



North Pacific Landscape Conservation Cooperative

*Communications & Outreach Subcommittee Meeting Summary
August 13, 2012*

Subcommittee members present:

Mike Tranel	National Park Service, Subcommittee Chair
Lynn Helbrecht	Washington Department of Fish & Wildlife
Jason Holm	US Fish & Wildlife Service
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

Others in attendance:

John Mankowski	North Pacific LCC Coordinator
Mary Mahaffey	NPLCC Science Coordinator
Angie Thomson	Envirolssues
Daniel Brody	Envirolssues

Welcome and Introductions

John Mankowski, NPLCC Coordinator, welcomed everyone to the first Communications and Outreach (COR) Subcommittee meeting. Mike Tranel, COR Subcommittee Chair, also welcomed everyone and thanked them for attending the meeting. Mike noted that the mission statement of the North Pacific Landscape Conservation Cooperative (NPLCC) includes language about the coordination and dissemination of science, which is the focus of this subcommittee. Mike indicated he was looking forward to everyone's ideas and thoughts as the subcommittee moves forward.

Angie Thomson, Envirolssues, introduced herself as the facilitator for the subcommittee. Angie reviewed the agenda and meeting objectives for the meeting:

1. Convene the COR Subcommittee
2. Identify a regular meeting schedule and who else should participate on the committee
3. Provide subcommittee members with information about LCCs and the North Pacific LCC specifically
4. Identify elements of a communications strategy to use for internal and external communication and education
5. Identify potential resources, tools, and networks that members can use to implement the communications strategy

Angie asked each subcommittee member to introduce themselves and provide context for their experience with the NPLCC and communications and outreach work.

Overview of the NPLCC & COR Subcommittee Purpose

John Mankowski presented an overview of Landscape Conservation Cooperatives and the NPLCC. John identified that the NPLCC is one of 22 LCCs created to respond to large-scale stressors on cultural and natural resources.

For more detail on John's discussion, please review his presentation (Attachment A).

John noted that the NPLCC covers approximately 2,200 miles of coastal temperate rainforest, including marine areas, from Alaska to northern California. He outlined the NPLCC's organizational structure, mission, and goals. John also reviewed the types of projects the NPLCC funded in fiscal year 2011 and the priorities for fiscal year 2012.

Lastly, John discussed the purpose for the COR Subcommittee, highlighting the NPLCC charter, which states:

The Communications & Outreach Subcommittee is charged with developing and implementing... approaches for communicating the work of the NPLCC to the broader stakeholder community (pg. 7).

Subcommittee Membership

John Mankowski asked if there were other organizations that should be represented on the subcommittee. John indicated that the Charter allows the subcommittee to include members from organizations that do not have designated seats on the Steering Committee (e.g., NGOs, private businesses, etc.).

The subcommittee discussed the importance of achieving a geographic distribution of members, noting that current membership is skewed to the north end of the NPLCC region. The subcommittee also acknowledged the possibility of including participants to assist with specific tasks or projects rather than only relying on subcommittee members.

The subcommittee agreed that John should reach out and contact additional organizations to gauge their interest in subcommittee membership. Specifically, the subcommittee recommended he talk with the following groups:

- Alaska Ocean Observing System
- The Nature Conservancy
- Sierra Club
- The Audubon Society
- Theodore Roosevelt Conservation Partnership
- Tribes/First Nations

Elements of a Communications Strategy

Angie Thomson presented the basic elements that are often included in a communications strategy (Attachment B). Angie explained that EnviroIssues reviewed other LCC's communications strategies, particularly the Great Northern LCC, and pulled out the key elements to share with the subcommittee.

Angie asked the subcommittee if these elements should be used for the NPLCC communications strategy, if there were missing elements, and if they should be organized differently.

- Mary Mahaffey, NPLCC Science Coordinator, noted that the Science and Traditional Ecological Knowledge (S/TEK) Subcommittee has been developing a Science Strategy which includes a broad range of actions. These actions include the need to communicate and coordinate research, and as a result, the Science Strategy and Communications Strategy should have some connections and overlap.
- Lynn Helbrecht indicated the Communications Strategy should focus on leveraging and marketing the various products created by the NPLCC, including the Science Strategy.
- Madeline Maley indicated the importance to clearly identify differences between communicating in British Columbia versus the United States. She expressed a need to think through how British Columbia will be engaged in NPLCC communications.

After the brief discussion, the subcommittee adopted the communications framework as a template for the Communications Strategy.

Target Audiences

Angie Thomson then moved the conversation to discussing who the target audiences for NPLCC communications are. Angie discussed three potential target audiences for the NPLCC including: the 1) internal, 2) immediate external and 3) general public. Angie asked the subcommittee if these target audiences were accurate.

After some discussion, the subcommittee identified the need for four target audiences and broke them into the following categories (*Note – the terms for these categories are not finalized*):

1. Internal Audiences
2. Customers & Contributors (of climate-related science and information)
3. Policymakers & Legislative Staff
4. General Public

The subcommittee also identified the makeup of each audience:

<i>Internal Audiences</i>	<i>Customers/Contributors</i>	<i>Policymakers</i>	<i>General Public</i>
<ul style="list-style-type: none"> • Steering Committee • NPLCC Subcommittees • Staff • Tribal/First Nations Committee • Technical & Geographic Teams 	<ul style="list-style-type: none"> • Natural/Cultural Resource Managers • Scientists • Educators • Tribes/First Nations • Agencies • NGOs 	<ul style="list-style-type: none"> • Agency Leaders • Tribes/First Nations Leadership & Councils • Policy Staff • Legislators and legislative staff 	<ul style="list-style-type: none"> • General public

Communications Objectives and Tools

After identifying the target audiences, Angie Thomson opened the discussion to identify the communications objectives and tools that should be used to reach the four audiences. The subcommittee's discussion and ideas are captured in the Communications Strategy Matrix which is attached to this summary as Attachment C.

Next Steps

Angie Thomson led the subcommittee to a discussion of next steps and they determined the following:

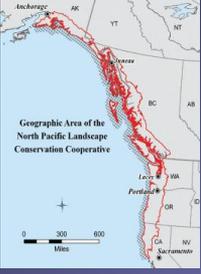
- EnviroIssues will work with NPLCC staff to fill in the Communications Strategy Matrix given the subcommittee's discussion and input. The subcommittee will review the changes and provide comments so a draft can be presented to the Steering Committee at their August 29-30 meeting.
- Subcommittee members will send comments on the draft website layout to John or Angie.
- Mike Tranel will work closely with NPLCC staff to write the Communications Strategy.
- The subcommittee will meet in mid September to continue developing the Communications Strategy.
- At the next subcommittee meeting John will report on what is happening at the National LCC level on communications and how we can leverage their products in moving forward.

Mike Tranel thanked everyone for participating in the meeting and Angie adjourned the meeting at approximately 12:00 p.m.

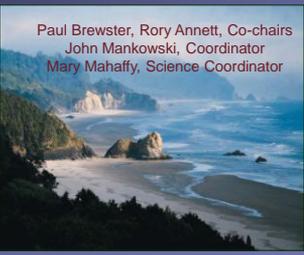
Attachments:

- A – NPLCC Overview Presentation by John Mankowski
- B – Communications Strategy Framework
- C – Communications Strategy Matrix

North Pacific Landscape Conservation Cooperative



Paul Brewster, Rory Annett, Co-chairs
 John Mankowski, Coordinator
 Mary Mahaffy, Science Coordinator



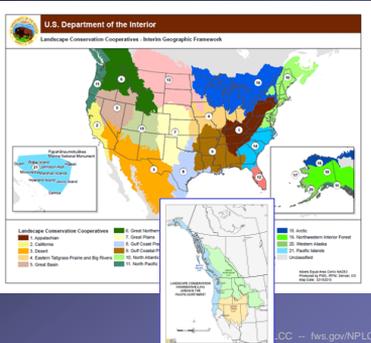
NPLCC Overview for Communications and Outreach Subcommittee
 10/13/12

Outline

- What do we have to talk about?
 - LCCs, in general
 - Overview of NPLCC
- COR Subcommittee – Purpose and structure



LCC Framework



- 22 LCCs and 8 CSC, 2009 Sec. Order
- Respond to large-scale stressors on cultural and natural resources
- Threats affecting more than one place or species.
- Focus on climate change impacts
- Forum to integrate transboundary efforts

LCC -- fws.gov/NPLCC

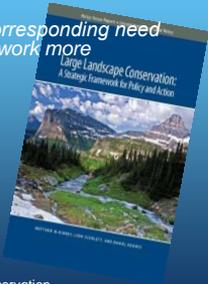
Why LCCs?

Report - Large Landscape Conservation:
 A strategic framework for policy and action
 McKinney, Scarlett & Kemmis, 2010

“...there is a gap in governance and a corresponding need to create informal and formal ways to work more effectively across boundaries.”

Barriers to Landscape Conservation

- Lack of scientific information
- Lack of capacity to organize
- Lack of a strategy to coordinate
- Fragmented financial investments



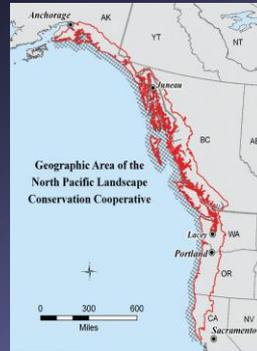
http://www.lincolnst.edu/pubs/1808_Large-Landscape-Conservation

What Will LCCs Do?

- Leverage funding, staff, resources
- Develop/share common goals
- Develop tools & strategies to inform landscape-scale planning and decisions
- Link science to management; facilitate information exchange among partners
- Contribute to the International LCC Network – promote national and international conservation (See Branding Guide)



North Pacific LCC



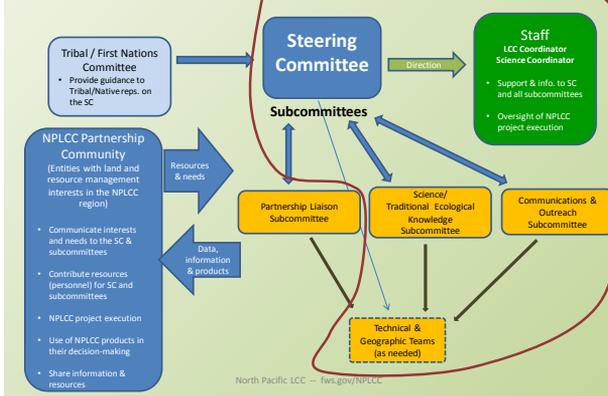
Includes entire range of Pac. Coastal Temperate Rainforests

Alaska
British Columbia
Washington
Oregon
California

- Extends over 2,200 mi. from north to south
- Approx. 204,000 sq. mi.
- Crest to the coasts
- Includes marine areas

North Pacific LCC -- fws.gov/NPLCC

North Pacific Landscape Conservation Cooperative



North Pacific LCC -- fws.gov/NPLCC

Mission Statement

Promotes development, coordination and dissemination of science to inform landscape-level conservation & sustainable resource management in the face of a changing climate and related stressors.



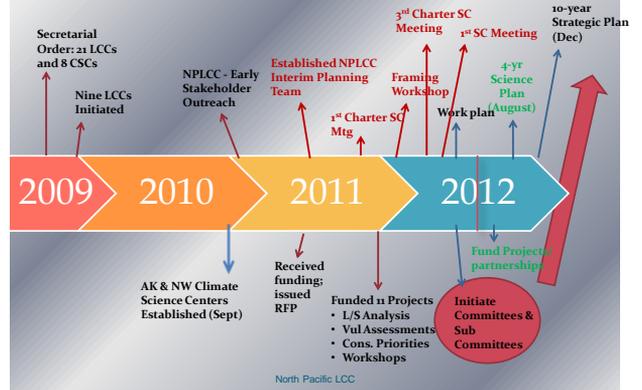
NPLCC Goals

- Maximize ability resource managers make informed decisions given climate change and related stressors
- Identify and address transboundary, landscape-level natural and cultural resource needs
- Identify priorities for applied science and other information for conservation/sustainable resource management
- Maximize availability and accessibility of data & information about large-scale stressors, impacts to natural & cultural resources, approaches
- Promote identification, use and sharing of science, traditional ecological knowledge, other relevant information
- Promote coordination and efficiency of efforts
- Promote awareness of effects climate change (ERCE)



North Pacific LCC -- fws.gov/NPLCC

NPLCC Timeline



11 FY11 Projects

New Landscape Scale Analysis & Information (3)

- CC Effects on PNW Wetland Ecosystems (UW Climate Impacts Group; P.I. – Hamlet)
- PNW Forest Soils: Drought Sensitive Areas (Cons. Biology Institute; P.I. – Bachelet)
- Modeling Sea-Level Rise : Humbolt bay NWR (USGS – Western Ecological Research Center; P.I. – Takekawa)



Vulnerability Assessment & Adaptation Planning (2)

- Vulnerability of Nearshore Species and Habitats to CC Effects (USGS Western Fisheries Research center; P.I. – Reusser)
- Planning for Climate Change: Case Studies in Willamette Basin and Protected Areas in British Columbia (UW; P.I. - Lawler)



Chehalis R. 2007, Western WA

Conservation Priorities (4)

- WA Connected Landscapes Project: Tools for Regional Connectivity & Climate Adaptation Planning (TNC; P.I. Brad McRae)
- Distribution & Abundance of North Pacific Birds in Context of future CC (PBRO Conservation Science; P.I. – Ballard)
- Effects of CC on Freshwater & Forest Ecosystems (Ecotrust; P.I.s – Bidlack and Mertens)
- Forest Landscape Corridors & Connectivity (University of Montana; P.I. – Landguth)



Workshops & Information Exchange

- Literature reviews and syntheses of existing CC research and tools (UW and UAS)
- Expert Focus groups for CC Impacts in marine and Freshwater Ecosystems (NWF; P.I. – Siemann)
- Data Integration Workshop with ACRC; (UAS, ACRC; P.I. – Goldstein).
- 3 Regional Workshops (Wildlynx, PNW Climate Conf., ACRC Symposium)



Five Major FY-12 Priorities



FY-12 Priorities

GIS Mapping

- Connect existing maps transboundary integration
- Create new data layers where appropriate

TEK as it relates to NPLCC

- Explore incorporation of TEK into natural and cultural resource management & monitoring
- Demonstrate and fill gaps



FY-12 Priorities

- Workshops to enhance partnership development and sharing information and science
 - Create NPLCC/CSC workshops
 - Science/data mgt and standards
 - Convene 3rd transboundary data integration workshop
 - Support PNW Climate Science Conference
 - Support WildLinks/connectivity conferences
 - Other possibilities



Communications/Outreach Subcommittee:

- ✓ Develop/implement approaches for communicating the work of the NPLCC to the broader stakeholder community
- ✓ Develop outreach/implementation strategy for consideration by the SC, and will implement those strategies that are approved by the SC
- ✓ . . . management of the NPLCC website, other ways to share information among partners, and means for promoting awareness and understanding by resource managers, resource users, and the public of the NPLCC and of the effects of climate change on ecosystems, resources, cultures, and economies.

Subcommittee Membership

- Current: NPS, USFS, WDFW, FWS, BIA, BC NOAA, Staff
- Others?
 - Tribes, NGOs, business?
- Suggest categories and names for staff to contact/brief.



North Pacific Landscape Conservation Cooperative Communications & Outreach Subcommittee

August 13, 2012

Communications Strategy Framework Handout

Background

- Organization overview
- Mission of the organization
- Purpose of the Communications Strategy and how it was developed

Communications Goals

Typical goals might include:

- Fostering engagement
- Increasing awareness and understanding
- Disseminating knowledge and information

Target Audiences

Target audiences describe who communications will focus on to achieve the communications goals. Each target audience should have identified objectives, communications tools, and evaluation measures.

Objectives

Objectives could include:

- Increase engagement and coordination on landscape-scale issues
- Increase understanding of how science can help inform decisions
- Increase access to science for use in decision making for landscape conservation
- Increase knowledge of the NPLCC

Communications Tools

Communications tools could include:

- Webinars
- Presentations
- Conferences/Events
- Website
- Newsletters
- Listserves
- Social Media
- Press Releases

Evaluation Measures

Evaluation measures determine how successful communication tools are at meeting the objectives and communications goals. These measures can be both qualitative and quantitative and can assist in future refinement of the Communications Strategy.



COMMUNICATION STRATEGY MATRIX

TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	COMMUNICATIONS TOOLS & FREQUENCY	EVALUATION MEASURES
(1) INTERNAL AUDIENCES			
<ul style="list-style-type: none"> • Steering Committee • Subcommittees • Staff • Tribal/First Nations Committee • Technical & Geographic Teams 	<p>Promote the awareness and understanding of the NPLCC and its products</p> <p>Encourage continued leadership to achieve common goals and set direction for the NPLCC</p> <p>Ensure common understanding of NPLCC mission & goals</p> <p>Encourage sharing staff/resources among partners and leverage funding opportunities</p>	<ul style="list-style-type: none"> • Committee in-person & virtual meetings • Meeting summaries • Annual reports • Website • E-newsletters • Webinars • Conferences • Workshops • Listserve 	<p># participants</p> <p>Participant evaluations/comments</p> <p>Website analytics</p>
(2) CUSTOMERS & CONTRIBUTORS			
<ul style="list-style-type: none"> • Natural/Cultural Resource Managers • Scientists • Educators • Tribes/First Nations • Agencies • NGOs 	<p>Maximize the ability of partners to make informed conservation and sustainable resource management decisions</p> <p>Coordinate efforts to inform research priorities within the NPLCC region</p> <p>Promote the use and sharing of science, traditional knowledge, and other relevant information</p> <p>Maximize the availability and accessibility of data and information</p> <p>Coordinate the efficiency of efforts occurring in the NPLCC region</p> <p>Promote the awareness and understanding of the NPLCC and its products</p>	<ul style="list-style-type: none"> • Annual reports • Website • E-newsletters • Webinars • Conferences • Workshops • Listserve 	<p># participants</p> <p>Participant evaluations/comments</p> <p>Website analytics</p>



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TARGET AUDIENCES	COMMUNICATIONS OBJECTIVES	COMMUNICATIONS TOOLS & FREQUENCY	EVALUATION MEASURES
(3) POLICYMAKERS & LEGISLATIVE STAFF			
<ul style="list-style-type: none"> • Agency Leaders • Tribes/First Nations Leadership & Councils • Policy Staff • Legislators and legislative staff 	<p>Maximize the availability and accessibility of data and information</p> <p>Promote the awareness and understanding of the NPLCC and its products</p> <p>Promote awareness of landscape level climate change impacts on natural and cultural resources</p> <p>Promote awareness of climate change-related policy and program at all levels</p>	<ul style="list-style-type: none"> • Website • E-newsletters • Webinars • Listserv 	<p># participants</p> <p>Participant evaluations/comments</p> <p>Website analytics</p>
(4) GENERAL PUBLIC			
	<p>Promote the awareness and understanding of the NPLCC and its products</p> <p>Promote awareness of landscape level climate change impacts on natural and cultural resources</p>	<ul style="list-style-type: none"> • Website • Social media – Facebook, Twitter, etc. 	<p>Website analytics</p>