



Education Work Group Report March 20, 2017

TO: Susan Summers, Chair

FROM: Jim Kruger, Workgroup Chair, and Joe Griffiths, Planning Staff

SUBJECT: Progress Report

DATE: March 15, 2017

Since the last workgroup report in January 2017, the Education Work Group held two regular meetings (2/7/17 and 3/7/17) and is working on the following projects, which are primarily a continuation of the work of the last couple of years:

1. Developing a Mission Statement

The Education Work Group is developing a more detailed Mission Statement that will align with the existing Vision Statement (shown here):

“Engage, Educate, and Empower all Marylanders to embrace sustainable growth and development”

A more descriptive Mission Statement will help communicate what the Education Work Group does both internally and externally.

Timeline: The final Mission Statement will be agreed upon at the April 4 meeting of the work group.

2. Reinvest Maryland

The work group discussed the future of Reinvest Maryland education initiatives and decided to dedicate resources and time to the development of two educational “tracks”:

- A. High Level Policy: 1 Hour module to be added to Planning Commissioner Training course and suitable for conferences and seminars. This track will focus on the policy and purpose of Reinvest Maryland.
- B. Targeted Professional Training: In partnership with the Reinvest Maryland Work Group, the Education Work Group will develop an extended (1-2 day) practical professional training for local jurisdictions, developers, and/or planning professionals for one section of the Reinvest Maryland Plan. The work group will select the plan section based on the demonstrated training needs of these target audiences. The extended training will serve as a pilot program for the work group, which can then build upon and modify future training efforts based on feedback it receives. The work group will continue to work with the training partners established over the past few years as it develops and markets this training.

Timeline:

Track A: Completed: Spring 2017

Track B:

- 1. Section Specified: Spring 2017*
- 2. Curriculum Framework Established: Summer 2017*
- 3. Educational Partner Outreach: Summer 2017*
- 4. Curriculum Developed: Fall 2017*
- 5. Training Begins: Winter 2018*

3. Children in Nature Initiative

DNR and Planning staff continue to discuss this initiative. DNR is planning a Fall 2017 workshop with the Greater Baltimore Wilderness Coalition, and the Education Work Group will assist this workshop in the following ways:

1. Provide feedback to DNR on an informative one pager it is developing for the event
2. Suggest and help recruit workshop sponsors and presenters
3. Market the event and encourage others to attend and participate

In addition, work group and Commission members are still encouraged to review the [Community Green Space Guide](http://dnr2.maryland.gov/cin/Pages/GreenSpaceGuide/home.aspx) (<http://dnr2.maryland.gov/cin/Pages/GreenSpaceGuide/home.aspx>) and provide DNR with any feedback.

4. Sustainable Growth Challenge (SGC)

In response to the poor participation in 2016-17's SGC, the Education Work Group is developing a new system to encourage both students and faculty to re-engage. Planning discussed the program with staff from the National Center for Smart Growth and developed the following strategies for improving participation:

A. Timing Issues

- i. Submission date was Dec 15, and the last day of classes was Dec 12. Too close
- ii. They weren't sure if Spring projects were allowed (Need more clarity)
- iii. Perhaps have a mid-January submission date for the entire previous year. This is good timing for the professors
- iv. Check with Universities other than UMD about their dates.

B. Simplify submission

- i. Simple form (Faculty name, student(s) name, contact info)
- ii. How does your project address 1 or more of the 12 visions?
- iii. Submission after grades are due
- iv. Multimedia submissions allowed (video, presentation, website) and students do not need to attend ceremony
- v. Kim, or someone in a similar position at other colleges, could submit the projects for the professors

C. Motivating the Professors

i. Recognition

1. At statewide event or in statewide publication
2. In their field of study
3. Invite the Dean or University President to the awards ceremony
4. Invite them to present at a conference (MPCA perhaps?)

ii. They are seeking long term connections in the state and in their field

The Education Work Group will develop a new framework and program description for the SGC that addresses the three ideas of timing, ease of submission, and faculty motivation.

The potential timeframe for the 2017-2018 SGC is:

1. *Develop new SGC Framework internally: Spring 2017*
2. *Solicit Feedback on Framework from University Partners: Spring 2017*
3. *Finalize and Market Framework and schedule: Summer 2017*
 - a. *Outreach to professors (through normal channels, as well as more targeted, personal outreach)*
4. *Work Group members visit classes to discuss Reinvest Maryland and provide early feedback on proposed projects: October – November 2017*
5. *Deadline for submissions: January 2018 (Or do we want to wait another year?)*
6. *Review of submissions and invitations to present or submit media: January -February 2018*
7. *Presentations to panel: Spring 2018*
8. *Awards Ceremony: To Be Determined*