

Objective 2. Educate public and private stakeholders on AIS, their impacts, and how they can help.

Action Item #	Description	Implementing Agency	Current Status	Funding Source	Recent Efforts	Planned Effort			
						FY08	FY09	FY10	FY11
2A	Identify and prioritize target audiences, e.g. K-12, recreational boaters, elected officials, pet trade industry, etc.								
2Ai	Informational Booth at Palmetto Sportsmans Classic	SCDNR	Current	State Water-Rec					
2Aii	Informational Booth at SEWE	SCDNR/USFWS	Current						
2Aiii	Distribute literature at Marinas	SCDNR	Current	State Water-Rec					
2Aiv	Develop K-12 educational material	Riverbanks Zoo, SC Aquarium, SeaGrant							
2Aiva	AIS program	SC Aquarium							
2Aivb	Cards	SeaGrant							
2B	Develop appropriate educational materials, website, PSA's, videos, workshops, articles, school curriculum, etc.	All							
2Bi	Illegal Aquatic Plants of SC booklet	SCDNR	Current	State Water-Rec					
2Bii	Invasive Aquatic Species website	SCDNR/USGS/USFWS/USDA	Current	State Water-Rec					
2Biii	SCDNR PSA's	SCDNR	In-progress	State Water-Rec					
2C	Develop or adopt recognizable slogan, logo, or brand.	All							
2Ci	Adopt Protect Your Waters campaign	USF&W/All	In-progress	Federal					

8Bi	Secure recurring funding via legislative action in state agency budget								
8Bia	User fees ieTrailer Tax	All State Agencies							
8Bii	Seek federal funding to support statewide AIS activities	All							
8Biiia	USACOE – aquatic plant control program								
8Biiib	Identify existing funding in cooperating AIS taskforce agencies dedicated to AIS activities								
8Biiiaa	Water recreation funds	SCDNR							