

2023 Midwest CoCoRaHS *Coordinators Meeting*

November 29, 2023

*Review of meeting
June 2024*



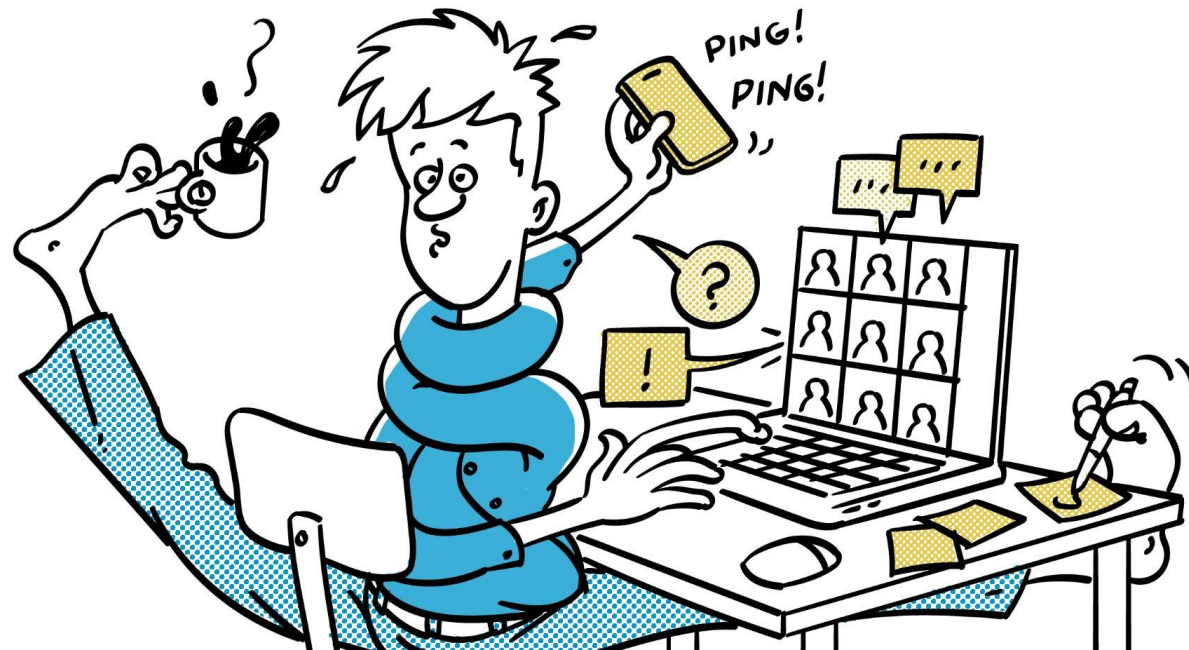
Background

1. Annual MRCC-SC meeting
2. How are SCs engaged with CoCoRaHS?
3. What can MRCC do to help?



The Plan

1. Virtual
2. One day only



Setting the stage

Learn and share experiences concerning CoCoRaHS recruitment, retention, and other state coordinator activities across the Midwest.

Improve collaboration between state coordinators and CoCoRaHS HQ for things such as training, resources, and other needs.



Setting the stage

Objectives:

1. Share **communication and retention** strategies and lessons learned.
2. Share **recruitment** strategies and lessons learned.
3. **Enhance collaboration** among state CoCoRaHS coordinators.
4. Provide an opportunity to **strategize 2024 plans** for improvement within each state.
5. **Encourage state climatologist** involvement in state coordination.
6. Discuss strategies to make **statewide coordination** more effective.
7. Identify **tools and resources** that would help state coordinators be more effective.
8. Provide training for **backend** administrator / coordinator website **capabilities**.

Anticipated Outcomes:

1. Each state will gain new ideas to improve **recruitment** of observers.
2. Each state will determine something new to try in 2024 regarding **recruitment, communication, and retention**.
3. Each state will develop ideas to improve **collaboration** within their coordination teams.
4. CoCoRaHS HQ will gain insight into the **tool and resource needs** of the state coordinators.

Agenda

Time	Topic	Facilitator / speakers
10:30 – 10:40	Introductions, goals, and objectives	Beth
10:40 – 10:55	What IS the role of state CoCoRaHS coordinators?	Henry & Steve
10:55 – 11:15	Overview of recruitment trends across Midwest	Steve
11:15 - noon	Recruitment strategies, success stories, and failures, benefits of getting more observers	Michelle & Tony
Noon – 12:45	Retention and communication strategies, successes, and failures	Austin & Steve
12:45 – 1:15	BREAK	
1:15 – 1:45	Setting goals and substate coordination	Sarah & Kevin
1:45 – 2:05	Tools useful for the state coordinators	Steve
2:05 – 2:35	Backend admin/coord training with website	Steve & Noah
2:35 – 3:20	State coordinator planning for 2024	
3:20 – 3:30	Wrap up and reflections	Beth

What worked

1. Representatives from all 9 states (40+ participants)
2. Diversity of recruitment and retention
3. Break-out groups for 2024



What was a challenge

1. Virtual format
2. Limited turnout for some states



1. Annual? Bi-annual?
2. Shortened day
3. Subregional challenges/contests

