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

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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.

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

Includes:
Communication strategy

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

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• Results:
  – Assessed interest
  – Gathered demographics
  – Gap analysis
What aren’t you getting from existing resources that the GLPC could provide?
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!

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