

**MTSU Public Information and Education Plan**

**MTSU has developed the following PIE Plan.**

**2017-2021**

**Year 1**

* Distribute media to targeted audiences in many ways across campus. Examples could include but are not limited to the following:
  + Host outreach and public participation events (cleanups)
  + Customs packages (Attend customs orientation and distribute information or distribute educational info - approx. 2,000 packages given to in-coming freshman)
  + Attend or host a booth at fall orientation events or other campus hosted events
* Have Radio and TV PSAs played regularly on WMOT and Channel 9 if available.
* Obtain class information to document water quality and environmental educational classes being taught on campus or attend classes a guest speakers.
* Continue to find new faculty to get involved with the stormwater program.
* Host one outreach and public participation event each semester that targets litter and pollution reduction. Coordinate with Health and Wellness Class, Leadership and Service, or other campus groups to get volunteers for participation.
* Advertise public meeting for stormwater committee meetings when applicable.
* Advertise outreach and public participation events through many possible routes.

May not always use all outlets but will vary based on the type of activity.

* + MTSU News and Public Relations
  + Subscriber
  + Email
  + Websites – MTSU Stormwater - http://www.mtsu.edu/stormwater/
  + Posters and flyers around campus
  + MyMT Portal
* Coordinate partnerships opportunities, host events, coordinate events and provide opportunities for campus participation.
* Continue to develop and update website for MTSU with educational material.
* Find Student Organization Partners and Coordinate events. (ex. SGA ,SEA, Greek, Athletics, etc.)
* Continue to discuss and promote Low Impact Development BMPs.
* Develop a GIS map with LID BMPs for campus.
* Continue stormwater training module – Stormwater training module addresses faculty and staff for new employee training, general education, IDDE education for facility staff, and targets pollutants on campus.
* Address consultants and contractors at the preconstruction meetings to discuss stormwater awareness, regulations, sediment control, general construction permit, and give guidance for the project.
* Coordinate with campus chemical applicators and update any SWPPP, guidelines or concerns and ensure compliance with UT Ag recommendations and certifications. Coordinate with UT Ag to promote the stormwater message into the training held.
* Provide education for SPCC Plan annually to employees that handle petroleum products.
* Target campus needs for specialized training for Illicit Discharge or other components of the program.
* Continue to coordinate and work with the City of Murfreesboro on co-hosted projects and targeted education.

**Year 2**

* Distribute media to targeted audiences in many ways across campus. Examples could include but are not limited to the following:
  + Host outreach and public participation events (cleanups)
  + Customs packages (Attend customs orientation and distribute information or distribute educational info - approx. 2,000 packages given to in-coming freshman)
  + Attend or host a booth at fall orientation events or other campus hosted events
* Have Radio and TV PSAs played regularly on WMOT and Channel 9 if available.
* Obtain class information to document water quality and environmental educational classes being taught on campus or attend classes a guest speakers.
* Continue to find new faculty to get involved with the stormwater program.
* Host one outreach and public participation event each semester that targets litter and pollution reduction. Coordinate with Health and Wellness Class, Leadership and Service, or other campus groups to get volunteers for participation.
* Advertise public meeting for stormwater committee meetings when applicable.
* Advertise outreach and public participation events through many possible routes.

May not always use all outlets but will vary based on the type of activity.

* + MTSU News and Public Relations
  + Subscriber
  + Email
  + Websites – MTSU Stormwater - http://www.mtsu.edu/stormwater/
  + Posters and flyers around campus
  + MyMT Portal
* Coordinate partnerships opportunities, host events, coordinate events and provide opportunities for campus participation.
* Continue to develop and update website for MTSU with educational material.
* Find Student Organization Partners and Coordinate events. (ex. SGA ,SEA, Greek, Athletics, etc.)
* Continue to discuss and promote Low Impact Development BMPs.
* Update GIS map with any new LID BMPs for campus.
* Continue stormwater training module – Stormwater training module addresses faculty and staff for new employee training, general education, IDDE education for facility staff, and targets pollutants on campus.
* Address consultants and contractors at the preconstruction meetings to discuss stormwater awareness, regulations, sediment control, general construction permit, and give guidance for the project.
* Coordinate with campus chemical applicators and update any SWPPP, guidelines or concerns and ensure compliance with UT Ag recommendations and certifications. Coordinate with UT Ag to promote the stormwater message into the training held.
* Provide education for SPCC Plan annually to employees that handle petroleum products.
* Target campus needs for specialized training for Illicit Discharge or other components of the program.
* Continue to coordinate and work with the City of Murfreesboro on co-hosted projects and targeted education.

**Year 3**

* Distribute media to targeted audiences in many ways across campus. Examples could include but are not limited to the following:
  + Host outreach and public participation events (cleanups)
  + Customs packages (Attend customs orientation and distribute information or distribute educational info - approx. 2,000 packages given to in-coming freshman)
  + Attend or host a booth at fall orientation events or other campus hosted events
* Have Radio and TV PSAs played regularly on WMOT and Channel 9 if available.
* Obtain class information to document water quality and environmental educational classes being taught on campus or attend classes a guest speakers.
* Continue to find new faculty to get involved with the stormwater program.
* Host one outreach and public participation event each semester that targets litter and pollution reduction. Coordinate with Health and Wellness Class, Leadership and Service, or other campus groups to get volunteers for participation.
* Advertise public meeting for stormwater committee meetings when applicable.
* Advertise outreach and public participation events through many possible routes.

May not always use all outlets but will vary based on the type of activity.

* + MTSU News and Public Relations
  + Subscriber
  + Email
  + Websites – MTSU Stormwater - http://www.mtsu.edu/stormwater/
  + Posters and flyers around campus
  + MyMT Portal
* Coordinate partnerships opportunities, host events, coordinate events and provide opportunities for campus participation.
* Continue to develop and update website for MTSU with educational material.
* Find Student Organization Partners and Coordinate events. (ex. SGA ,SEA, Greek, Athletics, etc.)
* Continue to discuss and promote Low Impact Development BMPs.
* Update GIS map with LID BMPs for campus.
* Continue stormwater training module – Stormwater training module addresses faculty and staff for new employee training, general education, IDDE education for facility staff, and targets pollutants on campus.
* Address consultants and contractors at the preconstruction meetings to discuss stormwater awareness, regulations, sediment control, general construction permit, and give guidance for the project.
* Coordinate with campus chemical applicators and update any SWPPP, guidelines or concerns and ensure compliance with UT Ag recommendations and certifications. Coordinate with UT Ag to promote the stormwater message into the training held.
* Provide education for SPCC Plan annually to employees that handle petroleum products.
* Target campus needs for specialized training for Illicit Discharge or other components of the program.
* Continue to coordinate and work with the City of Murfreesboro on co-hosted projects and targeted education.

**Year 4**

* Distribute media to targeted audiences in many ways across campus. Examples could include but are not limited to the following:
  + Host outreach and public participation events (cleanups)
  + Customs packages (Attend customs orientation and distribute information or distribute educational info - approx. 2,000 packages given to in-coming freshman)
  + Attend or host a booth at fall orientation events or other campus hosted events
* Have Radio and TV PSAs played regularly on WMOT and Channel 9 if available.
* Obtain class information to document water quality and environmental educational classes being taught on campus or attend classes a guest speakers.
* Continue to find new faculty to get involved with the stormwater program.
* Host one outreach and public participation event each semester that targets litter and pollution reduction. Coordinate with Health and Wellness Class, Leadership and Service, or other campus groups to get volunteers for participation.
* Advertise public meeting for stormwater committee meetings when applicable.
* Advertise outreach and public participation events through many possible routes.

May not always use all outlets but will vary based on the type of activity.

* + MTSU News and Public Relations
  + Subscriber
  + Email
  + Websites – MTSU Stormwater - http://www.mtsu.edu/stormwater/
  + Posters and flyers around campus
  + MyMT Portal
* Coordinate partnerships opportunities, host events, coordinate events and provide opportunities for campus participation.
* Continue to develop and update website for MTSU with educational material.
* Find Student Organization Partners and Coordinate events. (ex. SGA ,SEA, Greek, Athletics, etc.)
* Continue to discuss and promote Low Impact Development BMPs.
* Update GIS map with LID BMPs for campus.
* Continue stormwater training module – Stormwater training module addresses faculty and staff for new employee training, general education, IDDE education for facility staff, and targets pollutants on campus.
* Address consultants and contractors at the preconstruction meetings to discuss stormwater awareness, regulations, sediment control, general construction permit, and give guidance for the project.
* Coordinate with campus chemical applicators and update any SWPPP, guidelines or concerns and ensure compliance with UT Ag recommendations and certifications. Coordinate with UT Ag to promote the stormwater message into the training held.
* Provide education for SPCC Plan annually to employees that handle petroleum products.
* Target campus needs for specialized training for Illicit Discharge or other components of the program.
* Continue to coordinate and work with the City of Murfreesboro on co-hosted projects and targeted education.

**Year 5**

* Distribute media to targeted audiences in many ways across campus. Examples could include but are not limited to the following:
  + Host outreach and public participation events (cleanups)
  + Customs packages (Attend customs orientation and distribute information or distribute educational info - approx. 2,000 packages given to in-coming freshman)
  + Attend or host a booth at fall orientation events or other campus hosted events
* Have Radio and TV PSAs played regularly on WMOT and Channel 9 if available.
* Obtain class information to document water quality and environmental educational classes being taught on campus or attend classes a guest speakers.
* Continue to find new faculty to get involved with the stormwater program.
* Host one outreach and public participation event each semester that targets litter and pollution reduction. Coordinate with Health and Wellness Class, Leadership and Service, or other campus groups to get volunteers for participation.
* Advertise public meeting for stormwater committee meetings when applicable.
* Advertise outreach and public participation events through many possible routes.

May not always use all outlets but will vary based on the type of activity.

* + MTSU News and Public Relations
  + Subscriber
  + Email
  + Websites – MTSU Stormwater - http://www.mtsu.edu/stormwater/
  + Posters and flyers around campus
  + MyMT Portal
* Coordinate partnerships opportunities, host events, coordinate events and provide opportunities for campus participation.
* Continue to develop and update website for MTSU with educational material.
* Find Student Organization Partners and Coordinate events. (ex. SGA ,SEA, Greek, Athletics, etc.)
* Continue to discuss and promote Low Impact Development BMPs.
* Update GIS map with LID BMPs for campus.
* Continue stormwater training module – Stormwater training module addresses faculty and staff for new employee training, general education, IDDE education for facility staff, and targets pollutants on campus.
* Address consultants and contractors at the preconstruction meetings to discuss stormwater awareness, regulations, sediment control, general construction permit, and give guidance for the project.
* Coordinate with campus chemical applicators and update any SWPPP, guidelines or concerns and ensure compliance with UT Ag recommendations and certifications. Coordinate with UT Ag to promote the stormwater message into the training held.
* Provide education for SPCC Plan annually to employees that handle petroleum products.
* Target campus needs for specialized training for Illicit Discharge or other components of the program.
* Continue to coordinate and work with the City of Murfreesboro on co-hosted projects and targeted education.

**OVERALL EFFECTIVENESS**

Effectiveness of each item is documented and tracked with the outreach item in the project folders. BMP 1A-BMP 1I or Z:Stormwater>Year6 – Year 10 stormwater 2017 - 2021 >BMP 1A-1I