WORKSHOP ON CHALLENGES TO
COMMUNITY ADVISORY PANELS

June 4, 1994
9:00 am - 5:00 pm

University of Houston-Clear Lake

Forest Room

A. SESSION ON EVALUATION OF CAPS (1-1/2 hr), Peter Bowman

Purpose of Session: To identify and critique modes of evaluating CAPs.

1. Set the problem in plenary: What methods are used by CAPs in their annual evaluations?

a. Canvas group re methods their CAPs use. Do these methods evaluate ways to improve their CAPs or whether their CAPs' basic purpose is achieved?

b. Canvas group re basic purpose of their CAPs.

2. Break out in groups to consider their CAPs with respect to hierarchy of effectiveness of CAPs in five stages (use hierarchy as strawman).

3. Give reports to plenary.

B. SESSION ON COMMUNITY AWARENESS (1-1/2 hr), Susan Peterson

Purpose of session: To achieve greater community awareness of CAP and its work as a channel for community concerns.

1. Canvas group in plenary regarding different ways to achieve purpose. Some anticipated types of answers: printed word, electronic media, live interaction.

2. Break out into groups formed with respect to type approach and brainstorm about specific methods (stress logistical problems of implementation).

3. Give reports to plenary. Consider difficulties with each method.

4. Discuss measuring community awareness (e.g., how many phone calls do CAP members get?).

DSW 137194

Nalco CAP Issues, Suggestions, and Requests

2/8/94

Meeting Date	Issues/Suggestions/Requests	Champion	Action
Jan. 11, 1994	1. Organize household hazardous waste (HHW) event.	1. Brent Diez, CAP members	1. Observe City of Houston's HHW day and report to CAP.
	2. Conduct some form of community outreach. a. Develop press release or other communication tool b. Participate in community event (e.g., annual Lawn & Garden event)		
	3. Increase diversity in CAP membership. a. Add high school student b. Add representative from retail establishment c. Add "driver-by"	3a. James Patterson & Tom Tielke	3a. Investigate opportunities at area high schools and report to CAP at February.
	4. Review emergency contingency plans and safety procedures.		
	5. Public perception issues regarding Nalco.		
	6. Continuing education about Nalco	6. Nalco liaisons	6. Schedule new CAP members for a plant tour. Longer term members may also want to tour again.

DSM 137195

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HIERARCHY OF CAP EFFECTIVENESS

STAGE	STATUS	MEASURABLE CRITERIA
1	BEING THERE	• Panel in existence.
2	BEING REPRESENTATIVE	• The panel has defined the community it serves. • The panel is considered by the community to be representative of the local region in terms of demographics, activities, interests, and background.
3	BEING PRODUCTIVE	• The panel is productive in its own estimation as measured through an evaluation instrument and through subsequent discussion of the results. • The panel is productive in terms of company's expectations, which have been made explicit to the panel. • Effective dialogue takes place in the estimation of all involved parties.
4	BEING RESPONSIVE	• Panel members feel comfortable bringing community issues to the table. • Panel members can itemize actions taken by company resulting from panel advice. • In cases where company has rejected panel advice the reasons are clearly understood and accepted by the panel.
5	BEING SUCCESSFUL	• The benefits derived from taking those actions are explicit to company and to the community. • The broader community is aware of the panel's existence and sees the panel as a logical vehicle for the exchange of ideas between the company and the community.

DSW 137196

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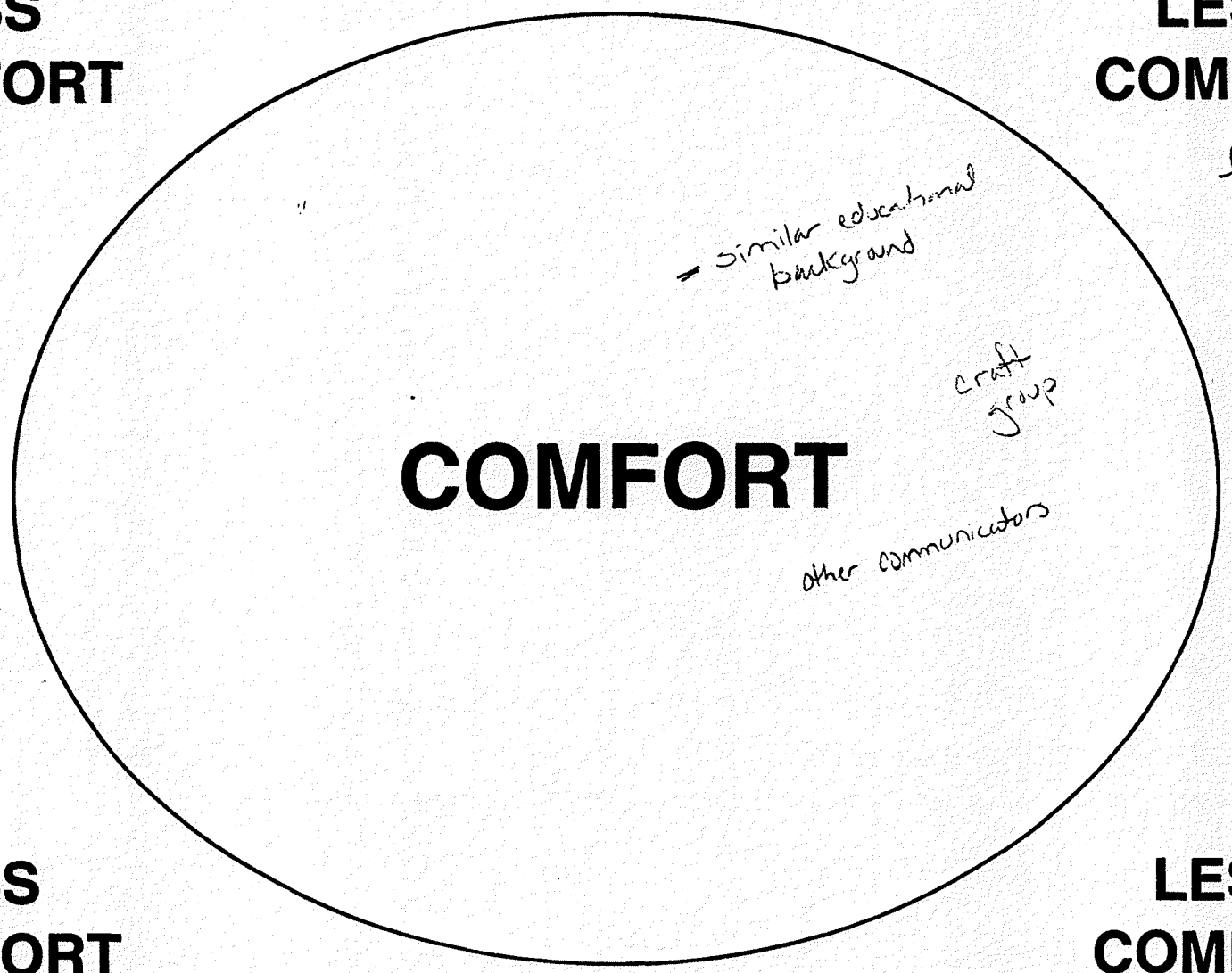

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