## **LAKESMART PLANNING AND CALENDAR FOR IMPLEMENTATION**, **by Marie Michaud, CLA**

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| WHAT? | **WHO?** | **WHEN?** | **EXACT** | **DONE** |
| APPROVAL: Get board approval for ongoing and active program support. This may a require visit from LakeSmart Program Director at a board or annual meeting. LakeSmart is ongoing, not a 3 or 5 year effort. A thorough discussion and vote is best.  | LS Coordinator | Winter-Spring |  |  |
| RECRUIT: Recruit Screeners, minimum 2. Hold this discussion at a board meeting and ask for help. | Board of Directors and Coordinator | Winter-Spring |  |  |
| OUTREACH: Plan outreach to inform lake association members. This would include newsletter articles, preparing and placing a box with your contact information and an invitation to contact you in every publication, adding a LakeSmart check-off box in association membership renewal packet, manning sign-up table at public events, web site information, distribution of video, etc. | LS Coordinator and lake association newsletter person | Winter- Spring |  |  |
| OUTREACH: Get plenty of LakeSmart brochures from LS Director. Either get a stamp with your name and contact info or print mailing labels with the same and affix to space at the back of the brochure (when folded, the center, back). Mail to all members with membership renewal. Have these ready for road association meetings, Annual Meeting, etcetera.Give to Board members for distribution and follow up with them. | Coordinator with Screeners | Winter- Spring |  |  |
| TRAINING: Sign up for LakeSmart training near you or arrange with LS Program Director for a regional training near home. You will need to have adequate space. Inform Screeners at once. | Coordinator and 2 Screeners | BeforeMay 31 | June 1,20168 |  |
| Q/A FOLLOW-UP: Select a date for follow-up practice on your lake soon after the training, clear date with LS Program manager. | Coordinator and 2 Screeners | June-July |  |  |
| Q/A/FOLLOW-UP: Find 3 to 5 lakefront properties that can be used for follow-up training. Think about logistics and time when selecting sites. Plan an entire day if your Screeners can free up the time: 9 to 3. Have a place to have lunch and plan to gather to de-brief at the end of the evaluations to solidify learning. | Coordinator and 2 Screeners | June-July |  |  |
|  RECORD-KEEPING: Prepare a spreadsheet to record every LakeSmart inquiry, request, action, and evaluation result.  | Coordinator | On-going |  |  |
| VOLUNTEER MANAGEMENT: Keep in touch with your Screeners. Ensure they are comfortable with their tasks. Be sure to recognize them publicly in newsletters and meetings and thank them often. | Coordinator and Board Members | On- |  |  |
| PUBLICITY: Send photos and articles to the local weekly newspaper. LakeSmart will supply some of these. Celebrate your progress in your own newsletter and on the web site. |  | On-going |  |  |
| RECOGNITION: Recognize EVERYONE who has invited a LakeSmart visit at your Annual Meeting, and celebrate the Award Winners. Put their Annual Meeting Photo in your fall newsletter. |  | July-Sept. |  |  |
| EDUCATION/PUBLICITY: Inform your town about your LakeSmart Program. Give them brochures. Send them an article to publish. Keep them informed. Arrange to have a sign-up table at town meeting. |  | Aug.-Sept. |  |  |
| REPORTING: Records are due to the LS Program Manager. This includes a copy of each Evaluation whether resulting in an Award or a Commendation, and LoonSmart and Stream Smart Awards. |  | Oct. 31 |  |  |