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## North Pacific Landscape Conservation Cooperative

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### Communications & Outreach Subcommittee Meeting Summary November 1, 2012

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#### Subcommittee members present:

Mike Tranel	National Park Service
Wayne Owen	US Forest Service
Lynn Helbrecht	Washington Department of Fish and Wildlife
Chris Tunnoch	British Columbia Ministry of Forests, Land and Natural Resources
James Partain	National Oceanic and Atmospheric Administration

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#### Others in attendance:

John Mankowski	NPLCC Coordinator
Mary Mahaffy	NPLCC Science Coordinator
Amanda	US Fish and Wildlife Service
Angie Thomson	Envirolssues
Jessica Engel	Envirolssues

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#### Welcome and Introductions

Angie Thomson, Envirolssues facilitator, welcomed everyone to the NPLCC Communications & Outreach (COR) Subcommittee meeting. Angie explained that a subgroup of the COR met to refine communications objectives and that the subcommittee will review these changes during the meeting. She reviewed the agenda and objectives for the meeting:

- Discuss and identify communications and outreach strategy priorities
- Assign members to write sections of the COR Strategy
- Confirm schedule to complete the draft COR Strategy

Mike Tranel, National Park Service and COR Subcommittee Chair, also welcomed everyone and thanked them for participating.

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#### Subcommittee Business

Given that many COR members did not have a chance to read through the October 17 meeting summary, Angie Thomson noted that members could send her any edits to the summary.

John Mankowski, NPLCC Coordinator, gave a brief update on the National LCC Communications Team. John explained that the Team is tackling similar issues to the COR and are currently focusing on a national LCC website. Additionally, the Team has been discussing LCC logos. They have developed a

branding and logo guide, which outlines best practices to follow when developing and using a logo. COR members asked if John could send them the National Branding Guide.

John also noted that during the National Communications Team discussion, it was clear that the NPLCC is slightly ahead of other LCCs in developing their communications strategy. Also, the LCCs in Alaska are creating a five page newsletter that highlights the work of each LCC working in Alaska. John heard positive feedback from other LCCs nationally on the work being done by the Alaska LCCs. John said he would send the Alaska newsletter to the COR.

### *Communications Objectives*

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John Mankowski explained that at the last meeting, the Subcommittee decided that the communications objectives needed to be refined. A subgroup reviewed the objectives and carefully reframed them to fit the NPLCC strategic plan and communications projects. The subgroup also ranked the communications tools for each target audience. Given the NPLCC's limited resources, it is important to prioritize target audiences and tools.

Angie Thomson reviewed the refined objectives for each target audience.

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

- The objectives were refined in a way to easily identify measures of progress and success. An important measure of success is ensuring that internal audiences are aware of various activities, projects, and tools of the NPLCC. This will help ensure that partners are not duplicating efforts.
- Ensure the objectives clarify that the focus of the NPLCC is to provide access to information and tools. The COR decided to add a new objective to discuss delivering products to users and partners.
- The need to be consistent when referring to customers either as stakeholders or partners. John Mankowski said he would talk with other LCCs and see if there is a consistent terminology that the NPLCC should use. The matrix should also include a footnote providing the definition of LCC partner and contributor.
- The communications tools for "Policymakers and Legislative Staff" need to be targeted to specific subjects of concern or interest. The subcommittee agreed that an important briefing material would discuss output measures of how and why the NPLCC creates value.
- Whether or not the public should be included as a target audience. COR members identified that the public is important because there may be individuals or partners who are not currently identified that may be interested in climate change and do not fit into the other target audiences. Using tools like the website and social media can quickly reach a large population without a lot of effort. The subcommittee decided that the public should be the lowest priority for the NPLCC but that there should be some work done so that they can easily access information.

### *Communications Strategy Prioritization*

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Angie Thomson explained that the subgroup had begun to prioritize communication tools. The tools highlighted in the matrix indicate that they are currently being developed, and those not highlighted are listed according to priority. She said that the subgroup also prioritized the target audiences as follows:

1. Internal

2. Policymakers and Legislative Staff
3. Customers and Contributors
4. Public

The subcommittee agreed with this prioritization of target audiences.

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

- It might be useful to show which communications tools are consistent among different target audiences.
- COR members were very interested in working on an e-newsletter. They indicated that the newsletter is a great source of information and can highlight new NPLCC products. Additionally, the subcommittee noted the e-newsletter could be a high value tool for all target audiences.
- The Subcommittee reviewed each target audience and list of communications tools and prioritized additional tools that are currently not being worked on.
- The Subcommittee should focus on the delivery of products and services.
- The matrix should also include a footnote providing the definition of LCC partner and contributor.

All changes to prioritization were captured in the Communications Strategy Matrix.

### *Draft Strategy Timeline*

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Angie Thomson said asked about assigning writing responsibilities for sections of the COR strategy. John Mankowski added that the COR strategy should include content that provides some description of the Communications Strategy Matrix. The draft COR strategy could then be shared with the Steering Committee.

The subcommittee identified the following strategy sections and writing assignments:

<i>Executive Summary</i>	Mike Tranel
<i>NPLCC mission and communications goals</i>	John Mankowski
<i>Process/Strategy</i>	James Partain/Mike Tranel
<i>Context of COR Strategy and NPLCC Strategic Plan</i>	Mike Tranel
<i>Assumptions</i>	Mike Tranel
<i>Target Audiences</i>	James Partain
<i>Objectives</i>	Katherine Cheney
<i>Tools</i>	Mike Tranel
<i>Evaluation Measures</i>	Mike Tranel
<i>Resources</i>	Mike Tranel

John Mankowski said that the audience for the COR Strategy will be the Steering Committee and that it will be included as a part of the NPLCC's overall strategic plan.

Angie Thomson reminded the subcommittee that the draft COR Strategy will need to be finished by November 26<sup>th</sup> so it could be shared at the next Steering Committee meeting.

### *Next Steps*

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Angie Thomson reviewed next steps:

- The Subcommittee will identify a time to have a meeting the week of November 12<sup>th</sup> to review a compiled draft COR strategy.
- COR members will write their assigned sections and send them to Angie to compile two days before the next COR meeting.
- Angie will send out a beta website link for the subcommittee to review the new website.
- John Mankowski will send out the National LCC Branding Guide and the Alaska LCC newsletter.
- John Mankowski will talk with other LCCs and see if there is a consistent terminology that the NPLCC should use.

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

*Attachments:*

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Attachment A: Communications Strategy Matrix