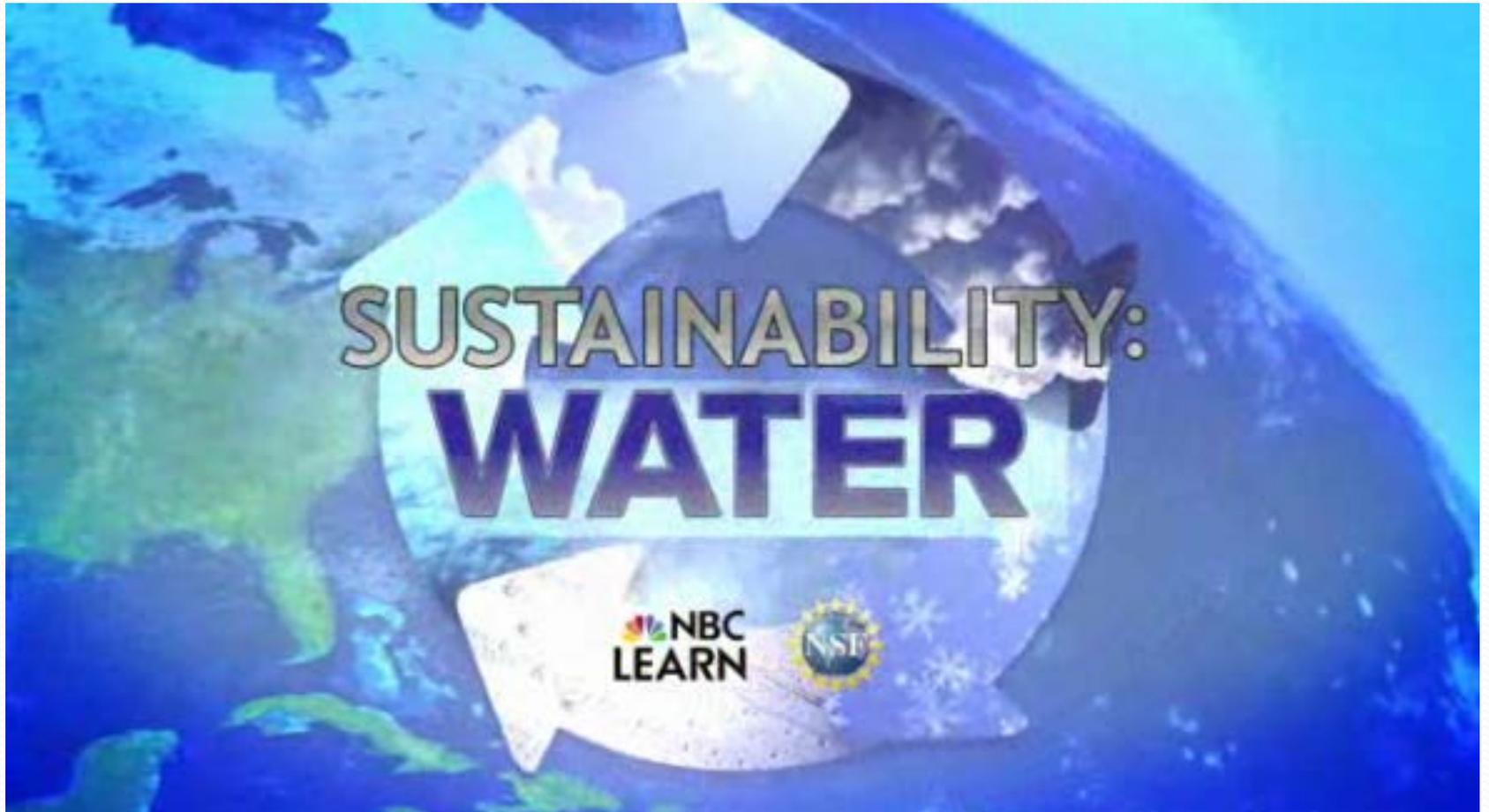


#Water – Think USGS

Team

- Boyce Blanks
 - IT Specialist, South Carolina Water Science Center
- John Brakebill
 - Supervisory Geographer, Maryland Water Science Center
- Lisa Fogarty
 - Studies Section Chief, Michigan Water Science Center
- David Lytle
 - Center Director, Southwest Biological Science Center
- Jim Nelson
 - Engineering and Development Team Lead, Earth Resources Observation and Science
- Rona Peters
 - Regional Management Officer, Pacific and Alaska Regions
- Stacy Bushée (Coach)
 - Chief, Organizational & Employee Development, Reston

#who?



#oops

Hydrological effects of forest transpiration loss in bark beetle-impacted watersheds

Lindsay A. Bearup, Reed M. Maxwell, David W. Clow & John E. McCray

[Affiliations](#) | [Contributions](#) | [Correspondence](#)

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[NPG journals](#) · [PubMed](#) · [Google Scholar](#)

Project ID: 2007CO153B

Title: Effects of Pine Beetle Infestations on Water Yield and Water Quality at the Watershed Scale in Northern Colorado

Project Type: Research

Start Date: 3/01/2007

End Date: 2/29/2008

Congressional District: 4th

Focus Categories: Water Supply, Hydrology, Water Quality

Keywords: Streamflow, Water Quality, Paired Watershed Study

Principal Investigators: Waskom, Reagan M. (Colorado State University); Stednick, John

Federal Funds: \$ 15,000

Non-Federal Matching Funds: \$ 7,778

#problem

- There is a preexisting notion that USGS is not seen as the best source of water information available to the public and our stakeholders
- USGS needs to take ownership of our Water Science activities and become the leader for Water Science in the Nation to attain more appropriated funding
- The problem is not delivery, the problem is ownership

USGS-The Leader in Water Availability

Science

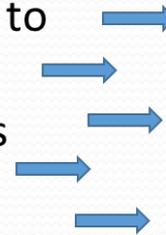
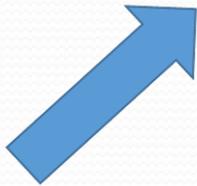
Stories that Connect to Societal Needs

- Emotional attachment to water resources
- Competing Water Uses
- Economics
- Hazards-Droughts to Flooding

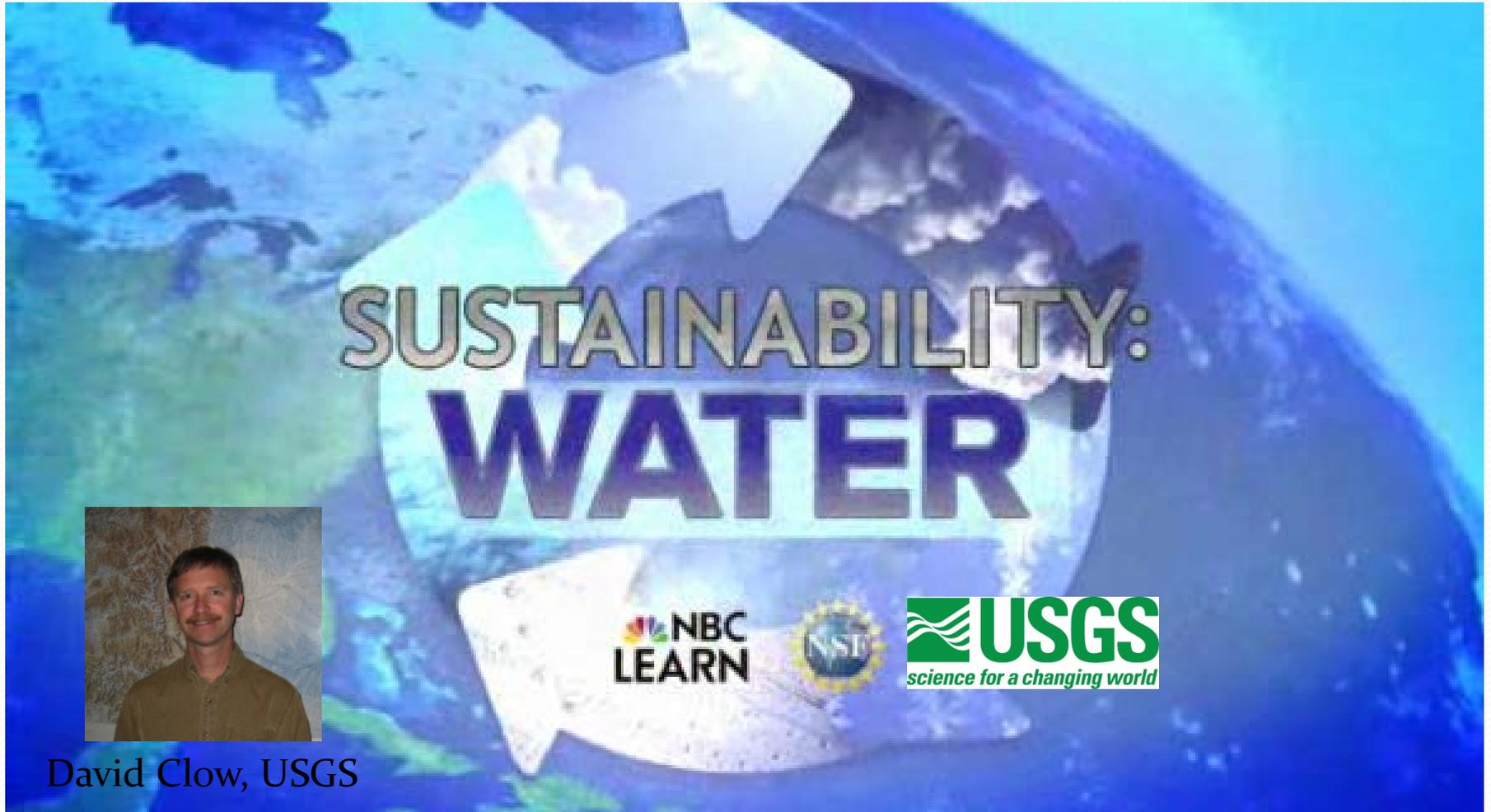
Need to Convince Congress and OMB

Increase in Appropriated Funding

Change in USGS Culture to Take Ownership of our Science



#imagine_when



David Clow, USGS

#tools_processes

Ground Rules/Expectations

- Full participation
- Review goals - what to accomplish @ start end with what we did
- be accountable for what

slide 20
USGS leader for H₂O Avai
Lake ownership claim
results.



Polarity: FOCUS OF WATER SCI. COMMUNICATION CAMPAIGN

① SINGLE APPLICATION ← Poles → FULL BREADTH

FOCUSED COMPLETE CLEAR NARROW TARGETED AUDIENCE	MILE DEEP	BIG PICTURE APPEAL TO WIDE AUDIENCE FLEXIBLE INCLUSIVE	MILE WIDE
LIMITED PICTURE HARM OTHER AREAS LEAVE OUT STAKEHOLDERS CLIENTS/EMPLOYEES MISS THE MARK CONFUSING	INCH WIDE	TOO BIG CONFUSING OVERWHELMING INFO OVERLOAD NOT COMPELLING NOT NIMBLE	INCH DEEP



BETH KAHAN is an executive strategist and author. He works directly with 25,000 professional and...

Initial implement Pilot

Reconciling associated in...
Elaborates...
Tetra state

Raising visibility of usgs to a wider more appropriated funding.

Currently water is not associated with USGS!

don't have enough \$
serves the public interest
competing against others
quality science & unbiased
most capable

our mission statement
importance, the impacting decisions
our purpose - we can focus on others without other missions
national & international presence
address the whole water system
What is a major issue that USGS should own?

Embassy lost...
A huge & important...
It came back to USGS
Board the Group

Yellow Elves

#thanks