



# AMBASSADOR PROGRAM SYLLABUS

---

## About This Program

Participants will leave this program knowing their voice is needed, and how to use it. Many times, no matter the age, individuals in the industry think that other people are taking care of legislation, local advocacy matters, perceptions by the general public, etc. The truth is, we need the voices of those involved in water and those on the periphery to use their voices with confidence so that the fact-based message is clear. This program will provide that to two participant pathways. Not only will the program provide the skills to communicate well, and for several different purposes, but will provide the knowledge to the participants so they may speak intelligently about topics in order to advocate well.

---

## Detailed Schedule

### **Water 101: Weeks 1-5**

- Prior appropriations, permitting, regulations, Colorado River, Inter vs. Intra-basin issues, East vs. West slope, water quantity for state and basins, classify types of water, who water is delivered to, water reuse, water court and history, value of water, evolution- how water was claimed and how it has evolved and purpose of water, compacts, etc. In-person kick-off meeting.

### **Community and Relationship Building: Weeks 6-8**

- Who is looking out for you, your ditch, community, and state? Who do you need in your corner (city, state (DNR), county, DARCA, legislators, technical advisors, etc.) How do you build and maintain those relationships? Community and network can make or break you in a crisis- Farm Act, wildfire/flood, etc.. How shareholders can get along. DARCA conference and tour.

### **Advocacy and Activating Advocacy: Weeks 9-12**

- How to use your voice, identifying audience, relevancy of topics, strategy and timing, how to tap into DARCA, legislation process. Advocating via print vs social media vs public meetings vs capitol and etiquette. Tour of capitol and closing in-person meeting. Present advocacy project.
- 

## Requirements

- Attend in-person meetings and tours
- Participate in online forum and discussion
- Participate in scheduled meetings virtually
- Create and present final advocacy project