach out to a variety of different outlets and target the different age ranges in the farming community. Connecting with local podcasts and radio stations can help spread the word and teach people about the organization either by explaining what they do or by providing steps for people to follow. Partnering with Dyersville could have the potential to spread awareness to a broader audience.

The Maquoketa River Watershed is in Iowa and consists of multiple different bodies of water that feed into the Mississippi River. The Watershed Management Authority is a member-based organization, with representatives from member communities having equal say at meetings held by the MRWMA.

The target audience for this campaign is mostly agricultural, but may appeal to residential and commercial stakeholders. The biggest motivator for the affected is the continued fertility of the soil and environmentally friendly practices that are better for the farmland and the water surrounding. Many of the residents may also be moved to action by cheaper alternative farming practices. Some of the main factors that could inhibit residents from participating is a simple lack of awareness of the MRWMA in their area. Some of the other deterrents of the residents would be the increased costs to practice sustainably, stubbornness to change, or even the inability to change.

The goals of the MRWMA are to decrease pollutants in water by educating farmers on different practices like cover crops and no-till farming. Other successful practices are rotational grazing and rotational crop planting changing directions to allow soil time to recover and become firmer allowing less erosion. Other organizations have had success creating small groups to discuss what they want and hope for from the watershed. These meetings can increase participation and create a personal connection to the process, so that it is more likely they will share the practices and goals of the MRWMA with others. Some other beneficial techniques for boosting awareness of WMAs are holding workshops for locals to educate them on techniques that are sustainable or better than current practices.

Upon review of the Maquoketa River Watershed Management Authority, a SWOT analysis of the organization has been completed. In terms of strengths this organization has built an extensive Watershed Management plan that covers their goals, values and what all the program entails. This plan allows all viewers to read through the planning process and how they would like to execute their goals. This gives a feeling of trust and transparency to their residents and locals interested in the plan. Another strength of this organization is that their main aim is to work towards sustainable development by addressing water-related issues. They plan to help guide the members of the Maquoketa River watershed community to make better decisions on water usage and flood mitigation which can help improve water quality and much more. This organization is also a non-profit and is based mainly on the help of volunteers in the community. There are some factors of the organization that can be seen as weaknesses, such as the organization's lack of funding. After listening to the needs of Erin Erickson, the MRWMA Watershed Coordinator, she expressed that they do not have a large budget for growing their advertising strategies. Having a limited budget can limit their ability to spread awareness of the efforts of the Authority. The MRWMA also has a significantly sparse number of full-time employees and new employees. However, being a non-profit organization with such a low budget, they do not have the capacity to hire a brand-new team. These specific organizational weaknesses can potentially inhibit the MRWMA's outreach to the community.

With the strengths and weaknesses in mind there is a lot of room for growth and opportunity for the MRWMA. They do not have any competition to work around, which means they have control over their environment and have a lot of flexibility for advertising and outreach. They also have a chance to gather ideas and inspiration from other watersheds on what has worked well for them in the past. Also, this organization already has community members and farmers that have joined. This can be a great resource if utilized correctly to connect other members of the community by reaching out and getting them involved. Social media is a popular resource used today to help grow businesses and share stories with people around the world. This is a resource that could be utilized by the MRWMA to spread awareness and get more people involved. Inevitably, there are some threats that exist within the environment of the Maquoketa River Watershed. One of these threats is the spatial aspect of the area. Since the land is mostly rural landscape, the residents are often more spread out, making it harder for news to travel through word of mouth. Along with this, there is a multitude of farmers of different ages that the MRWMA must target. With the agricultural industry always changing, there is a major difference in the practices of old and new farmers. Finding a way to address each threat can be beneficial for the organization.

After conducting some research on successful watershed authorities, as well as those around the MR WMA, we found tactics that could be beneficial.

The goal of the Maquoketa River Water Management Authority is to decrease pollution and increase wildlife diversity in the area by teaching residents how they can utilize cleaner practices that protect the water and its inhabitants. Specifically speaking, the MRWMA has five goals and objectives for the plan.

1. Improve water quality through techniques for nutrient management, erosion reduction, and increased infiltration
2. Improve watershed flood management
3. Increase watershed awareness and involvement among stakeholders
4. Preserve, protect, and improve ecologically sensitive habitats and ecosystems in the watershed
5. Establish the MRWMA as a trusted community resource

These are goals supported by the UN sustainability goals, specifically goal 12, which specifies responsible consumption and production. Another UN goal that drives the Authority is goal 14, specifying life below the water (both animal and plant life). Finally, UN goal 15, which focuses toward life on land. A few goals of the organization for the future were to increase awareness and participation among the Agricultural section of its population. The goals were established to meet client expectations for growth and increased participation at this time in the organization's life.

To have a successful plan implementation, first some goals must be established. Some of the statistics that will be used to measure the success of the campaign include social media following, which is increased when an individual or an account follows a page on social media. When you follow a page, every post of theirs will be shown on your feed. Another statistic to look at is the number of impressions, which is any time an individual is exposed to, or interacts with a post or ad on social media. Likewise, the tracking of the newsletter and the emails and phone numbers of participants who join the newsletter to track growth. A goal of the MRWMA would be to obtain an increase in followers on Facebook from the current 586 (As of April 5<sup>th</sup>, 2022), to at least 1,000 by the end of the calendar year. Similarly, increasing participation in the newsletter by 25% a month for the rest of the year. These gains in awareness can allow the message of the MRWMA to reach more people and have a bigger impact. Another goal is to increase information available to the public. This means creating a section on the website offering more information regarding specific practices or creating a path to connect users allowing them to share information.

Some strategies that can be implemented to hit the goals begin before an advertising campaign. For example, getting the website up to date and cleaning it up making it not only format and look modern but, to make information easily accessible from a search engine. Optimizing the website alone will increase awareness the most as any information linked to the home page of the website can increase its daily impressions. Stressing the importance of a mobile first approach to the website optimizing it for phones so it loads fast and is manageable for anyone searching on their phones. This is massively important in 2022 as nearly 51 percent of all searches around the world are from phones. This gives an advantage as the website will organically increase its position on Google's home screen. Also, by adding an educational page to the website MRWMA can increase the keywords typed in that generate their webpage higher. Especially within a target market of farmers, the more farming information that is accurate and helpful will generate much necessary advertising without paying for website advertising. This can be done by working with a local university or community college and using the website as an internship for a young coder who can develop and design the website for course or

internship credit. Another important strategy that should be imposed is the update and continuous use of the Facebook page. This will be helpful for connecting with locals and hearing out their ideas. Many people around the globe have some form of social media and use it at least once a month. This means that a large number of Americans can be reached and connected with on social media. This includes people across all demographics living and working across the US. Even farmers who may rarely use social media for several reasons may still have and keep an account active to stay in touch with family and friends across the US.

These goals and tactics cannot be achieved without the help of the MRWMA stakeholders which includes the local farmers and the agricultural community, the residents in all areas of the watershed and even the business that are inside as well. All these stakeholders are and will be affected by the changes in water quality and flooding and that is why it is so important to educate these groups about the Maquoketa River Watershed.

## Appendix

Website examples for Goal 2:

