

PD-ABS-812
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The NRECA International Foundation Education Grant: Year-Two Work Plan

Prepared by:

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Program Theme:

"Bringing Light and Prosperity to the Developing World"

The program will focus on the following topics:

- (1) The importance of electricity to the development process
- (2) Global-local links between U.S. and LDC coops,
- (3) The link between electrification and the environment that includes preservation of tropical forests and improvements in global warming, climate change, and energy efficiency.

Year Two Implementation Team

NRECA Team:	Position:	Responsibility:
James B. Durnil	Foundation President	Program Oversight
James M. Willis	Program Director	Implementation & Administration
TBA	Program Specialist	Implementation Support
Allen Inversin	Team Member	Web site & Technical editing
Larry Thomas	Field Representative	Cooperative & Field Activities
	Team Member	Youth Programs & Video Media
Ellen Hunt	Team Member	E & M Program & Printed Media
Ingrid Roldan	Program Coordinator	Project & Logistics Coordination
	Above listed as (staff) in following pages	

Cooperative Participants:

East Kentucky (EK)	Video and graphics development
Statewide Editors Association (SEA)	Training guides and article development
Georgia EMC (GEMC)	Workshop development and participation
Tri-State Colorado (TS)	Assist with Youth Tour activities
Electric Utility Distributors Association (EUDA)	Program promotion & participation

NAPM-REU

Larry Hodge
Billy Hall
Carl Liles
Other NAPM members

Year Two Action Outline

This outline highlights the tasks that will need to be addressed to achieve the program objectives.

1. Participate in 2000 and 2001 regional meetings
 - Video presentation highlighting Foundation activities
 - prepare discussion group materials
2. Develop Training guides for development educators
 - Design and concept development
 - Printing
 - Issue at 2001 Annual Meeting
3. Training guide for high school students
 - Design development completed
 - Printing
 - Target 2001 Annual Youth Tour
4. Trainer media kits: video, slides, and paper materials
 - Develop new videos
 - Design kit package
 - Create new handout materials
5. Train the Development Educators
 - Design the workshop
 - Select Core Volunteer Trainers
 - Develop national implementation outline
 - Schedule & conduct training workshops
6. Program information sheets
 - Update all pertinent information
 - Photo selection
 - Printing
7. Tech-Advantage
 - Workshop at 2001 meeting
 - Lobby floor activities
8. Annual Meeting activities
 - Development Training Workshops
 - Video presentation
 - Lobby floor activities
9. NAPM/REU Annual Meeting
 - Presentation by REU group
 - Lobby floor activities
10. NWPPA Annual Meeting
 - Presentations & Workshops
 - Lobby floor activities
11. Cooperative Visits
 - Information dissemination
 - Engage cooperatives
12. Youth Program Activities
 - Presentation to Youth Tour
 - Select core youth team
 - Implement youth activities
13. Program Articles and Information
 - RE Magazine articles
 - Electric Coop Today
 - Statewide magazine articles
 - Local news articles
14. Educator Workshops & Presentations
 - Develop & coordinate schedules
 - Target coops & civic groups
 - Track attendance, results and outcomes
15. Expand the "International TieLine"
 - Increase audience base
 - Increase sponsorship to achieve sustainability

Target Activities

Objective	Activity	Team
Development Educator Training Guide	<ul style="list-style-type: none"> • Guide development • Edit • Print 	<ul style="list-style-type: none"> • Staff • EK • SEA
Student Training Guide	<ul style="list-style-type: none"> • Guide development • Edit • Print 	<ul style="list-style-type: none"> • Staff • EK • SEA • GEMC
Training Kit Development	<ul style="list-style-type: none"> • Kit creation & development • Graphics • Printing 	<ul style="list-style-type: none"> • Staff • EK • SEA • GEMC
Video Production	<ul style="list-style-type: none"> • Develop new videos for Training kit and annual meeting 	<ul style="list-style-type: none"> • Staff • EK
Publication efforts	<ul style="list-style-type: none"> • Develop new articles for use in RE Magazine and Electric Coop Today • Articles included in statewide publications 	<ul style="list-style-type: none"> • Staff • EK • SEA • GEMC • EUDA
Development educators Workshops	<ul style="list-style-type: none"> • Train-the-trainer workshops • Workshops at regional meetings • Workshops at NAPM activities • Workshops at other locations 	<ul style="list-style-type: none"> • Staff • NAPM/REU • EK • GEMC • EUDA • Volunteers
Local cooperative visits and workshops	<ul style="list-style-type: none"> • Make presentations and provide workshops at local cooperatives • Presentations at related association meetings 	<ul style="list-style-type: none"> • Staff • NAPM/REU • Volunteers • EUDA
Youth Tour Activities	<ul style="list-style-type: none"> • Develop activity guidelines and promote to the Youth Tour audience • Implement the initial program at 2001 annual meeting • Follow on presentations at 2001 Youth Tour program 	<ul style="list-style-type: none"> • Staff • EK • GEMC • TS • Youth Volunteers
Touchstone	<ul style="list-style-type: none"> • Develop programs through local Touchstone Energy groups to help disseminate information • Involve local Touchstone groups in long range objectives 	<ul style="list-style-type: none"> • Staff • EK • GEMC

Approach

During the next year, the approach used to achieve the goals and objectives of this program will include a tremendous increase in the use of volunteers, and the development and implementation of an advisory group and focus groups. The advisory group will assist in ensuring the program objectives are achieved. Each focus group will assist with a sector of the program i.e. the "articles and feature story publication focus group" will include members from SEA and other publication specialists; the "multimedia and video focus group" will include video specialist from EK, GEMC, and TS. It goes without saying that these activities will be assessed for cost and designed to fit within the overall budget.

Activities Underway

1. Regional meeting summaries

The results and information gathered at the regional meetings is now being summarized and data collected for inclusion into the program report

2. NRECA Publication efforts

Meetings with the NRECA RE Magazine staff have taken place to determine methods of increasing the number of articles being published.

Results

- RE will include as many articles as possible from a "shopping list" of article titles to be provided.
- A public service ad for the International Foundation will be published in each of the next 13 issues.

Activities

- We are developing a list of possible articles for inclusion in the future
- Three new public service ads are being developed that can include up to 4 colors.

3. Advisory group

The advisory group is now being put together. At this time volunteers include – Jere Thorne, Roy Paulk, Paul Wood, and Martin Lowery.

- Complete the advisory group roster
- Develop an agenda for participation

4. Focus groups

The initial program focus groups are now being established

- Publications & information Group
Mack McConnel is taking the lead on this group and has enlisted the aid of many other SEA members including Darryl Gates, Ann Orowski, and others.
- This group will be essential in implementing the information programs including tapping into the major statewide target audiences (millions of readers)

5. Trainer kit development

The development of a complete trainer kit is now underway. EK is assisting by providing video and graphics expertise.

- The goal is to provide each volunteer and participating cooperative with a complete tool kit, which will include any necessary multi-media and presentation materials.

6. Workshop in progress

Workshops are in progress at several locations throughout the Southeast. These presentations are being made at local cooperatives and to statewide and association meetings.

- Larry Thomas has made four presentations during October and November and is on the agenda for the South Carolina Statewide meeting in December.
- Train the trainer - now being developed and scheduled

7. Training Guides

These booklets are now in the concept development stages. We are using members of SEA to assist in developing this with a target of having these available for the annual meeting.

8. Select Volunteer Trainer Team

Candidates are now being selected and contacted to develop the core training team for the education development team

- Initial Team selection complete & invitations extended

9. Youth Tour activities

We are working with member service directors and TS, EK, and GEMC to develop the program.

- Target for implementation is the 2001 annual meeting.
- Follow on activities will take place during Spring & during the national youth tour

10. Touchstone Activities

Program development underway with initial regional Touchstone Energy groups to promote, educate, and inform the public of international activities.

- This group will also work on environmental issues specifically reforestation.

11. EUDA

The EUDA group is developing a core support and assistance program for the Foundation. Jere Thorne of GRESCO is leading the EUDA activities. An action plan is now being developed to provide information to its members and related organizations.

12. NAPM/REU

Members of NAPM/REU are now working on their 2001-work plan. This will include extended workshops at the NAPM national and regional meetings, attending the NWPPA meeting, and other programs including civic organizations.