



NapaSan Citizens Academy



NapaSan Board of Directors Meeting ~ November 15, 2017

Why?

- Continue goal of raising visibility
- Build community awareness of all we do
- Create “ambassadors” in the community



Advertising is saying you're good. PR is getting someone else to say you're good.

- Jean-Louis Gasee

Who?

- Advertise to community
- 20 residents
- Chosen based on application responses



The image shows a tilted application form for the NapaSan Citizens Academy. At the top left is the NapaSan logo, which consists of a blue water drop inside a green circular arrow, with the text 'NapaSan' and 'Collective • Treatment • Recovery • Reuse' below it. To the right of the logo is the title 'Citizens Academy Application'. The form contains several input fields: 'Name', 'Street address', 'Phone number', 'Email address', and 'City/State/Zip'. Below these is a section titled 'How did you hear about the NapaSan Citizens Academy?' with a corresponding input field. The next section is 'Briefly tell us about yourself, including professional experiences, community involvement, and anything else you would like to share:', followed by a large text area. Below that is the question 'Why are you interested in NapaSan's Citizens Academy and what do you hope to gain from participating in this program?' with another large text area. At the bottom, there is a closing instruction: 'Please email your completed application to sturnipseed@napasan.com or mail to NapaSan, Attn: Citizens Academy, 1515 Soscol Ferry Rd., Napa, CA 94558.' and a thank you message: 'Thank you for your interest in this program!'.

NapaSan
Collective • Treatment • Recovery • Reuse

Citizens Academy Application

Name

Street address

Phone number

Email address

City/State/Zip

How did you hear about the NapaSan Citizens Academy?

Briefly tell us about yourself, including professional experiences, community involvement, and anything else you would like to share:

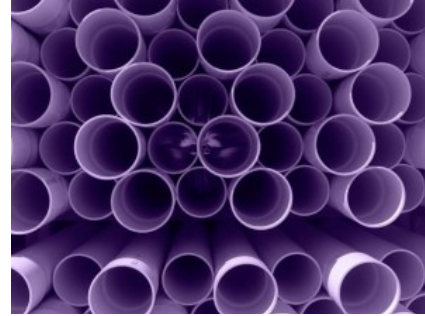
Why are you interested in NapaSan's Citizens Academy and what do you hope to gain from participating in this program?

Please email your completed application to sturnipseed@napasan.com or mail to NapaSan, Attn: Citizens Academy, 1515 Soscol Ferry Rd., Napa, CA 94558.

Thank you for your interest in this program!

What?

- Format
 - ▣ Saturday Plant Tour
 - ▣ 3 week nights from 6-8:30pm
 - Week 1- Collections/Reclamation
 - Week 2- Operations/Lab
 - Week 3- Admin./Engineering



What?

- Food
- Interactive activities-
demonstrations, tours,
problem solving,
hands-on activities
- Short, informational
presentation



When?

- Fall 2018
- Advertise May-July
- Applications due by August 1st
- Select and notify participants by August 15th
- Academy in September/October



Resources Needed

- Outreach Coordinator time
- 3-4 staff members per evening
- \$1,000 cost for food and materials



IDEAS?
FEEDBACK?
QUESTIONS?

