



North Pacific Landscape Conservation Cooperative

*Communications & Outreach Subcommittee Meeting Summary
October 17, 2012*

Subcommittee members present:

Mike Tranel	National Park Service & Subcommittee Chair
Madeline Maley	BC Ministry of Forests, Land and Natural Resources Operations
Chris Tunnoch	BC Ministry of Forests, Land and Natural Resources Operations
James Partain	National Oceanic and Atmospheric Administration
Wayne Owen	US Forest Service
David Redhorse	Bureau of Indian Affairs
Katherine Cheney	National Oceanic and Atmospheric Administration

Others in attendance:

John Mankowski	North Pacific LCC Coordinator
Angie Thomson	Envirolssues
Daniel Brody	Envirolssues

Welcome and Introductions

Angie Thomson, Envirolssues facilitator, welcomed everyone to the NPLCC Communications & Outreach (COR) Subcommittee meeting. She reviewed the agenda and objectives for the meeting:

- Finalize the target audiences, objectives, communications tools, and performance measures in the Communications Strategy Matrix.
- Identify a timeline and process to draft the Communications and Outreach (COR) strategy.
- Begin discussing resources and a timeline for implementing the COR strategy.

Mike Tranel, National Park Service and COR Subcommittee Chair, also welcomed everyone and thanked them for participating. Mike said he was looking forward to continuing the progress on the COR strategy.

Subcommittee members introduced themselves.

Subcommittee Business

Meeting Summary

The subcommittee approved the August 13th meeting summary.

NPLCC Logo

Angie Thomson explained that the subcommittee needed to approve and recommend the NPLCC logo to the Steering Committee. John Mankowski, NPLCC Coordinator, indicated that the logo was developed to capture the diversity of the NPLCC region. It includes mountains, forests, and waterways as well as symbols highlighting the NPLCC's focus on both natural and cultural resources. He noted that tribal representatives approved using a totem pole in the logo. Additionally, he said that he had not received any negative feedback on the logo.

The subcommittee liked the logo and appreciated that John received tribal approval to use the totem pole symbol. Mike Tranel asked how the logo fits with other LCC logos. John answered that while each LCC is creating their own logo, most portray aspects of the LCC's regional ecosystem and geography.

The subcommittee agreed to recommend the logo for adoption by the steering committee.

Subcommittee Membership

John explained that after the last subcommittee meeting he contacted LCC partners to gauge their interest in participating on the subcommittee. He indicated that his conversations were positive but after hearing about the structure of the NPLCC, most partners would rather participate on the Partnership Liaison Subcommittee. However, John remarked that the steering committee is pleased with the progress of the COR Subcommittee and that the group can definitely make good progress to create a communications strategy.

Website Update

Angie presented a screenshot of the draft NPLCC website. She explained that recent work on the website has focused on increasing functionality and adding content. John explained that a beta test version of the site will be sent to the subcommittee and steering committee on October 29th for a short review and then will be launched on November 5th. John noted that his vision for the website is for it to be a repository of information for anyone interested in cultural and natural resources impacted by climate change.

James Partain, National Oceanic and Atmospheric Administration (NOAA), remarked that it is important for the website to highlight the NPLCC's strong focus on climate change as a landscape stressor.

National LCC Communications Update

John provided a brief update on work being done by a National LCC communications subcommittee led by David Eisenhauer. The national subcommittee is working to hire a communications coordinator, developing a template for bi-monthly reports on LCC activities, and creating a national LCC website. John said that he was invited to participate on the subcommittee but was interested to see if anyone on the COR subcommittee would be interested in participating. James Partain volunteered to represent the NPLCC on the national communications subcommittee with John as his alternate.

August NPLCC Steering Committee Update

John provided an update on the August NPLCC steering committee meeting. He and Angie briefed the steering committee on the progress of the COR subcommittee and received positive feedback on the work so far. The steering committee emphasized the importance of having evaluation measures to know that communications are effective.

Mike Tranel noted that the steering committee meeting summary indicates that one action item is to develop a map of Tribes and First Nations of the NPLCC. He asked who is working on that. John answered that a cartographer is working on the map and that it should be finished soon. Chris Tunnoch added that British Columbia has several database maps of First Nations in Canada and if the cartographer needs assistance locating them she is willing to help.

Communications Strategy Matrix

Angie Thomson explained that the latest version of the communications strategy matrix includes additional ideas from the steering committee. She reviewed the matrix including the four identified target audiences, the communications objectives, communications tools, and evaluation measures (Attachment A).

Angie discussed that there is need to revise the identified objectives to align with the overall NPLCC strategic plan. Additionally, the objectives need to be outcome based and measurable. She proposed that rather than discussing and wordsmithing the objectives as a full group that either a sub-group or NPLCC staff should work on revising the objectives and then review them as a subcommittee.

The subcommittee approved the proposal of tasking a sub-group to revise the communications objectives. The sub-group will include: Wayne Owen, Katherine Cheney, and Chris Tunnoch. The sub-group was tasked to meet the week of October 22nd.

The following are the key points noted during the subcommittee discussion:

- The subcommittee discussed who should be included in the general public. One member noted that there is a different set of tools and objectives to reach someone off the street versus an undergraduate student studying natural resources. The subcommittee also discussed whether work at the National LCC level was best for engaging the general public or not.
- Katherine Cheney, NOAA, discussed lessons learned from a recent communications planning effort dealing with Integrated Ecosystem Assessments. She recounted that they found it important to make objectives specific and measurable and that they decided to prioritize one target audience initially.
- The subcommittee discussed and decided to prioritize the target audiences as follows:
 1. Internal
 2. Policymakers/legislative staff
 3. Customers & contributors
 4. General public
- John noted that it might be useful to prioritize developing tools that can be used for multiple audiences.

Developing Communications and Outreach (COR) Strategy

Angie Thomson reviewed the schedule for developing the COR strategy (see below):



Angie asked for volunteers to help write the strategy. Katherine Cheney, David Redhorse, and Mike Tranel volunteered. Mike indicated that it will be helpful to identify the pieces of the strategy that need to be written and divide them up after the next subcommittee meeting.

Resources to Implement the COR Strategy

Angie Thomson explained that the NPLCC is interested in having a preliminary conversation about resources that could be leveraged to implement the COR strategy once it is adopted. John Mankowski indicated that implementing the COR strategy is an opportunity for partners to contribute resources to achieve the NPLCC's goals. John said that these resources could include money but also staff time and in-kind materials.

- James Partain indicated that all that NOAA could contribute currently is his time and energy. James noted he would be happy to write and supply content for various communications materials.
- Katherine Cheney said she works with a great graphics designer that might have time to support some NPLCC efforts. Additionally, she offered her time and writing. She also recommended contacting Sean Connolly at the US Fish and Wildlife Service to discuss social media.
- John remarked that other LCCs have hired communications staff. He is looking into how to bring in staff to work on communications including college interns or sharing staff with the Northwest Climate Science Center. He added that he appreciates everyone's time and commitment to the subcommittee.

Agency Specific Webinars

John Mankowski discussed an idea developed by the steering committee to host agency specific webinars. These webinars are an opportunity to help steering committee members communicate the work of the NPLCC to their own agencies. Each webinar would discuss the NPLCC's history, mission, funded projects, and how the LCC could help meet the agency's needs. John has scheduled three identical webinars with the US Fish and Wildlife Service in November. He will update the COR subcommittee following the webinars. Additionally, the webinars will be recorded and made available on the website. John noted that NOAA, the US Geological Survey, and the Northwest Indian Fisheries Commission are all interested in having specific webinars for their agencies. John asked the committee for their comments.

Chris Tunnoch indicated that British Columbia is establishing a learning series to increase system excellence. She thought that having the NPLCC present a webinar during the series would be a great way to raise awareness.

John added that the NPLCC is offering monthly science webinars that highlight information for resource managers. These are also being recorded and posted on the website.

Next Steps

Angie Thomson reviewed next steps:

- EnviroIssues will send a Doodle poll and schedule a meeting for Katherine Cheney, Chris Tunnoch, and Wayne Owen to discuss communications objectives the week of October 22nd.
- EnviroIssues will send a Doodle poll and schedule the next COR subcommittee meeting the week of October 29th.
- The subcommittee will receive the website beta link to review on October 29th.
- John Mankowski will provide James Partain with the information to attend the National LCC communications subcommittee meetings.

Mike Tranel thanked everyone for participating and Angie adjourned the meeting.

Attachments:

Attachment A: Communications Strategy Matrix