

PACD Education and Outreach Committee Meeting
Held Virtually
July 21, 2026 | 10:00-11:00 a.m.

MINUTES

Committee Chair Laura Anderson

Committee Members in Attendance: Laura Anderson, Dominic Degidio, Jen Novak

Guests in Attendance: Molly Bengs, Emil Bove, Amy Brown, Tara Burnham, Denise Coleman, Doug Deutsch, Lisa Dolci, Madelyn Garcia, Emily Granville, Emily Greenwood, Matt Miller, Katie Sasala, Piper Sherburne, Shannon Wehinger (notetaker)

Welcome

Chairperson Laura Anderson called the meeting to order.

The meeting was called to order at 10:03 a.m. There was not a quorum.

Approval of January 13, 2026 minutes

The minutes of the previous meeting on January 13, 2026, were not approved due to lack of a quorum.

PACD Updates

The PACD Director of Communications and Education, Shannon Wehinger, gave an update on Ag Progress Days. The event will be August 11-13 in Rock Springs. PACD has coordinated volunteers for all the shifts.

Clean Water Academy Updates

The PACD Water Resource Trainer, Molly Bengs, gave an update on Clean Water Academy.

From January to June 2026, there were 21,986 total course completions recorded. Of that overall total, 1,690 courses were completed by conservation district staff.



The courses with the highest number of completions were Record of Completion - QVSI and How to Use eMapPA. Also, 22 new district staff CWA user accounts were created during this time.

Reach out to Molly Bengs with questions at mbengs@pacd.org.

PACD Strategic Plan – Creating a “Mini-strategic Plan” for the Committee

PACD’s Leadership Development Manager Matt Miller, reviewed the updated goals and objectives of the committee.

The committee reviewed its current roles and responsibilities, noting that the existing list of 10 responsibilities is outdated. PACD staff presented a streamlined and more focused version for the committee's consideration. This will be brought to the next committee meeting in January.

PACD staff discussed recent staffing changes resulting from budget constraints and the associated reduction in services. As a result, the committee explored opportunities for committee members and conservation districts to take a more active role in supporting key outreach activities, including PACD's participation in the 2027 Pennsylvania Farm Show, the Pennsylvania State Association of Township Supervisors (PSATS) Conference, Ag Progress Days, the monthly social media content calendar, and Conservation District Week.

The committee suggested reaching out to conservation districts that have previously volunteered at the statewide events to determine their interest in leading these efforts or serving on a dedicated subcommittee.

The committee expressed its desire to continue PACD's participation in the Pennsylvania Farm Show, PSATS Conference, Ag Progress Days, and Conservation District Week. To support this effort, it was recommended that PACD develop a detailed task list outlining the responsibilities associated with each event. The committee also suggested reusing successful Conservation District Week materials and ideas from previous years.

Shannon will prepare a summary of the tasks involved with each event to share as part of a call for volunteers for a subcommittee.

District Outreach & Success Stories

Beaver County Conservation District reported that 135 students participated in this year's Envirothon. The district also hosted a tire collection event, recycling approximately 1,200 tires. Staff have been actively engaged in environmental education programming, participating in two county fairs and numerous community events, which have increased



the district's visibility throughout the county. The district will install solar panels at its education center, where the district office is located.

Westmoreland County reported that students from a local college completed an outreach assessment for the district, reviewing its newsletter, website, and other communications and providing recommendations for improvement. Based on the students' feedback, the district developed a new brochure and is exploring greater emphasis on short, 1-2 minute social media videos to better engage younger audiences.

New Business

It was recommended that a standing agenda item be added to future committee meetings to identify training needs that could be addressed through PACD's Leadership Development Program.

Adjourn

The meeting was adjourned at 10:39 a.m.

