



Introduction to

DISTRICT OUTREACH

NEOPP: October 2025

WHAT IS OUTREACH?



What outreach is for SWCD..

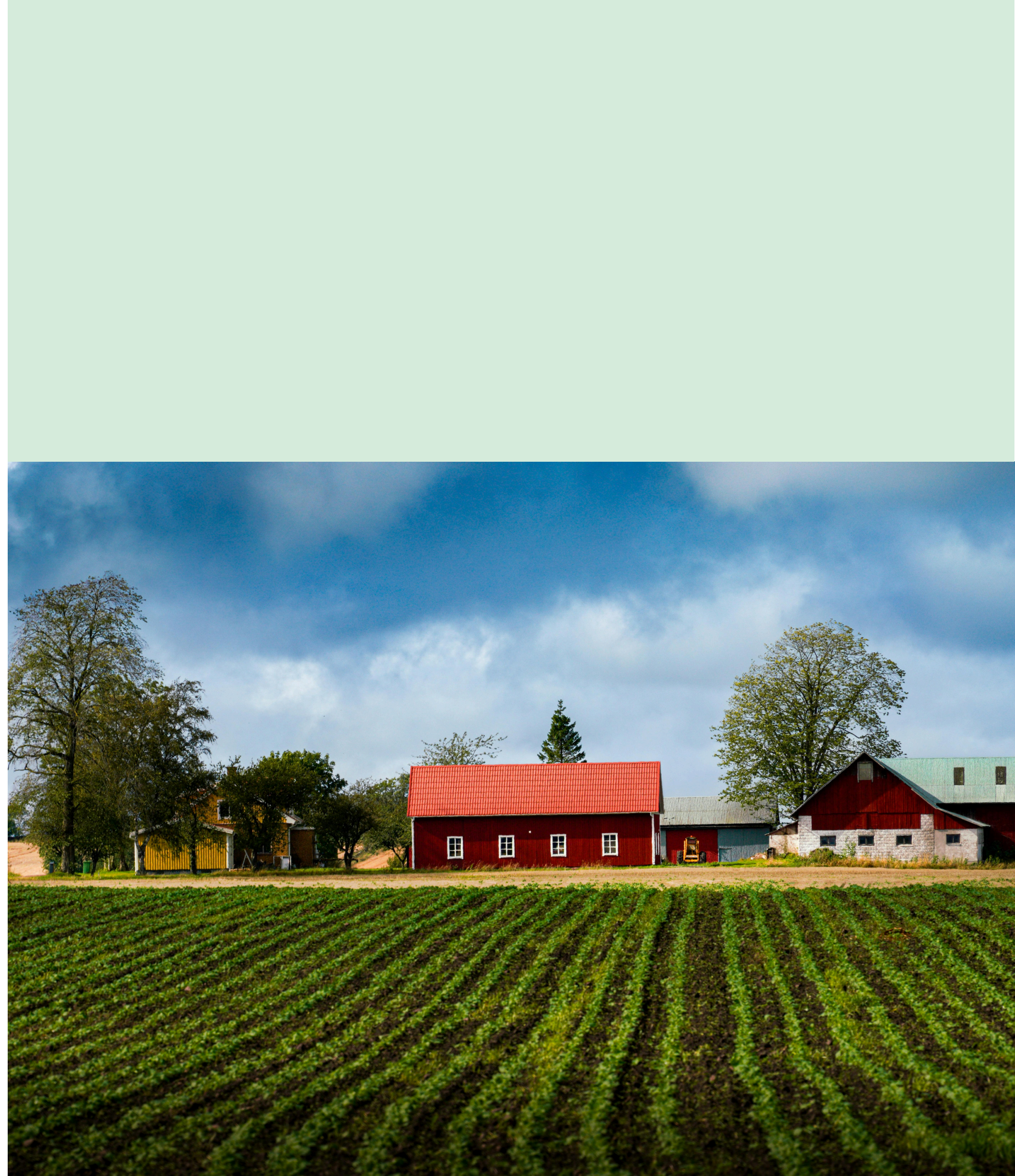
Outreach is any effort to connect people to conservation — to build awareness, understanding, and participation in programs that protect soil, water, and natural resources.



Outreach isn't limited to...

- “Public education events” only.
- Formal presentations or youth programs led by educators.

**DOES YOUR
SWCD DO
OUTREACH?**



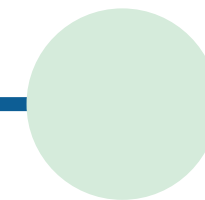
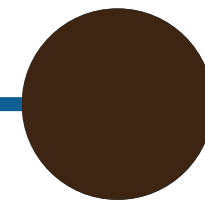
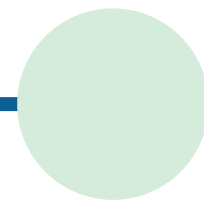
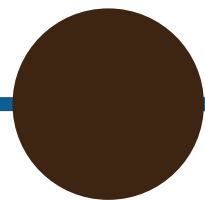
EXAMPLE OF OUTREACH

**Community
Events &
Demonstrations**

**Education &
Youth Programs**

**Public
Awareness &
Communication**

**Partnership &
Stakeholder
Engagement**



**WHAT TYPE
OF OUTREACH
WOULD WORK
FOR YOUR
SWCD?**



WHY DOES OUTREACH MATTER?



The public understands the value of conservation work.



Landowners are more likely to participate in programs.



District projects gain visibility and community support.



Partnerships and funding opportunities grow.

**WHAT
BENEFITS
HAVE YOU
SEEN FROM
OUTREACH
INITIATIVES?**



WHAT'S THE POINT?



01

Solving Problems

02

Collect Data & Understand Motivations

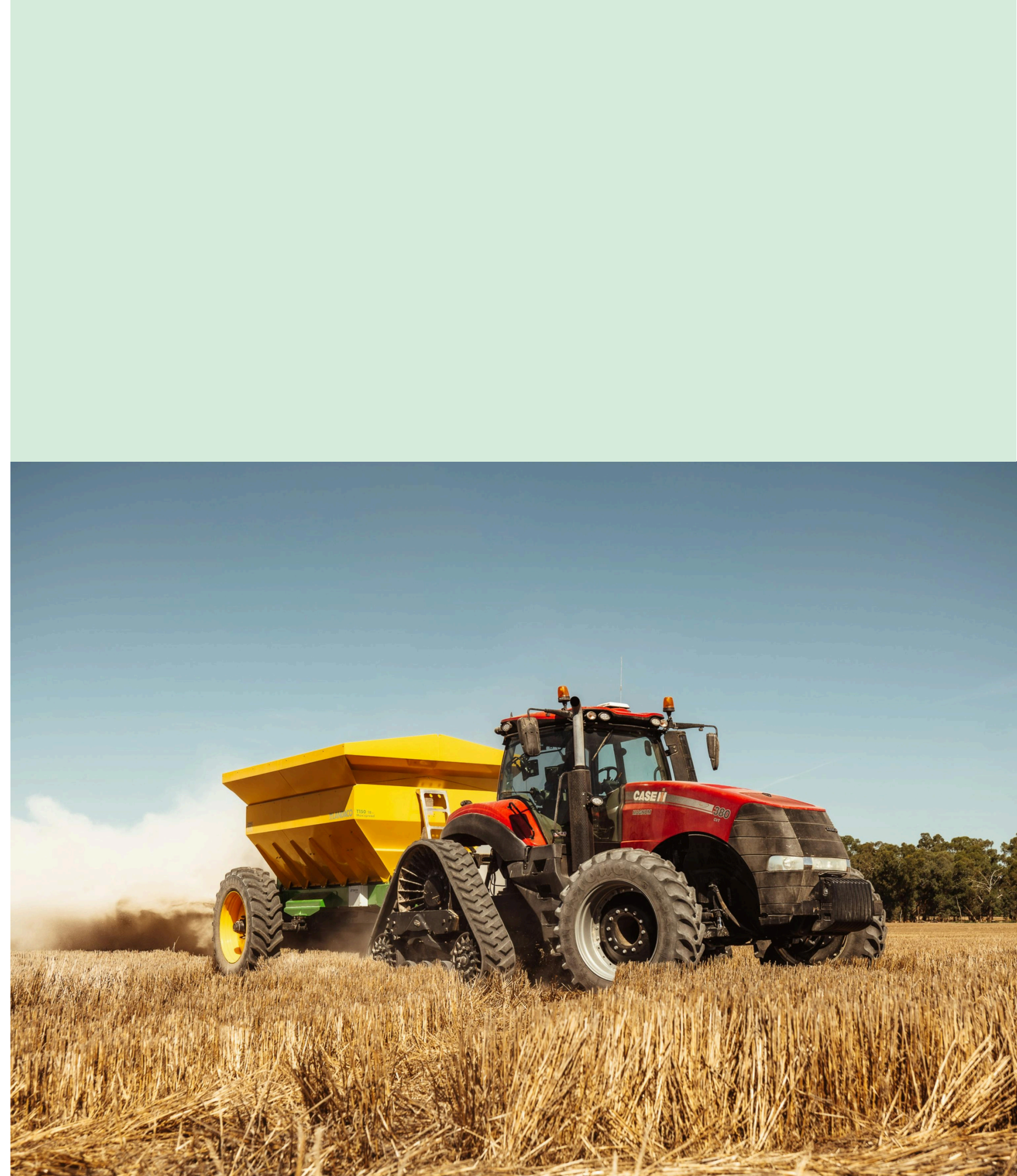
03

Building Connection

04

Participation, Partnerships, & Adaptation

**WHAT
PROBLEMS IS
YOUR
DISTRICT
FACING?**





ACTIVITY

THINGS TO KEEP IN MIND:



01

Start small

02

Work with speakers

03

**Get the whole district
involved**

04

**Financial incentives are not
always a driving force**

NCD&CS

Division of Soil & Water Conservation

Training Program Coordinator

Consulting Geologist

Mentor for Early Career Scientists

Jazzercise Instructor

Mom to two silly Siamese cats

Leadership & Adult Learning Enthusiast



Brandy Myers
brandy.myers@ncagr.gov
919-707-3785
615-474-9614