

Great Lakes *Phragmites* Collaborative: A Partnership to Link People, Information and Action

Heather Braun
Great Lakes Commission

Coauthors
Kurt Kowalski (USGS), Amanda Sweetman (GLC), Sophie Taddeo (GLC)

Overview

- Background on Great Lakes Phragmites Collaborative
- Vision and goals
- Stakeholder survey
- Communication products and services
- Status and future actions

Invasive *Phragmites*: a regional issue



A little history....

2010: USGS – Great Lakes Science Center received GLRI funding to support restoration efforts on multiple *Phragmites*-related fronts.



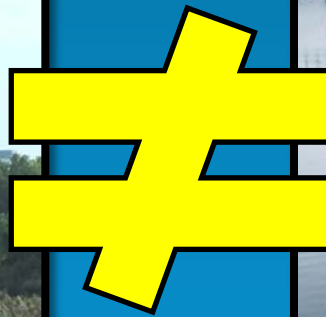
Includes:
Communication strategy

2011: Great Lakes Commission hosts Regional Symposium to Build Capacity for the Management and Control of *Phragmites australis*.



Key outcome:
Insufficient communication and collaboration

How do you move beyond killing *Phragmites* and into ecosystem management?



The birth of an idea...



A partnership to link people, information, and action

The Vision

A Regional, interactive, web-based communication strategy dedicated to technology transfer, information sharing, and network building

Goals:

- Engage stakeholders interested in or involved with *Phragmites*
- Streamline information transfer and reduce redundancy
- Better link science and management
- Facilitate adaptive management
- Encourage a systems approach to management and conservation

Building a Collaborative

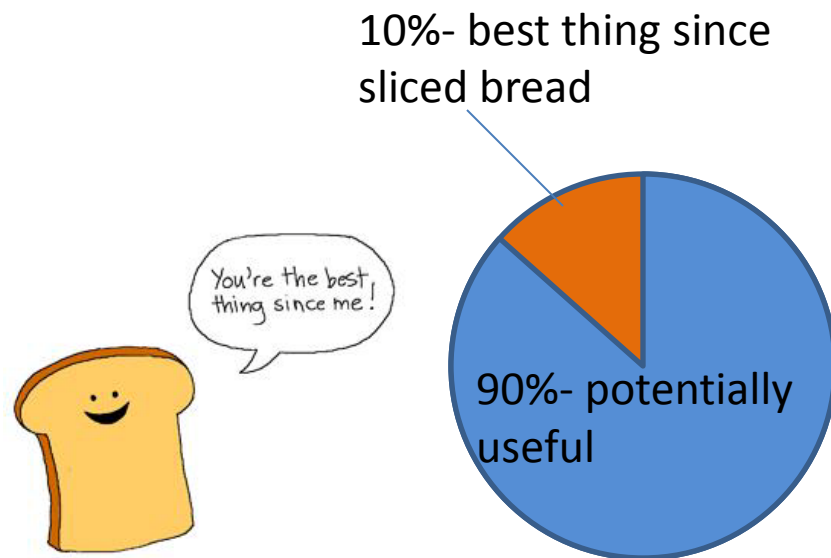
- Growing from the bottom up
 - Introduce the idea
 - Stakeholder survey
 - Engage stakeholders and regional experts
 - Develop and launch interactive communication resources

Building a Collaborative

- Introduction and Stakeholder Survey
 - >250 registered for the initial webinar
 - >150 people responded to the survey

Building a Collaborative

- Introduction and Stakeholder Survey
 - >250 registered for the initial webinar
 - >150 people responded to the survey
- Results:
 - Assessed interest
 - Gathered demographics
 - Gap analysis



[illegible]

Building a Collaborative

- Engage stakeholders and regional experts.

Building a Collaborative

- Engage stakeholders and regional experts.
 - Advisory committee
 - Widely representative of multiple jurisdictions
 - Federal (25%)
 - State/Provincial (35%)
 - Academia (25%)
 - Local/Tribal/Non-profit (25%)
 - Private (3%)

Building a Collaborative

- Develop and launch interactive communication resources
 - Webinar series
 - Web-hub resources
 - Programs and Projects
 - Social Media
 - Twitter
 - Facebook
 - Other products



Webinar Series

Objectives:

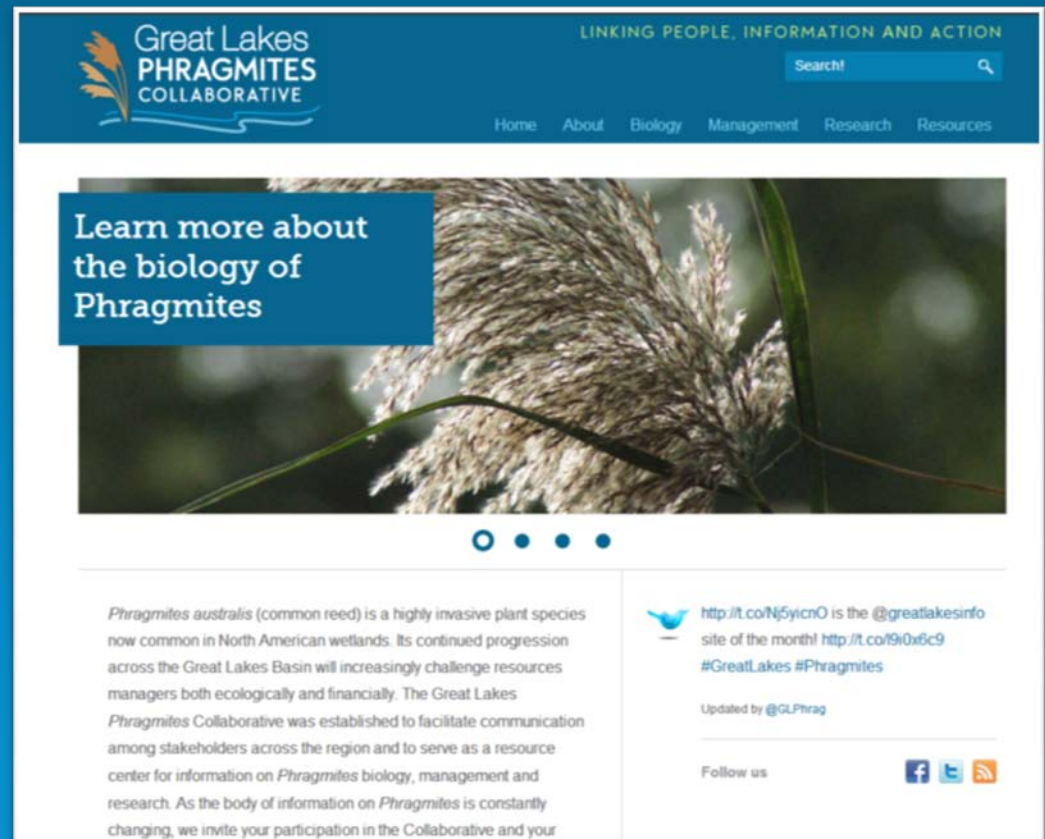
- Communication
- Technology transfer
- Approximately every four months

Status:

- 4 webinars to date
- Average of 100 attendees (max 148)
- Please participate and/or host!

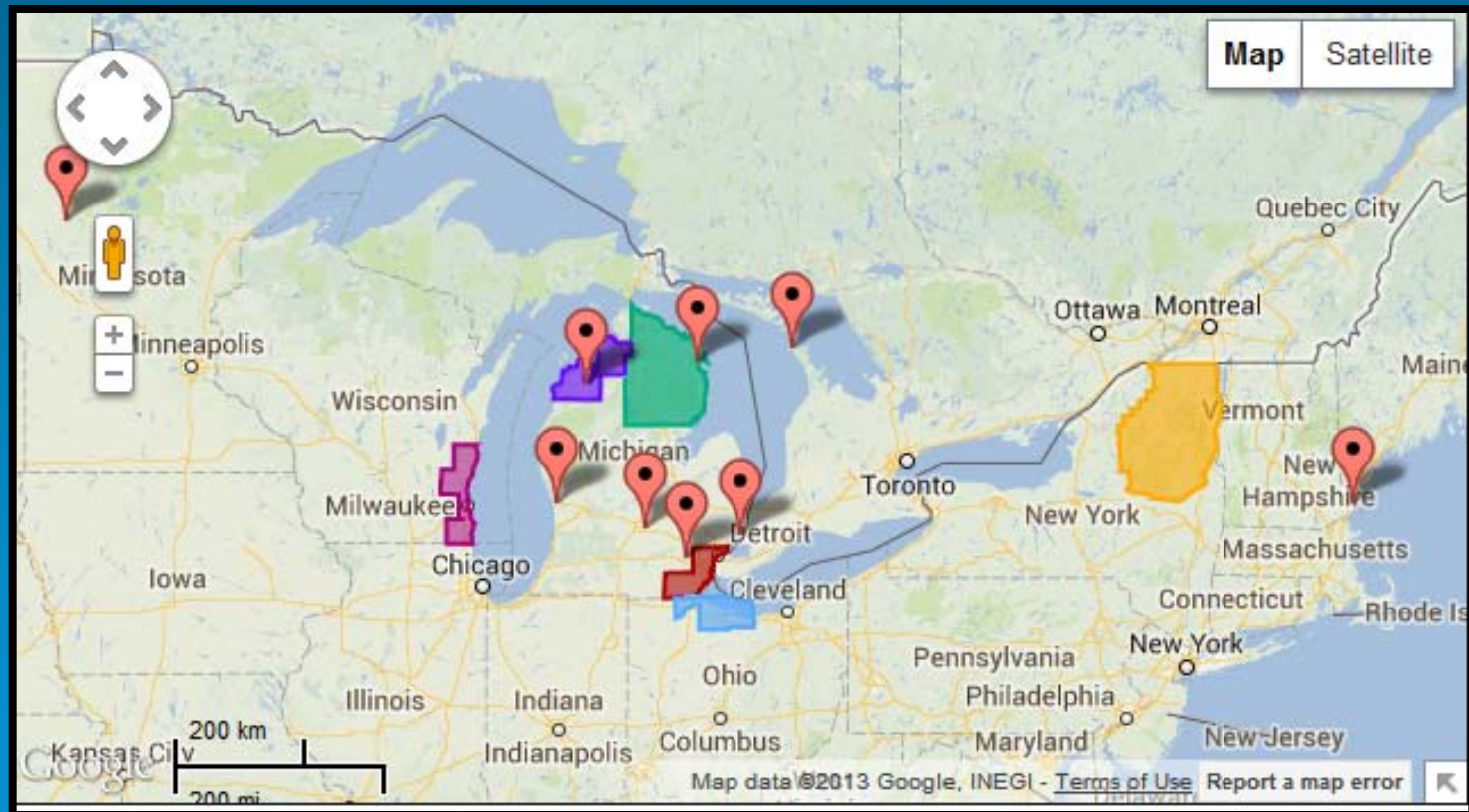
Web-hub resources

- Dynamic
- Interactive
- Sections
 - About the GLPC
 - Biology
 - Management
 - Research
 - Resources
- Give us your feedback!



Web-hub resources

- Program and Projects



Share yours today!

Social Media



Twitter

– 160 followers



Facebook

– 86 followers



Phrag Fridays! Spring is here! Birds singing, flowers blooming, and #Phragmites sprouting! See how Phragmites spreads:



Do you manage #Phragmites in the #GreatLakes? Do you monitor your progress? It's easy see how:

Follow us @GLPhrag or on Facebook

Status and Future Actions

- We are addressing the immediate needs
 - Products available:
 - Website
 - Webinar series
 - Social networks
 - Email listserv (phragmitesnet@great-lakes.net)
 - List of contractors
 - List of ongoing programs and projects

Status and Future Actions

- Broader, regional issues to be addressed:
 - Management prioritization tools
 - Scalable monitoring protocols
 - Consistent, regional best practices
 - Funding for management and research
 - Coordinated, collaborative research
 - Inclusion of invasive species management within all funded restoration projects
 - Support for acres restored vs. acres treated

Where are we going?





A partnership to link people, information, and action

Thank you!

Contact: Heather Braun
 hbraun@glc.org