



**Chesapeake Riparian Forest Buffer 2022
Leadership Workshop
Webinar 1: Technical assistance, outreach
and social science**

Wednesday, March 16th, 2022, 10AM-12PM

Connection Info:

<https://umces.webex.com/umces/j.php?MTID=m3576c3656196019aff07826e91c4bf95>

Wednesday, Mar 16, 2022 10:00 am | 2 hours | (UTC-05:00) Eastern Time (US & Canada)

Meeting number: 2623 382 9406

Password: ForestBuffers

10:00 Welcome, overview of the webinar, *Sherry Witt, Meeting Facilitator*

10:05 Setting the stage

- **Review of previous efforts**, *Sally Claggett, USFS*
- **Social science at the Bay Program**, *Amy Handen, EPA*
- **Evaluation of Communications Needs to Increase Tree Planting and Maintenance**, *Steve Raabe, Opinion Works*
- **Q&A**

10:30 Key findings from STAC workshops

- **Advancing Outreach Effectiveness to Improve Conservation Practice Adoption**, *Kathy Boomer, Foundation for Food and Agriculture Research*
- **Overcoming the Hurdle: Addressing Implementation of Agricultural Best Management Practices Through a Social Science Lens**, *Loretta Collins, University of Maryland*
- **Q&A**

10:55 Panel: Voices from the Field

- *Craig Highfield, Alliance for the Chesapeake Bay*
- *Lydia Brinkley, Upper Susquehanna Coalition*
- *Todd Groh, Virginia Department of Forestry*
- *Teddi Stark, Western Pennsylvania Conservancy*

11:20 Questions and discussion with panelists

11:35 Facilitated discussion on integrating technical assistance and outreach into RFB action plans

- Mentimeter discussion questions:
 - Share any insights you are going to incorporate into your RFB strategic action plans based on what you learned today.

- What do you think will be your biggest challenges in incorporating technical assistance or outreach into your buffer work?

11:55 **Next Steps and Adjourn**