

UMD 104 – Public Education and Outreach BMP

Title: **Storm Water Education Program for Students**

Addresses Minimum Measures: I Public Education and Outreach
II Public Participation/Involvement
III Illicit Discharge Detection and Elimination
VI Pollution prevention/Good Housekeeping

Target Audience: University Students
University Faculty

Description: Work with University Faculty and Students to develop an educational program for increasing student awareness of their impact on storm water pollution. This program will build on the public education component (BMP - UMD 101), and alert students to specific campus activities that their actions impact and to recognize and report possible pollutants.

Measurable Goals:

1. Identify key issues to be presented to students.
2. Develop educational campaign.
3. Implement educational campaign.
4. Integrate campaign into campus activities such as Earth Day or Clean Sweep Cleanup Week.
5. Evaluate effectiveness of campaign.

Timeline:

- Spring 2005
- Spring 2005
- Fall/Spring Annually begin 2005
- Spring 2006
- Spring 2007

Specific Components:

- Education sub-committee to be made up of interested faculty, staff and students, with possible connection to Students through Student Association, MPIRG, or College of Environmental Education.
- University resources such as N.R.R.I., Sea Grant and University Extension and existing education programming through government agencies and local environmental groups will be incorporated may be used to provide background education on Storm Water Pollution issues.
- Integration of materials into coursework will be encouraged.
- Completed campaign will be formatted so that it can be added to web page.
- Production of training materials may be used as an educational exercise.
- Key issues for students may include effects using cars on campus, vehicle maintenance, and littering.
- Students will be encouraged to recognize and report possible pollutants.

Responsible Party: UMD Storm Water Steering Committee
Contact: UMD Facilities Management (218) 726-826