

# AZ

## Arizona Project WET Sedona Water Festival Impact Report



# 2024-2025

*Developing Water Stewards Through  
Student-centered Instruction and  
Arizona-specific Content*



Cooperative Extension



ARIZONA  
project **WET**  
WATER EDUCATION TODAY





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*"Yes, the students really enjoyed the Arizona Water Festival and found it both fun and educational. They especially liked the hands-on activities, with many saying they learned new things about where water comes from and why it's important to conserve it. Some shared that the event made them more interested in science and more aware of how water is used in daily life. Overall, it was a memorable and impactful experience for them."*

- Participating Teacher



# Arizona Project WET

## Impact on Water Stewardship

### Arizona Project WET's Mission

It is imperative that Arizonans understand the interconnectedness of water resources from a local, regional, and global perspective. Arizona Project WET (APW) brings to the surface water-use practices that affect availability, dependability, access, and sustainability. APW program objectives, centered in the unifying theme of water, engage teachers and students while bringing real-world relevancy to science, technology, engineering, art, and mathematics (STEAM) learning. APW supports water stewardship and STEAM literacy by authentically and meaningfully engaging educators, students, and community members. Arizona Project WET's mission is to meet the needs of our community by using relevant, research-based educational strategies and techniques in helping people develop knowledge and skills that equip them to act for water stewardship.



*"Feel something. Learn something. Do something."*  
- Lisa Townsend, AZ Project WET Director

*"The positive impact on the community was evident to me in the excitement the students, parents and teachers exhibited while participating in the Arizona Water Festival."*

- Volunteer

### Community Water Stewardship

For nearly three decades, APW educates, engages, and connects community members (students, educators, administrators, residents, businesses, and municipal stakeholders) through educational outreach to raise awareness of current and future challenges to Arizona's water resources and sustainable solutions to help mitigate them.

The APW team delivers water-focused programming with exceptional skill: meaningfully connecting content to participant and participant to action.

APW's goal is to meet the needs of our community by using relevant, research-based educational strategies and techniques to develop knowledge and skills that inspire action for water stewardship.

APW's programming supports creative problem-solving across the K-12 continuum, diving into real-world learning scenarios. The flow of information also relates STEAM-based content to areas of study and the many careers "in water". Finally, APW programs empower educators to implement practices that highlight and model sustainable water use.



# Arizona Water Festivals

**SINCE 2000**

**197,287  
STUDENTS**

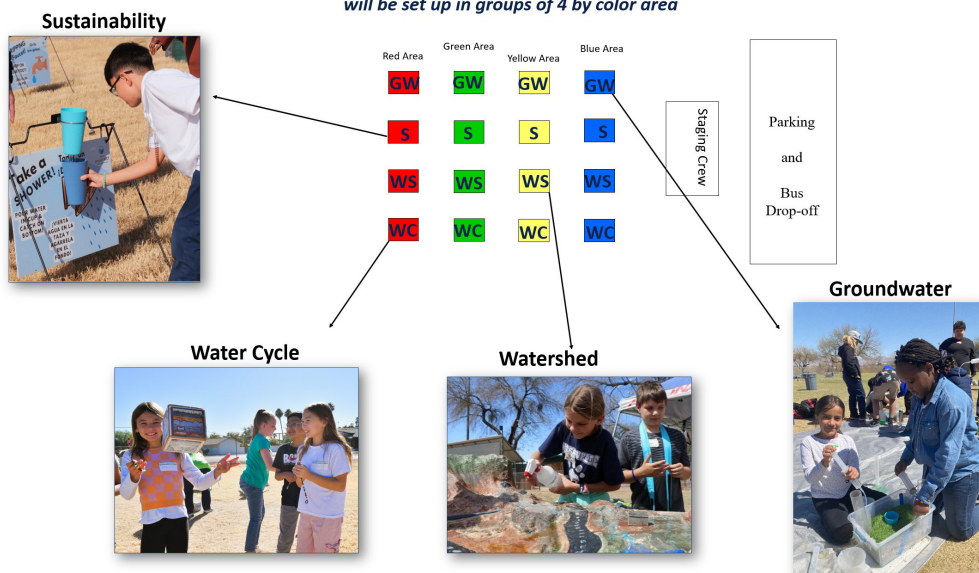
**7,536  
TEACHERS**

**12,241  
VOLUNTEERS**

## Water Festival Station Layout On Day of Event

### 4<sup>th</sup> Grade Water Festival

2 to 4 rows of tents (dependent on festival size)  
will be set up in groups of 4 by color area



## How Water Festivals Work

**Arizona Water Festivals instill a deeper understanding of water in the earth systems and Arizona's water resources. At the festival, students and teachers visit four learning stations led by trained volunteers, focusing on watersheds, groundwater, water sustainability, and the water cycle.**

**Water Cycle** – students track the movement of water molecules through the Arizona landscape reflecting its changing states of matter. The form and function of water varies depending on the molecules' position in the cycle. Students (and adults) reflect on how they fit into the closed circuit and the implications of human impact.

**Groundwater** – students manipulate groundwater models to interpret the connection between groundwater recharge and discharge. Precipitation flowing through the watershed percolates into the ground, while groundwater well-pumped for surface use (agriculture, mining, manufacturing, utility, etc.) affects the levels of surface water. Students reflect on how they might use/misuse groundwater.

**Watershed** – students gather insights into the features of a watershed, exchanges between the elements, and the effects of human impact. Water flowing through our resident watershed(s) supports all life in the region. Students reflect on how their behaviors may help or hinder watershed health and heat exchange.

**Water Sustainability** – students synthesize their water cycle, groundwater, and watershed reflections by connecting the challenges facing Arizonans to household water technology as well as mindful, sustainable, and practical personal choices. Students commit to water conservation!



# Water Festivals Make a Splash

**IN 2024-25, ACROSS ARIZONA,  
WATER FESTIVALS BROUGHT TOGETHER:**

**15,399**  
STUDENTS

**625**  
TEACHERS

**216**  
SCHOOLS

**1,302**  
VOLUNTEERS



*Water festivals foster a deeper understanding of water systems and sustainability while receiving positive feedback for their hands-on educational fun and community impact.*



*AWF's success is only possible due to the support of community sponsors and partnerships, who contribute resources and funding so that this program can reach over 35 communities across the state.*



*APW looks forward to continuing this success in the 2025-2026 school year with over 40 projected festivals, enhancing water stewardship across Arizona!*

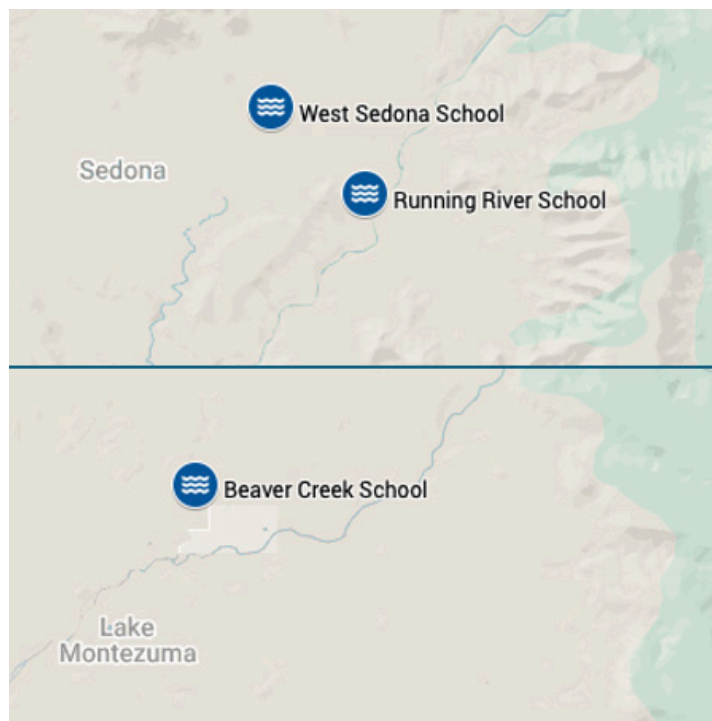


# Water Festivals Flow Into the Classroom

## The Sedona Water Festival Brings the Community Together

### Summary:

During the Arizona Project WET – Water Festival Unit of Study, 4th grade students explore the Arizona water cycle, map our regional watersheds, unearth the connection between groundwater and surface water, and learn how their behaviors impact water availability in Arizona. Students use this knowledge to develop accessible, community-focused solutions that simultaneously conserve water and promote sustainable decision-making. The guiding questions for this unit are, 1. Where is Arizona's water? and 2. What are the connections between people, water, and heat in the environment?



### By the end of this Unit of Study students will:

- **Track** the movement of water molecules through the Arizona water cycle
- **Demonstrate** understanding of how water moves through a watershed and the human impact of changes to that natural system; city surfaces affect the movement of water, and those changes can be **observed/measured**.
- **Model** aquifer recharge and discharge connecting water availability to human behavior
- **Act** as environmental stewards, conserving water through both behaviors and available technologies, supporting resilient solutions that benefit our biodiverse community.





# Sponsors & Partners

## Thank You to Our Dedicated Sponsors!



*"Some comments from my students are: 'I loved the water cycle bead activity! I traveled to so many places as water!' 'My team won the race! We saved the most water!' 'Wow! I didn't know these things even existed!' (speaking about the water conservation items like low flow shower heads and faucet aerators)."*  
- Participating Teacher



**CLUB  
WYNDHAM**



*"The Water Festival, in partnership with our classroom teachers, helps students to learn about how water moves within the natural system and how they as citizens can be better conservators of the precious resource that is water."*  
- William Kotter, Science Coordinator SUSD





# YOUR IMPACT

## Sedona Water Festival



### OUR FIRST YEAR OF PARTNERSHIP!

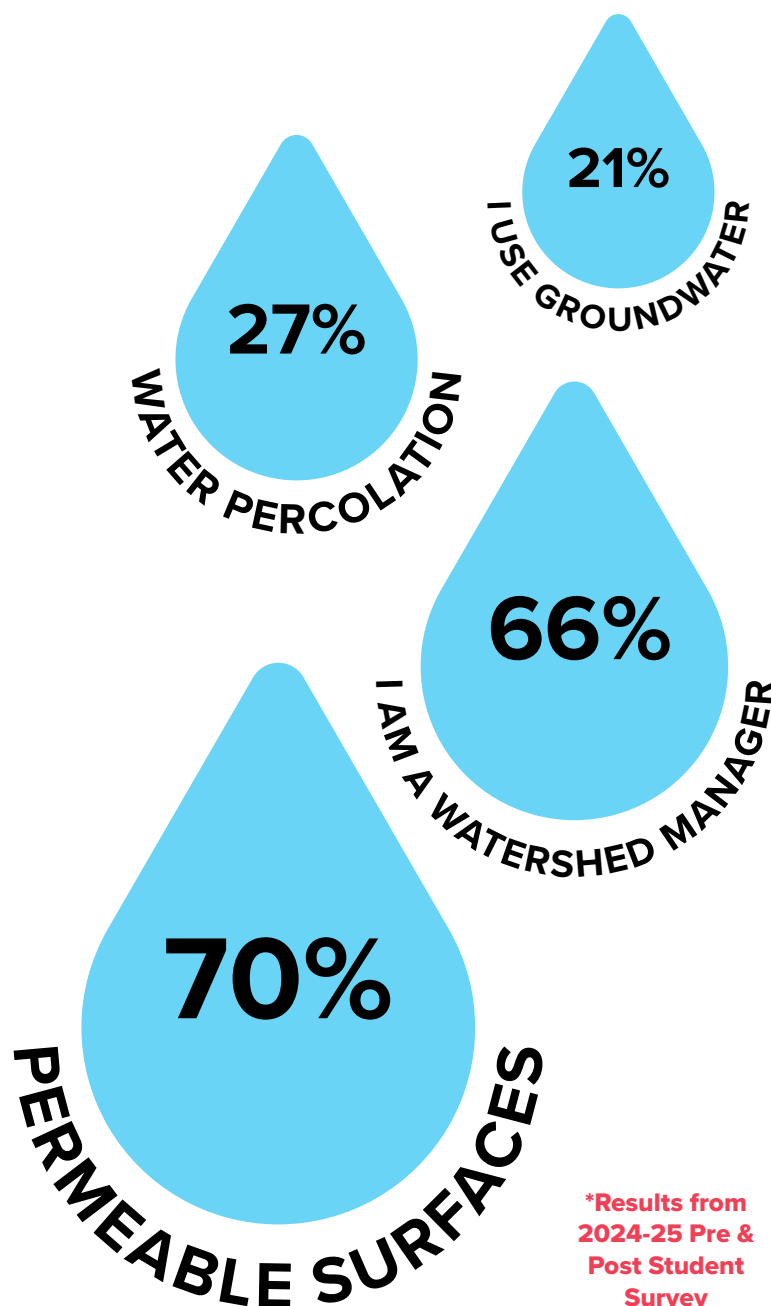
The 1st Annual Sedona Water Festival, held on October 10th, 2024 was a resounding success, highlighting the importance of water sustainability in Arizona.

**132** STUDENTS      **8** TEACHERS  
**21** VOLUNTEERS      **3** SCHOOLS

This event was a collaborative effort between Arizona Project WET, Beaver Creek School District, Sedona-Oak Creek Unified School District, Running River School, Club Wyndham, Arizona Water Company and the City of Sedona. It engaged 132 students and 8 teachers from 3 schools with the aid of 21 community volunteers.

Overall, the festival strengthened community commitment to water conservation, setting a foundation for ongoing collaboration and future successes.

### \*Average Increase in Student Understanding:



**\*Results from  
2024-25 Pre &  
Post Student  
Survey**



# Results You Can See



*"They did, lots of "whoa"s and "ooohh"s throughout the day." - Participating Teacher*

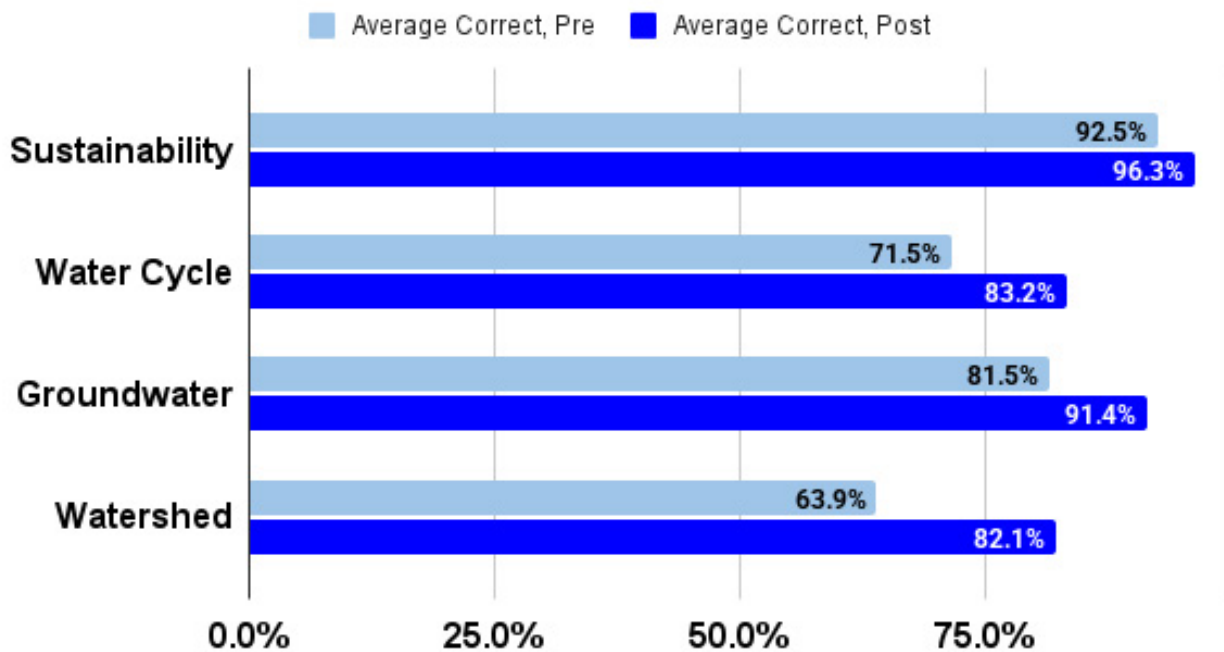
*"Very impactful, important and valuable. Plan to attend with my next class and further implement and integrate the information from the pre and post lessons." - Participating Teacher*



## MAKING WAVES

Teachers were asked to have students take a pre and post festival survey as part of the water festival program. The graph below displays the difference between the average correct answers before the unit of study and festival event, versus the average correct answers after the unit of study was completed.

### Sedona Water Festival Program Efficacy



Results from 2024-25 Pre & Post Student Survey

# EDUCATOR ENRICHMENT

## Teacher Trainings

The water festival unit of study kicks off with the teacher professional development workshop, which all teachers new to the program attend. During this workshop, APW instructors connect teachers with tangible reference points and supporting resources in physical science, engineering, and environmental science through exploration, inquiry, and technology.

### Educators receive:

- Examples of how to lead activities and lessons
- Relevant background knowledge and content
- The Project WET Water Festival Curriculum and other resources

These materials are designed to enhance and extend student learning before and after the festival.

## Results from 2024-25 Teacher Survey

Statement	Agree Strongly/ Agree
The Water Festival Program is very valuable/valuable in terms of student learning.	100%
My students are more likely to engage in water conserving habits as a result of participating in the Water Festival program.	100%
My students can describe what a watershed is and identify parts of a watershed.	100%
My students can model what groundwater looks like and how it moves.	100%
My students can identify the places that water can go within the water cycle.	100%
My students can identify multiple ways to conserve and protect water in their everyday lives.	100%

*"My students really enjoyed the water festival event. Some students were surprised that they were actually going to do hands on activities that correlated with the lessons."*

- Participating Teacher



*"I love attending the water festival because it takes a mundane topic like water and makes it applicable to the students' lives. They learn to appreciate the effort it takes for everyday items to be made, and may impact their consumption of certain products (or not to be wasteful)."* - Participating Teacher



# VOLUNTEER VICTORIES

**Volunteers are the cornerstone of the program.** At a Water Festival event, volunteers trained by APW contribute to their community and celebrate science and water stewardship by guiding hands-on learning activities that activate deeper understanding of key water ideas in Arizona fourth-graders. We are so grateful to our diverse pool of volunteers, from high school students and Master Gardeners to corporate and municipality employees who show up to share their unique water knowledge and introduce students to the many ways to be a water steward. With a minimum need of 36 volunteers per each full festival, it is truly this support that allows APW to reach so many students across the state.

## Results from 2024-25 Volunteer Survey

Statement	Agree Strongly/ Agree
After participation in this program, children will better understand Arizona's interconnected water resources.	100%
After participation in this program, children are more aware of how their water use decisions affect our water supply.	100%
After participation in the program, volunteers and other adults are more aware of water science and how their decisions affect our water supply.	100%
I believe the Water Festival program is important for student learning.	100%
I believe Arizona Water Festivals have a positive impact on the community.	100%

2024-2025

**1,302**

VOLUNTEERS

*"I believe the program has positively impacted our community by raising awareness about water conservation, and participating as a volunteer allowed me to see firsthand how education can inspire responsible water use." - Participating Volunteer*

*"The festivals are a valuable learning tool for students in Arizona, and the lessons have the perfect balance of learning/interaction."*

- Participating Volunteer







# Thank you!

The 2024-2025 Arizona Water Festival season was an outstanding success! Throughout the festival season, Arizona Project WET, with the help of numerous sponsors and partners, organized 37 water festivals, engaging 15,399 students, 625 teachers, 216 schools, and 1,302 volunteers through interactive water conservation education.

**As we look ahead to the 2025-2026 school year, we are excited to announce three new water festivals as we continue to expand our reach across Arizona!**

We sincerely thank you for your ongoing support and assistance, which make this meaningful and important work possible.

*Our programs are made possible through the generous support of sponsors, municipalities, and dedicated community members who collaborate to increase water stewardship across Arizona. We deeply appreciate your commitment to APW's programming!*



# AZ



## Arizona Project WET AWF Impact Report

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