

Program Summary

- Provide a stipend, training and support with
 - Conducting outreach
 - Education and behavior change projects while being empowered as changemakers for their schools and communities
 - Environmental stewardship
 - Behavior change principles
 - The Plastic Bag fee and associated legislation
 - Professionalism and communications
- Include EcoAmbassadors in the Howard EcoWorks partnership with Smithsonian Institute Earth Optimism and Youth Action Leadership (EOYAL) program.
 - EOYAL programming may include:
 - Orientation to mentors/educators
 - Webinars on green careers and special topics
 - Training in leadership
 - Communication and other related project skills.
- Engage EAs in activities such as group meetings, independent study, networking, planning and project implementation
- Engage 2-3 local partners in their communities
- Lead one educational event or one cleanup event (individually or in pairs)
- Participate 2-3 fields trips in coordination with the Smithsonian Institute
- Attend 2-3 webinars or presentations with conservation specialists
- Provide a Project Showcase and Celebration that highlights EA projects

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EcoAmbassador Responsibilities

- 1 Stakeholder outreach, project planning and education
- 2 Implementation of clean-up and educational activities
- 3 Project Showcase & Celebration

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AUGUST 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

RECRUITMENT

SEPTEMBER 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11 EOYAL orientation for teachers and mentors	12	13	14	15	16 EA Application Deadline	17
18	19	20	21	22	23	24
25 EOYAL first meeting	26	27	28	29	30 Send offer letters	1

OCTOBER 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
2	3	4	5	6	7	8
EOYAL first evening webinar : Prominent environmental leader will present on Environmental Justice and conservation/sustainability action				13	14	15 EA meeting #1 EYOL 1st Field Trip (or next week)
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5
EYOL guest speaker from EPA and/or Chesapeake Bay Program Environmental Justice and Equity Dashboard						

NOVEMBER 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
6	7	8	9	10	11	12
EYOL Meeting #4: <ul style="list-style-type: none"> • Focus on behavior change: techniques and integration into projects. • Speakers from WWF, RARE or Chesapeake Bay Program • Review Chesapeake Behavior Change and Stewardship Index Survey 	14	15	16	17	18	19 EA meeting #2
20	21	22	23	24	25	26
27	28	29	30	1	2	3

EYOL Meeting #5: Mentors introduce project research and design

- Best practice in research and data. How to find and verify quality research and data.
- S.M.A.R.T approach
- Collecting data / conducting surveys of target audiences/communities

- Informational interviews
- Communications and community engagement
- Present examples of well designed and executed projects

DECEMBER 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
<p>EYOL Meeting #6: Begin project research and design</p> <p>Mentors lead discussion of accountability and deliverables</p> <ul style="list-style-type: none"> Project reports with data on engagement and impact Social Media content Marketing/Behavior change campaign Expense receipts for purchases 			21	22	23	24
25	26	27	28	29	30	31

EA meeting #3

JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
EYOL Meeting #7 <ul style="list-style-type: none">Review progress on research,	10	11	12	13	EA meeting #4	15
4th Annual Watershed Makeover	17	18	19	20	21	22
EYOL Meeting #8 <ul style="list-style-type: none">Presentation from local speaker: Policy expert, elected leader or a conservation org leader<ul style="list-style-type: none">Topic: Community engagement, networking, advocacy	24	25	26	27	28	29
30	PREP Progress Report due	31				

2023

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6 EYOL Meeting #9 • Review projects and practice presentations	7	8	9	10	11 EA meeting #5	12
13	14	15	16	17	18	19
20 EYOL Meeting #10: Project Presentations to four-member jury representing • SI • WWF • Collaborating school or Org (e.g. EcoWorks) • Sustainability/conservation expert/leader			23	24	25	26
27 Milestone 1 completed						

2023

*Monday 2/20: Annual Watershed Makeover Rain Date

MARCH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
EYOL Meeting #11: Announce awards					EA meeting #6	
13	14	15	16	17	18	19
20	21	22	23	24	25	26
EYOL Meeting #12: Preparing a grant application.					31	
<ul style="list-style-type: none">• Project teams prepare an application for a grant from an external organization (e.g. YSA)• Request donation (cash or in-kind) or discount from local business or foundation.						

2023

APRIL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
					1	2			
S P R I N G B R E A K			5	6	7	8	9		
EYOL Meeting #13: Review project implementation									
10	11	12	13	14	15	16			
17	18	19	Milestone 2 completed	20	Milestone 3 completed EA meeting #7	21	EYOL 2nd Field Trip	22	23
24	25	26	27	28	29	30			

2023

MAY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
1	2	3	4	5	6	7		
EYOL Meeting #15 <ul style="list-style-type: none">• Quick report on project progress. Students will practice concise, clear communication.• Local speaker(s) panel on academic and career pathways and opportunities.• Announce application for internships due May 14 th				11	12	13	14	
15	16	17	18	19	20	21		
EYOL Meeting #16 <ul style="list-style-type: none">• Facilitated discussion among students of climate change and action, biodiversity loss and conservation, land-use change, sustainable communities.				24	25	26	27	28
29	30	31						
EYOL Meeting #17 <ul style="list-style-type: none">• Review project implementation• Prepare and practice final presentations.								

2023

JUNE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

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**LAST DAY OF
SCHOOL**

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EYOL Meeting #18: Final Meeting

- Students give presentations on projects
- Internship winners announced
- Celebration

2023

ECOAMBASSADOR Meeting Outline

Meeting 1	Meeting 2	Meeting 3	Meeting 4	Meeting 5	Meeting 6
<p>Onboarding and program introduction</p> <p>Establish team norms</p> <p>Introduction to stakeholder outreach and engagement</p> <p>Skills training:</p> <ul style="list-style-type: none"> • Professionalism • Networking • Communication s 	<p>Introduction to Behavior change projects</p> <p>Review Chesapeake Behavior Change and Stewardship Index Survey</p> <p>Introduction to project research and design</p> <p>Study examples of successful projects</p> <p>*See next page for more details</p>	<p>Group check-in and discussion of successful behavior change projects</p> <p>Discussion on community engagement and social media campaigns</p> <p>Prepare 4th Annual Watershed</p> <ul style="list-style-type: none"> • EA community partners involvement 	<p>Check-in</p> <p>Plastic Bag fee and associated legislature</p> <p>Facilitated discussion on environmental stewardship and climate change</p> <p>Prepare for 4th Annual Watershed</p>	<p>Group check-in</p> <ul style="list-style-type: none"> • Discussion • Housekeeping • Oyster Class activity 	<p>Group check-in</p> <ul style="list-style-type: none"> • Ensure everyone is on track to completing either 1 cleanup or 1 education event <p>Setting expectations for project showcase and celebration</p> <p>Skills training:</p> <ul style="list-style-type: none"> • Public speaking

Meeting 2

Students may choose to:

- Work on a project with EOYAL students to compete for internships
- Work independently on a project

OR

- Focus on stakeholder outreach and engagement

However, all EcoAmbassadors are expected to establish 2-3 community partners AND do a cleanup event OR an education event