

CASE STUDY: SOUTHWEST FLORIDA

Program Name: Southwest Florida Water Management District In-School Education Program

Agency Name: Southwest Florida Water Management District

Contact Person: Rebecca Bray

Contact Information:

Southwest Florida Water Management District

2379 Broad Street

Brooksville, FL 34604-6899

1-800-423-1476, ext. 4774

Rebecca.bray@swfwmd.state.fl.us

www.watermatters.org.

Number of Customers: 563,630 students

Program Description:

The In-School Education Program consists of mini-grants for hands-on classroom projects, such as water-conserving gardens; a middle/high school and an elementary water resources newsletter; water conservation training for teachers; field trips; summer camp programs; and water conservation curricula.

Program Beginning: 1991

Target Audience:

K-12 students and teachers throughout the district's 16 counties. In the 2000-2001 school year, the program reached 310,306 students and 1,257,052 teachers, students and citizens (total population of district is about 3.9 million).

Program Cost and Funding: \$458,788, two full-time in-school education employees

Program Objective/Driving Force: To implement water resources education programs throughout the district's 16 counties.

Program Type: Agency specific.

What Works Best: Hands-on programs that engage the students in water conservation education.

What Would Change:

Provide additional teacher training opportunities and additional hands-on, stewardship programs in which students can become involved.

Evaluation of Effectiveness:

In-school education programs include teacher evaluations and student pre- and posttests. In addition, a professional evaluation of the program is currently underway; however, student and teacher outreach is strong, teacher feedback is very positive and student and teacher participation in district programs is strong.