

THAT'S A

GREAT IDEA!

**20** *Totally* INSPIRATIONAL  
COMMUNICATION *and*  
OUTREACH TACTICS



HELLO!

**THERE ARE**

**4 THINGS**

**WE ALL WANT**

**TO DO BETTER**

**SHOWING  
WHY OUR  
WORK  
MATTERS**

**DOING A LOT WITH A LITTLE**

**EXPLAINING  
COMPLICATED THINGS**

**REACHING  
MORE PEOPLE**



# 20 IDEAS TO MAKE PROGRESS

**SHOWING WHY**

**OUR WORK**

**MATTERS**

**SHOWING WHY OUR WORK MATTERS**

**MAKE IT**

**LOCAL!**

# 1. INTERACTIVE MAPS

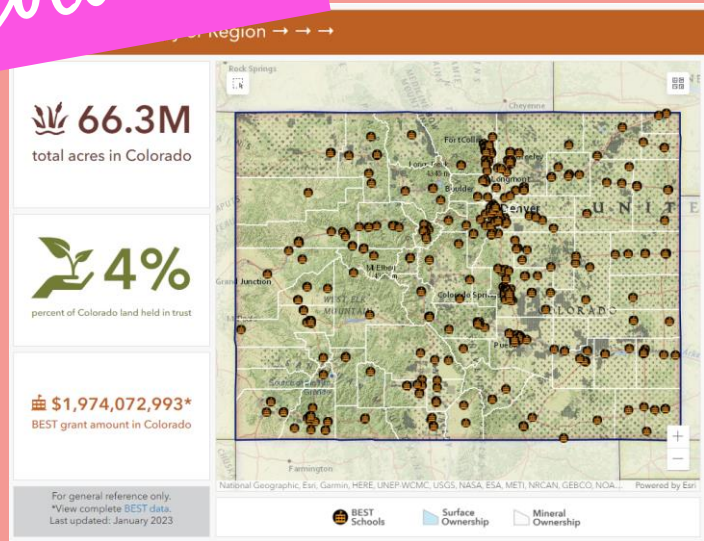
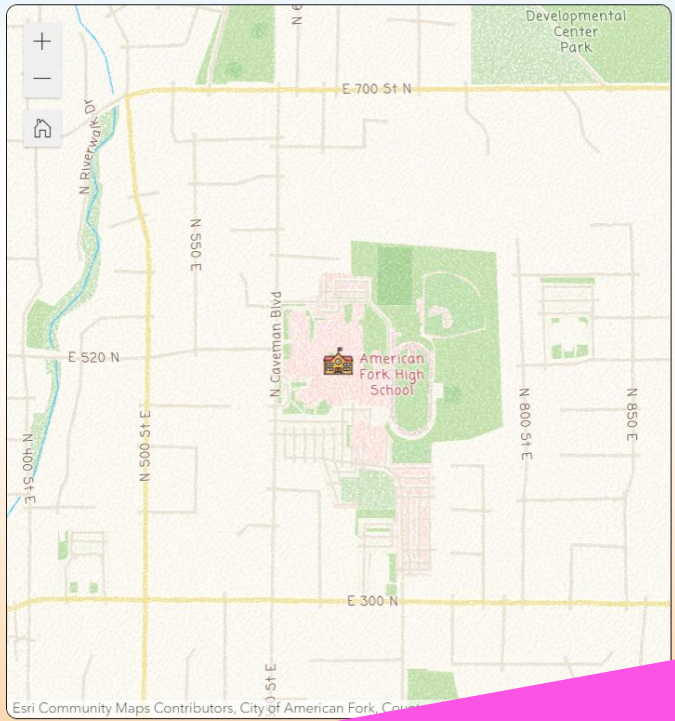
Colorado!

## TRUST LANDS \$\$ TO YOUR SCHOOLS

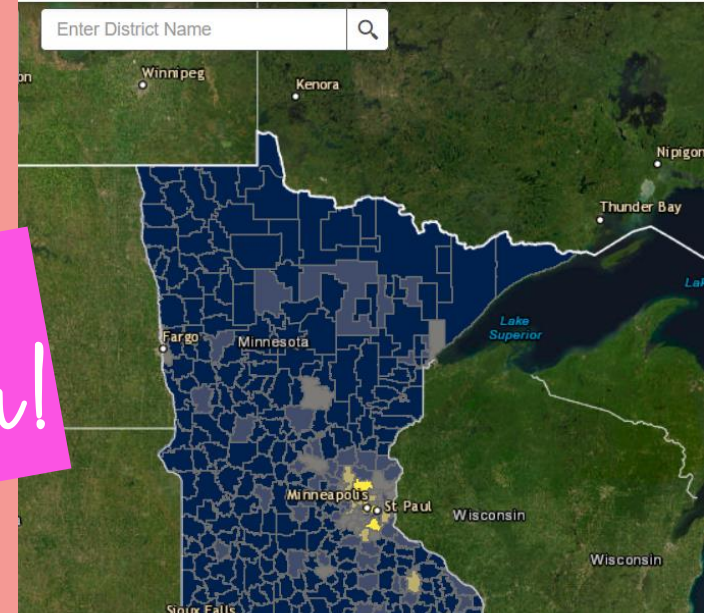
For 2023-2024 Trust Lands Administration generated **\$ 341,365.01** dollars

**TRUST LANDS**  
ADMINISTRATION  
SUPPORTING SCHOOLS AND INSTITUTIONS

- Alpine Online School
- Alpine School
- American Fork High
- American Fork Jr High
- Aspen School
- Barratt School
- Belmont School
- Black Ridge School



### 2023 Permanent School Fund Distributions



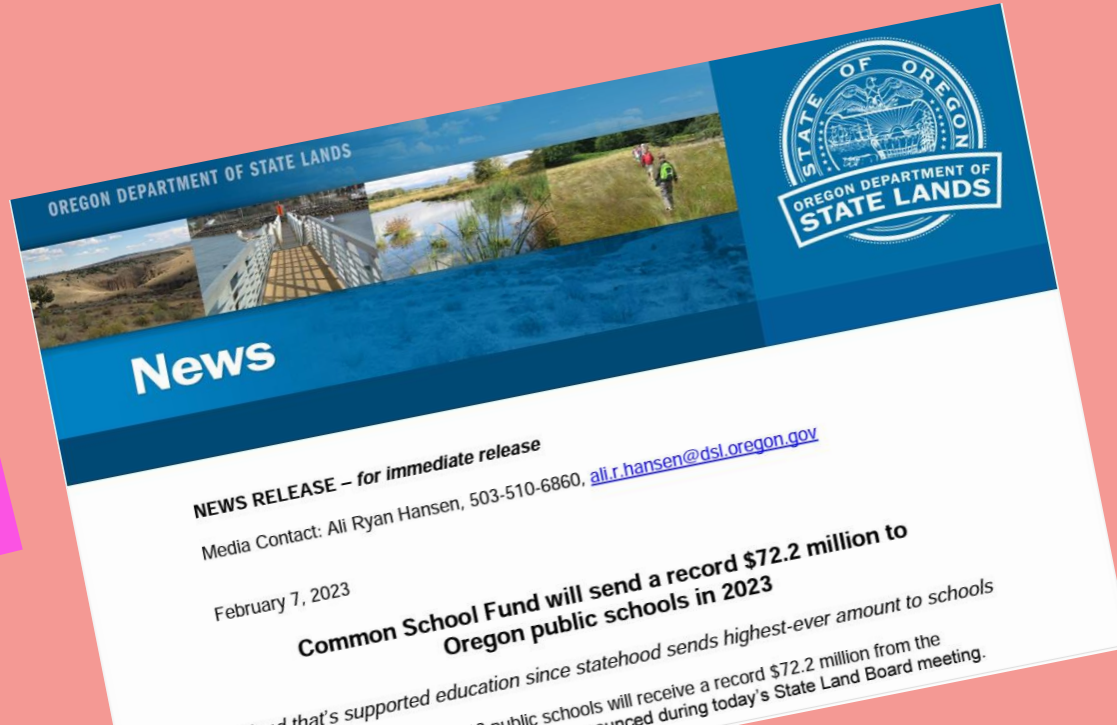
Utah!

Minnesota!



# 2. SCHOOL-CENTRIC PROMOTION

Oregon!



OREGON DEPARTMENT OF STATE LANDS

News

NEWS RELEASE – for immediate release  
Media Contact: Ali Ryan Hansen, 503-510-6860, [ali.r.hansen@dsl.oregon.gov](mailto:ali.r.hansen@dsl.oregon.gov)

February 7, 2023

**Common School Fund will send a record \$72.2 million to Oregon public schools in 2023**

... that's supported education since statehood sends highest-ever amount to schools  
... public schools will receive a record \$72.2 million from the  
... announced during today's State Land Board meeting.

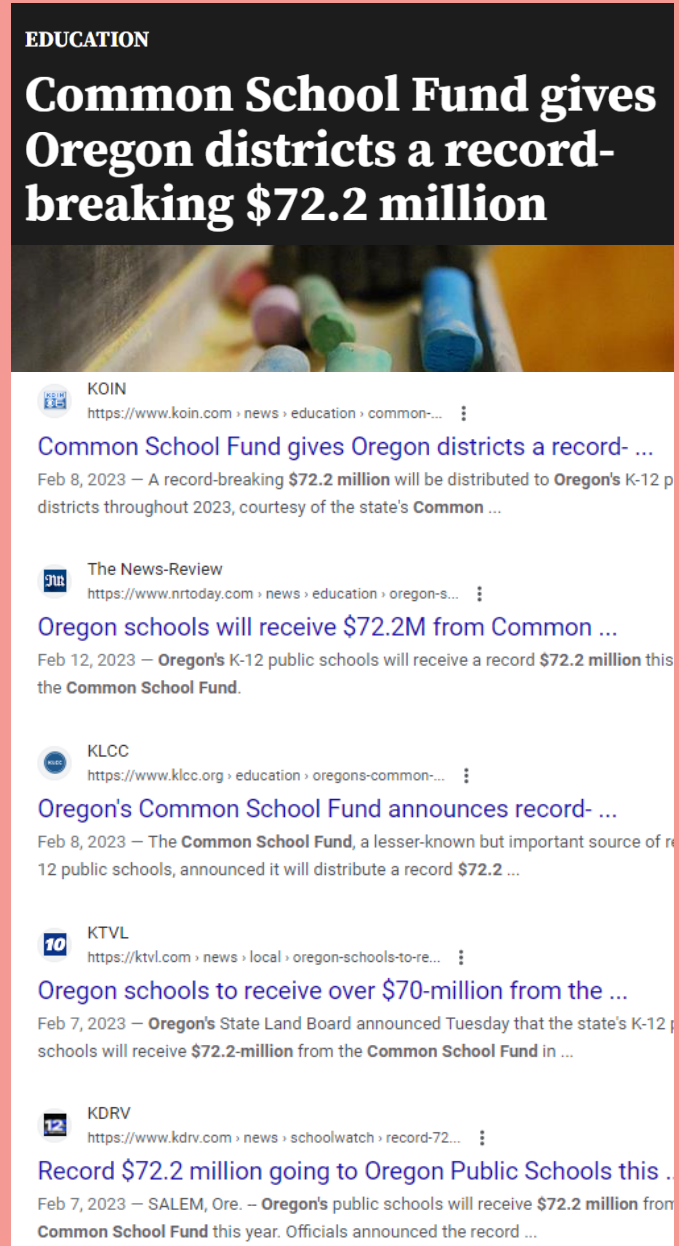
"THE COMMON SCHOOL FUND IS VALUABLE IN SUSTAINING ALL OF OUR EFFORTS ACROSS OUR DISTRICT, EVERYTHING FROM MAINTAINING FACILITIES TO INSTRUCTION."

ERIN LAIR, SUPERINTENDENT OF BAKER SCHOOL DISTRICT



oregonstatelands We are proud of our Department's role in supporting K-12 public education in Oregon. The Common School Fund has supported Oregon schools since statehood, when the federal government granted our new state nearly 3.4 million acres "for the use of schools."

Now valued at \$2.1 billion, the Department of State Lands continues to contribute, while the Fund is invested by the State Treasurer and



EDUCATION

## Common School Fund gives Oregon districts a record-breaking \$72.2 million

KOIN  
<https://www.koin.com/news/education/common-...>

### Common School Fund gives Oregon districts a record- ...

Feb 8, 2023 — A record-breaking \$72.2 million will be distributed to Oregon's K-12 public districts throughout 2023, courtesy of the state's Common ...

The News-Review  
<https://www.nrtday.com/news/education/oregon-s-...>

### Oregon schools will receive \$72.2M from Common ...

Feb 12, 2023 — Oregon's K-12 public schools will receive a record \$72.2 million this year from the Common School Fund.

KLCC  
<https://www.klcc.org/education/oregons-common-...>

### Oregon's Common School Fund announces record- ...

Feb 8, 2023 — The Common School Fund, a lesser-known but important source of revenue for 12 public schools, announced it will distribute a record \$72.2 ...

KTVL  
<https://ktvl.com/news/local/oregon-schools-to-re-...>

### Oregon schools to receive over \$70-million from the ...

Feb 7, 2023 — Oregon's State Land Board announced Tuesday that the state's K-12 public schools will receive \$72.2-million from the Common School Fund in ...

KDRV  
<https://www.kdrv.com/news/schoolwatch/record-72-...>

### Record \$72.2 million going to Oregon Public Schools this ...

Feb 7, 2023 — SALEM, Ore. — Oregon's public schools will receive \$72.2 million from the Common School Fund this year. Officials announced the record ...

**SHOWING WHY OUR WORK MATTERS**

**OFFER**

**EXPERIENCES!**

# 3. EVENTS ON TRUST LANDS

Colorado!



Aurora, CO (Denver)

## Lowry Ranch

Wednesday, July 19, 2023

🕒 04:00 pm 🎫 \$375

When Nick Trainor was 18, he set a goal to have 500 head of cattle by the time he was 30. Over the past ten years, he has expanded his business to 26,000 acres on Lowry Ranch, in partnership with the Colorado State Land Board. Just 10 miles outside of Denver, he practices adaptive cattle grazing, which not only grows grass-fed beef, but restores and protects the ecological health [...] [Read More](#)

**HOST RANCHER** Nick Trainor 🍷 Trainor Cattle Co. **HOSTS** 🍷 Grazers of The Colorado State Land Board

[JOIN WAITING LIST](#) [Back to Events](#)

# 4. WORKING TOURS

Montana!

YOU ARE  
INVITED TO...



Meet some of the folks behind prescribed fire. Join us for an upcoming prescribed burn tour!

Prescribed fire is one of the best tools we have to reduce risk from wildfire and restore the landscapes we love and depend on. During this field tour you'll meet local practitioners who are putting fire to work and learn about the prescribed burn planning process.

For more information on why we burn scan the QR code:



WE'RE  
BRINGING  
PLANNED FIRE  
BACK TO OUR  
FORESTS.



© David Hanna, The Nature Conservancy

## SAVE THE DATE!

### WHEN

➔ June 29th from 1:00 to 4:00 pm

### WHERE

➔ Meet at Ainsworth park across from the Town Pump in Thompson Falls.



# 5. CLEANUP EVENTS

**ADOPT A BEACH**  
TEXAS GENERAL LAND OFFICE • COMMISSIONER DAWN BUCKINGHAM, M.D.

Art Contest | Do

[VOLUNTEER](#) [CONTRIBUTE](#)

HOME

**Volunteer**



## CREATING A TRASH FREE TEXAS CLEANUPS

Join together with volunteers from across the Texas Coast to help clean. Don't miss your opportunity to give back to our environment by making our beaches trash free! Individuals, groups, community organizations alike are encouraged to attend our cleanups.

[Learn More >](#)

Texas!

## 6. VOLUNTEER GROUPS

Oregon!



The Wasson Creek Restoration Project is being led by Dr. Alice Yeates, South Slough Reserve Stewardship Coordinator. Here she harvests spruce tips with Second Saturday Steward volunteers.

**SHOWING WHY OUR WORK MATTERS**

**TALK ABOUT**

**PROBLEMS,**

**TOO!**

# 7. TALK ABOUT PROBLEMS, TOO

Oregon!

JOINT OREGON AGENCY INFO SHEET

## ABANDONED AND DERELICT VESSELS

*Abandoned and derelict vessels (ADVs) seriously threaten the health and safety of Oregon's public waterways, contaminating water and degrading habitat, damaging property, and creating navigational hazards*



### OREGON'S ABANDONED AND DERELICT VESSEL PROBLEM

#### ADVs Pollute Our Rivers and Ocean

ADVs often contain harmful quantities of oil, lubricant, and other toxic substances in the materials used to construct the vessel or in cargo on board. These chemicals can injure or kill marine mammals, waterfowl, and other aquatic life, and contaminate aquatic lands, nearby shorelines, and water bodies.

Many harmful toxic substances on derelict vessels do not dissolve in water and remain in the environment for lengthy periods of time. These "persistent organic pollutants" are fat-soluble and eventually accumulate in animal fat, becoming concentrated in top predators like orca whales and otters.

#### ADVs Impact Waterway Recreation and Commerce

ADVs can impede access to public boating facilities like ramps and docks and present a hazard to recreational and commercial navigation. Their presence can also diminish the level of enjoyment sought by Oregonians recreating on waterways.

#### Oregon's Schoolkids Pay Cleanup Costs

The Department of State Lands oversees Oregon's school lands as well as public waterways. ADV cleanup costs far exceed waterway revenue – so the Common School Fund, and Oregon schoolkids, often foot the bill. Since 2017, the Common School Fund has expended more than \$16.4 million removing commercial and recreational vessels from public waterways.

OREGON DEPARTMENT OF STATE LANDS



## News



### NEWS RELEASE – for immediate release

Media Contact: Ali Ryan Hansen, 503-510-6860, [ali.r.hansen@dsl.oregon.gov](mailto:ali.r.hansen@dsl.oregon.gov)

April 12, 2023

### State Land Board urges action on hazardous vessels

*New workgroup will propose a statewide program to address impacts of abandoned and derelict vessels on public waterways, public school funding*



oregonstatelands • Follow

oregonstatelands Did you know our Department works to remove and recycle vessels that have, well, sunk?

These Abandoned and Derelict Vessels (ADVs) seriously affect the health and safety of our public waterways by creating both environmental and navigational hazards. However, removing the big ones is a lengthy and expensive process. Since 2017, we have spent \$18 million removing ADVs from public waterways 😊

At today's State Land Board meeting, the board will consider convening a workgroup for a comprehensive ADV program for Oregon, including how such a program would be funded.

#notseaworthy #recycleit



47 likes

APRIL 11



**EXPLAINING**

**COMPLICATED**

**THINGS**

**EXPLAINING COMPLICATED THINGS**

**FOCUS ON**

**TAKEAWAYS!**

# 8. THE DECIDER GUIDER

OREGON DEPARTMENT OF STATE LANDS

## DECIDER GUIDER

I want...WHO...to...THINK OR DO WHAT...so...THIS  
HAPPENS...and they see that DSL...IS WHAT?

Oregon!

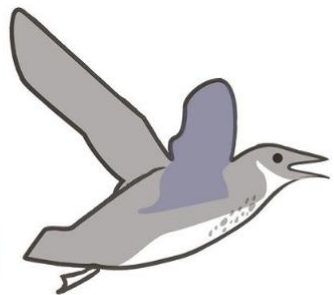
## DECIDER GUIDER

I want...GOVERNOR KOTEK...to...THINK PROTECTING  
WETLANDS IS IMPORTANT...so...OREGON CAN GAIN  
HOUSING WITHOUT LOSING WETLANDS...and she feels  
DSL is...COLLABORATIVE AND RESPONSIVE TO  
COMMUNITY NEEDS.

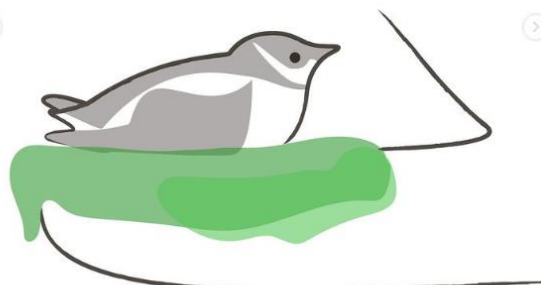
# 9. WASSON WEDNESDAYS

Oregon!

HOW WILL THE WASSON  
CREEK RESTORATION  
PROJECT BENEFIT  
MARBLED MURRELET?



I'M AN UNUSUAL SEABIRD.  
INSTEAD OF CLIFFS,  
I NEST HIGH IN THE  
LIMBS OF BIG TREES



WITH LESS BIG TREES,  
I HAVE BECOME AN  
ENDANGERED SPECIES.

VOLUNTEERS & STAFF  
AT SOUTH SLOUGH  
ARE ACCELERATING THE  
GROWTH OF  
NESTING TREES



BY THINNING  
DENSE TREES & CREATING  
SMALL FOREST GAPS.



CONDITIONS THAT ALSO  
ATTRACT MY SONGBIRD  
BUDDIES!

LEARN MORE ABOUT  
THE WASSON CREEK  
RESTORATION PROJECT  
BY CLICKING ON  
THE LINK IN OUR BIO



.....

**EXPLAINING COMPLICATED THINGS**

**SIMPLIFY!**

## 10. EXPLAINERS!

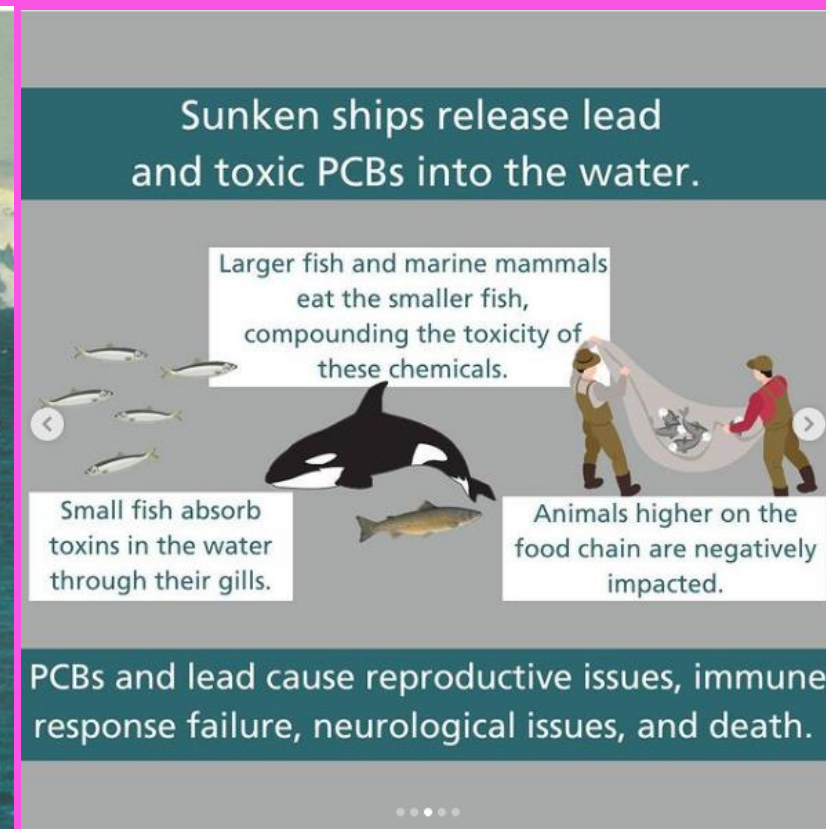


**It's All About  
the Mission**

*Idaho!*

# 11. GO VISUAL

Washington!



**DOING A LOT**

**WITH A LITTLE**



**DOING A LOT WITH A LITTLE**

**BUILD**

**SKILLS!**

# 12. SKILLS IN YOUR AGENCY!

Oregon!



WillametteGeese\_KatrinaScottodiCarlo\_2021.jpg



WillametteLoveSign\_KatrinaScottodiCarlo\_2021.jpg



Sauvieland2\_KatrinaScottodiCarlo\_2022.jpg



Sauvieland1\_KatrinaScottodiCarlo\_2022.jpg



St.JohnsBridge\_Willamette\_KatrinaScottodiCarlo\_2022.jpg



Lake of the Woods\_AliRyanHansen\_2021.jpg



WillametteCove\_AliRyanHansen\_2022.jpg



ColumbiaRiver\_SandIsland\_DanCary\_2021.jpg



ColumbiaRiver\_Sauvieland\_DanCary\_2020\_2.jpg



ColumbiaRiver\_Sauvieland\_DanCary\_2020.jpg



WillametteRiver\_IngramSlough\_ErinSerra\_2021.jpg



WillametteRiver\_StJohnsBridge\_ErinSerra\_2021.jpg



WillametteRiver\_Eugene\_ErinSerra\_2021.jpg



WillametteRiverNarrows\_DanCary\_2021.jpg



WillametteRiver\_Vessel\_LianeO'Neill\_2021.jpg



St.JohnsBridge\_Willamette\_LianeO'Neill\_2021.jpg



WillametteRiver\_LianeO'Neill\_2021.jpg



Vessel\_WillametteRiver\_LianeO'Neill\_2021.jpg

# 13. BUILD SKILLS IN YOUR STATE!

Oregon!

## Introduction

### Supporting science communicators

- SciComm Oregon serves professionals who:
  - Are employees of the state of Oregon
  - Are charged with regularly communicating to the public
  - Frequently communicate about complex scientific concepts



SciComm  
Oregon

# 14. SKILLS IN YOUR COMMUNITY!

Idaho!

## Forester Forums

[Home](#) / [About Forestry](#) / [Forester Forums](#)

Forester Forums are short informational publications that cover various aspects of forest management practices. This library of articles, prepared by IDL's knowledgeable staff, covers a range of important topics including fire management, forest management, forest practices and insects and disease.

51

Informative Articles Covering Forestry Topics



Colorado!



**DOING A LOT WITH A LITTLE**

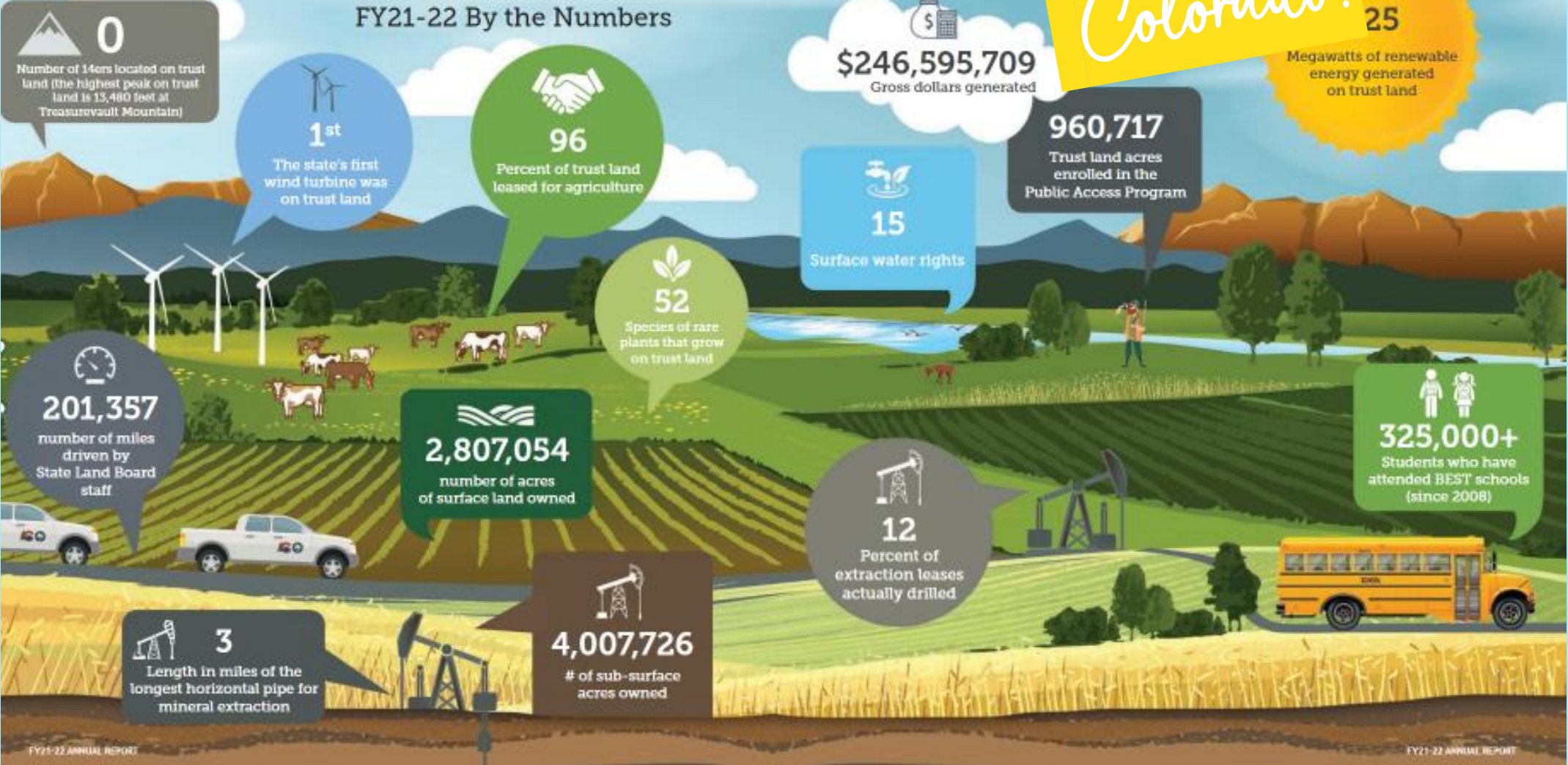
**GET MORE**

**MILEAGE!**

# 15. ANNUAL REPORTS

Colorado!

## FY21-22 By the Numbers



# 16. MEETINGS

Utah!



**SITLA**  
**Funds in**  
**Schools**



BOARD OF TRUSTEES  
APRIL TOUR ♦ DELTA, UTAH ♦

Presented by ♦ Marla Kennedy

**REACHING**

**MORE PEOPLE**



**REACHING MORE PEOPLE**

**OPEN MORE**

**DOORS!**

# 17. MORE WAYS TO CONNECT

State of Arkansas  
Commissioner of State Lands

Commissioner Land Real Estate Mineral Leasing History & Archives Publications Photos Waterway Debris County Reports

Commissioner Tommy Land

**Pay Taxes**  
Pay taxes online or request forms to pay taxes by mail.

**Public Auction Catalog**  
View Parcels that will be offered at public auction in the current or coming year.

**Claim Excess Proceeds**  
View and claim available funds from the sale of tax delinquent property.

**Post Auction Sales / auction.cosl.org**  
View and bid on parcels that are available for post-auction sale.

**Brochures & Literature**

- Buyers Guide
- Rules and Regulations
- Purchasing Tax Delinquent Land
- Public Homestead Land Donation Program
- Veterans Guide to Property Taxes in Arkansas

**Parcel Mapping / arlands.cosl.org**  
View and search parcels available for sale or coming up for public auction. Also view state owned lands.

**Researching Tax-Delinquent Real Estate**

**Online Auctions of Unsold Property**

AR Land Commissioner @ARCOSLoffice · May 16

New legislation this year changed several things about our auctions. See our Facebook page for details.

Act 241 of 2023 eliminates the post-auction redemption period.

Parcels must be redeemed by 4 p.m. the last business day prior to the sale date.

Arkansas Commissioner of State Lands

June 27 at 5:00 PM · 🌐

Join three of our staff as we discuss common misconceptions about redeeming, buying and taking possession or tax-delinquent parcels. See less

Most relevant ▾

Jamie Garner Olson  
Good info

How much do  
*you*  
know?

Arkansas!

# 18. MORE WAYS TO EXPLORE

## OPEN FOR ADVENTURE

State trust land is **Open for Adventure**, and world class recreational areas are waiting to be explored! Explore the areas below or download our comprehensive site book to print. Recreational users of state trust lands must have a recreational access permit to access these lands. You can apply for the annual permit below, pay the \$35 fee, and then get out to explore the beauty of the Land of Enchantment while knowing that your permit fees go to supporting New Mexico schools!

New Mexico!

Go for the hiking, scenery, bouldering



## Kit & Beaver Canyons

LOCATION DETAILS AND DIRECTIONS



Go for the volcanic shields, hiking, scenery



## Sierra Grande

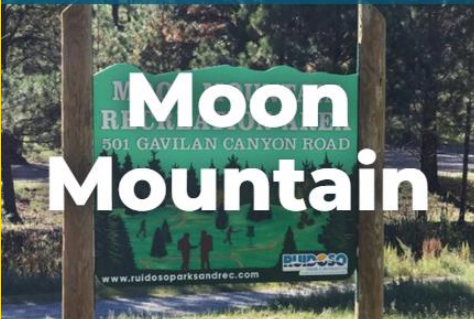
VIRTUAL TOUR



LOCATION DETAILS AND DIRECTIONS



Go for the hiking, biking, snowshoeing



## Moon Mountain

VIRTUAL TOUR



LOCATION DETAILS AND DIRECTIONS



Go for the world class birdwatching



## Melrose Woods

VIRTUAL TOUR



LOCATION DETAILS AND DIRECTIONS



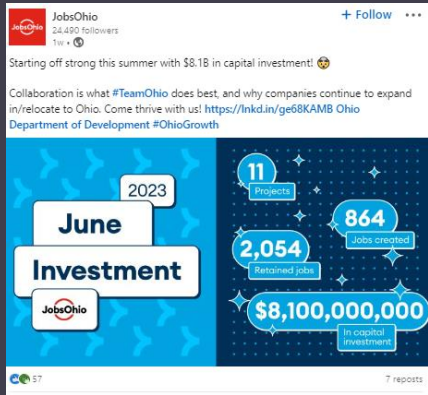
**REACHING MORE PEOPLE**

**STEP UP**

**ON SOCIAL!**

# 19. KNOW WHAT TO AIM FOR

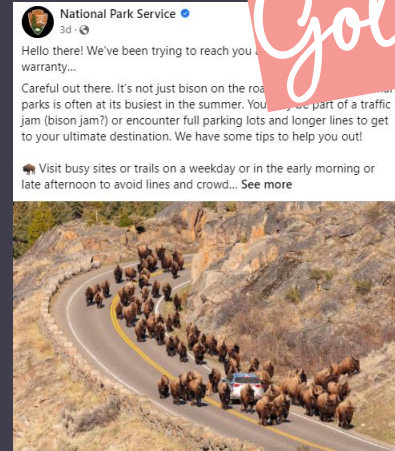
Golden Post Awards!



JobsOhio

## LINKEDIN

- Consistent, bold brand
- Combination of content types to engage the audience



National Park Service

## FACEBOOK

- Mix of humor, history and education
- Historic agency adapting for today



Seattle Public Library

## INSTAGRAM

- Commitment to diversity
- Analytics, real-world impact of success
- Trendy, but true to their identity



NE Ohio Sewer

## TWITTER


- Humanized account
- Humor
- Made the un-interesting interesting

# 20. SOCIAL THAT HIT THE MARK

Mississippi!

**Mississippi Secretary of State's Office** @MississippiSOS

Check out the latest inventory of tax-forfeited land in Lauderdale County! Also, you may view tax-forfeited inventory in other counties in South, Central, and North Mississippi. For questions or to speak with someone in our Public Lands Division, call 601-359-5156.



7:01 AM · May 15, 2023 · 329 Views

Nevada!

**Nevada Dept. of Conservation & Natural Resou...** @NevDC... · Jul 5

For those who may have confused Lake Tahoe's pristine beaches for a trash can, we have a list of recycling and waste locations across Nevada: [ndep.nv.gov/nevada-recycle...](https://ndep.nv.gov/nevada-recycle...)

#LakeTahoe #LeaveNoTrace


**Keep Tahoe Blue** @KeepTahoeBlue · Jul 5

Lake Tahoe needs your help.

This is the scene from Zephyr Cove this morning. It's quite a hangover.

Captured Wednesday, July 5th, 2023

#laketahoelitter #laketahoepollution #laketahoevolunteer




0:09


6 8 877

Montana!

**Montana DNRC** June 24 at 6:00 PM · 🌐

Montana rangelands provide vast, connected habitat for native pollinators and beneficial insects. The diversity of wildflowers and flowering shrubs found on rangelands provide pollen and nectar resources (food for pollinators!) throughout the growing season. In addition to being a food source, the diverse mix also provides nesting places for native bees. Solitary-natured bees prefer the small patches of bare ground or hollow and pithy stemmed wildflowers and grasses that Montana rangelands provide. We know you have a wildflower photo in your camera roll - share your favorite in the comments below, bonus if you have a pollinator in the photo!



**RANGELANDS ARE BUZZING!**   
Rangeland Appreciation Month 2023

# 20. SOCIAL THAT HIT THE MARK

Texas General Land Office @TXGLO · Jul 2  
Today is the anniversary of Congress passing the #CivilRightsAct of 1964, outlawing discrimination on the basis of race, sex, religion, and national origin. Freedom is an essential part of the #Texas spirit!



Texas!

Texas General Land Office @TXGLO · Jul 6  
Commissioner Buckingham announces Britt Harris as acting CEO of the Public School Fund.  
Mr. Harris will serve in this role as #Texas PSF searches across the country for its next permanent CEO.



glo.texas.gov  
Commissioner Buckingham Announces Britt Harris as Acting CEO of t...  
Commissioner Buckingham Announces Britt Harris as Acting CEO of the Texas Permanent School Fund Corporation



New Mexico



# 20. SOCIAL THAT HIT THE MARK

Washington!



Arizona!

## WHO WE ARE & WHAT WE DO

Real Estate Division


Commercial Section

Reviews a purchase or lease application, taking into consideration: the income potential to the Trust; proposed use; archaeology; hydrology; geology; entitlements; impact to adjacent State Trust Lands; availability of utilities / infrastructure; access; proximity to existing development; parcel size; and conformity with local jurisdiction regulations.



# 20. SOCIAL THAT HIT THE MARK

Alaska!

 **Alaska Division of Mining, Land and Water**  
June 12 at 3:14 PM · 🌐

Keeping our employees safe during the busy summer fieldwork is a top priority for the [Alaska Department of Natural Resources](#) and the [Alaska Division of Mining, Land and Water](#). Last week, DMLW staffers participated in Wildlife Safety Field Training at the [Grouse Ridge Shooting Club LLC](#) in Wasilla. This training covers wildlife safety within the backcountry, bear spray, basic firearms knowledge, marksmanship, and defensive practical backcountry firearms skills. Check out the photo captions for more info.



**CA State Lands @CAStateLands · Jun 7**  
Warm welcome to our [@CSUCoast](#) summer intern, Ivana! She is an Environmental Science student at [@CSUCoast](#) and is part of our Marine Invasive Species Program this summer. Welcome, Ivana! [#FacesofCAStateLands](#)



California!

**CA State Lands @CAStateLands · Jun 7** ...  
We toured [#PlatformHolly](#) ahead of today's town hall at 6 p.m. The Commission took control of the platform in 2017 to protect public health, safety & the environment. Join us at 6 p.m. to learn more!  
[bit.ly/3oOvwqj](https://bit.ly/3oOvwqj)





**THANK**

**YOU!**

*Ali Ryan Hansen*

Communications Director  
Oregon Department of State Lands  
[ali.r.hansen@dsl.Oregon.gov](mailto:ali.r.hansen@dsl.Oregon.gov)

503-510-6860

*Nikki Heck*

Director of Public Affairs  
Arkansas Commissioner of State Lands  
[nheck@cosl.org](mailto:nheck@cosl.org)

501-683-3314