



# AmeriCorps Member Position Description

## Lake Pontchartrain Basin Foundation



**Member Position / Title:** Water Quality Outreach Monitor

**# of Member Slots in this Position:** 1

**Days / Hours of Service:** Monday – Friday (8 hours a day, exact schedule can be of members choosing). Some Saturdays may be required. If this occurs, the member will be given a week day off prior to or following the Saturday. Some field work tasks will include field days which can last 10 to 12 hours. When this occurs, the member can work a shortened day(s) in the immediate or following week. Member's time will be split 75% in the Water Quality Department and 25% in the Membership & Events Department. However this split may not occur weekly, I.E. some weeks may be spent entirely with one department or the other but over the 11 months appointment, the average split will be 75/25.

**Member Immediate Supervisor Name:** Dr. Brady Skaggs

**Member Immediate Supervisor Title:** Director, Water Quality Program

**Partner Organization Name:** Lake Pontchartrain Basin Foundation

**Address:**

**Mailing:** P.O. Box 6965, Metairie, LA 70009

**Physical:**

**Pontchartrain Beach Office:** 2045 Lakeshore Drive, Suite 339, New Orleans, LA, 70122

**New Canal Lighthouse:** 8001 Lakeshore Drive, New Orleans, LA, 70124

**Website:** [www.Saveourlake.org](http://www.Saveourlake.org)

**Organization/Agency Mission and/or Goals:**

As the public's independent voice, Lake Pontchartrain Basin Foundation (LPBF) mission is to restore and preserve the Pontchartrain Basin for the benefit of this and future generations.

The Lake Pontchartrain Basin is a 10,000 square mile watershed encompassing 16 Louisiana parishes.

The land use of the region is both rural and urban and is the most densely populated region in Louisiana,

including metro New Orleans and the state capital, Baton Rouge. It is one of the largest estuarine systems in the Gulf of Mexico containing over 22 essential habitats. The Basin's topography ranges from

rolling woodlands in the north to water quality marshes in the south, with the 630 square mile Lake Pontchartrain as its centerpiece.

**Program Mission and/or Goals:**

The Water Quality Department's Sub-Basin Pollution Source Tracking Program was established in 2002. The goal of the program is to conduct scientific investigation into water quality issues in the Pontchartrain Basin to inform advocacy for recreational restoration initiatives. In the growing communities north of Lake Pontchartrain, many individual sources of wastewater cumulatively contribute to polluting waterways. The membership and events department engages the public in LPBF's mission and garner support, both financial and through the creation of environmental stewards, for the restoration of the habitats of the Pontchartrain Basin.

**Community Need:**

The member would meet the community need of environmental stewardship. By understanding the water quality science conducted at LPBF, the member will then be able to translate that science to materials that enhance environmental stewardship on the Greater New Orleans region and beyond. Water quality issues are rampant in areas of Louisiana that have experienced rapid development in low-density areas. Individual wastewater systems do not have a significant impact alone, but cumulatively, have caused the impairment of water that may restrict activities such as swimming (primary contact recreation), boating (secondary contact recreation), and fishing (wildlife propagation). LPBF has experienced that community engagement is necessary to increase understanding and involvement in this issue. In addition, at any event LPBF organizes, there is always a community-education element. LPBF has been instrumental in the community education in facilitating an understanding that Lake Pontchartrain is safe for swimming, that its habitats need to be preserved to maintain the foods (crawfish, crab, shrimp, etc) they consume in meals, to teaching children how to fish and enjoy the natural resources Louisiana has to offer. The member would help develop outreach materials for specific events that would create environmental stewards. Through the member, LPBF will increase engagement with the community and educate them on local, regional and global issues that face our environment, and how these issues can be mitigated.

**Member Position Summary:**

The position we are choosing for the Water Quality Monitor member is the Program Outreach & Community Awareness Coordinator with some focus to the Technology and Social Media Coordinator. The member in this position will have a variety of responsibilities that require an interest in science, data collection, field work, event planning, outreach, sponsorship acquisition, formulation of print and online outreach or awareness materials and social media. The member would also help with a variety of field activities in the Sub-Basin Monitoring Program and then formulate social media posts and other outreach materials as appropriate, including fact sheets, blogs, and flyers. The member would have the opportunity to write blog posts on various topics for the LPBF Water Quality program, including the Sub-Basin Monitoring Program. The member would also help plan and work at fundraising events including obtaining sponsorships, making advertisement materials, and developing materials after the event. The member will also help with post event analysis and recording lessons learned for the next year's events. The member may also be asked to make promotional materials for initiatives within the water quality program. The member would gain experience in developing print and electronic promotional items, the

scientific data collection process and the scientific method, fundraising and event planning for not-for-profits, and an overall knowledge of what is involved in working and running a science-based 501(3)(c) Non-profit.

**Necessary Training:**

The member can receive most of the training on the job. However, having training in water sample collection methods, or at least experience working in the field would be advantageous. All scientific data collection techniques will be taught *in situ* as for these activities, learning in the field is best. We would like the member to have training in communicating science to the layman and producing print and online media fact sheets and promotional materials, however, this is not required and could be taught. In essence, all training for this position would be on the job training with close supervision by the mentor. The mentor would also be available for consultation, questions, and general advice.

**Member Impact:**

The member impact would be an increased awareness of water quality and environmental issues affecting the Greater New Orleans Region, as well as an increased awareness of LPBF and the work that we are doing to help these issues. Measureable short-term goals would be to increase our social media presence on Facebook, Twitter and Instagram, measured by increase followers and posts that perform well. In addition, internally, the member impact would be more efficient data collection, entry and processing which allows us to distribute results and findings to the public in a shorter time period so that important scientific conclusions are inserted into the public discourse. Increasing awareness and creating water quality stewards will also be measured by increased membership. Long-term goals is a more engaged community. The member could especially help with ideas on how to engage a young demographic (their demographic) as our biggest membership and engagement is currently with older demographics. A measureable goal would be an increase in membership and participation by younger demographics.

**Essential Functions:**

- Field work for scientific data collection in rural residential and commercial areas to promote scientific activities on social media and to formulate print materials such as fact sheets;
- Promote and attend volunteer activities in the field and at the New Canal Light House;
- Obtain sponsors for events;
- Plan fundraising events, including developing promotional materials and brainstorming advertising;
- Post-Event analysis and promotion of success on social media;
- Encourage Membership growth; and
- Management of collected data and database curation.

**Required Knowledge, Skills, and Abilities:**

- Experience with Microsoft Office Suite (Word, Excel, Powerpoint);
- Experience with Adobe;
- Willingness to conduct field work and work outside under arduous conditions (hot, rural locations that may have biological hazards including, snakes, insects, and potentially infectious materials);