



North Pacific Landscape Conservation Cooperative

*Communications & Outreach Subcommittee Meeting Summary
November 27, 2012*

Subcommittee members present:

Mike Tranel	National Park Service
Wayne Owen	US Forest Service
David Redhorse	Bureau of Indian Affairs
Chris Tunnoch	British Columbia Ministry of Forests, Land and Natural Resources
James Partain	National Oceanic and Atmospheric Administration

Others in attendance:

John Mankowski	NPLCC Coordinator
Mary Mahaffy	NPLCC Science Coordinator
Angie Thomson	EnviroIssues
Daniel Brody	EnviroIssues

Welcome and Introductions

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

- Finalize the draft COR strategy and recommend it for review by the Steering Committee
- Identify who will present the COR strategy at the December Steering Committee meeting
- Discuss resources and staff support to implement the COR strategy

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

Draft Communications and Outreach Strategy

Angie Thomson explained that the focus of the meeting was to review the COR strategy and the edits subcommittee members provided. Once the edits are discussed, Angie noted that the subcommittee will need to decide whether or not to recommend the strategy for consideration by the Steering Committee at their December meeting.

The subcommittee reviewed the COR strategy and noted the following points:

- The importance of highlighting climate change as the major focus of the NPLCC, while also indicating that LCCs work on additional landscape stressors. The subcommittee agreed to change language in the background section to make this clear.
- Align the strategy's goals with the numbering used in the NPLCC charter.
- Ensure consistent wording when referencing the strategy table that highlights the target audiences, communications objectives, communications tools, and evaluation measures.
- Clarify for the Steering Committee that the identified evaluation measures are potential measures, and that not all of the measures may need to be implemented in order to identify success.
- The need for a single editor to do a final review for grammar and formatting.

After their discussion, the subcommittee approved the draft strategy to be brought to the Steering Committee. John Mankowski, NPLCC Coordinator, explained that during the December meeting the Steering Committee will discuss the strategy and be given an opportunity to provide input. The final adoption of the strategy will occur at a later meeting.

Angie said that EnviroIssues will review the COR strategy for grammar and formatting and then will send it out to the subcommittee and Steering Committee. John added that the draft strategy will be posted on the new NPLCC website.

Presentation of the COR Strategy to the Steering Committee

John Mankowski noted that he is willing to provide support in presenting the draft strategy to the Steering Committee at their December meeting. However, he would appreciate it if a subcommittee member also assisted in presenting the strategy. Mike Tranel indicated that he may not be available to participate at the Steering Committee meeting. He will check the agenda and let John know if he can call in during the discussion of the strategy. If Mike is unavailable, James Partain, National Oceanic and Atmospheric Administration, and Wayne Owen, US Forest Service, indicated they would be on the phone during the meeting and could assist in the presentation. The subcommittee agreed that Mike, James, or Wayne would discuss the process for the development of the strategy. Then, John would discuss the details of the strategy with the Steering Committee.

The subcommittee discussed the importance of ensuring adequate resources and staffing to support the COR strategy. The subcommittee suggested that this be brought up and posed as a question to the Steering Committee. One recommendation was to create a table of topics or areas where resources were needed and have Steering Committee members begin filling in where they could offer support.

The subcommittee also recommended that James Partain provide a brief update to the Steering Committee on National LCC communications work.

Next Steps

Angie Thomson reviewed next steps:

- EnviroIssues will conduct a final review of the draft strategy for grammar and formatting

- John Mankowski will work on developing a presentation on the COR strategy and either Mike Tranel , James Partain, or Wayne Owen will assist in presenting it at the Steering Committee meeting
- James Partain will provide an update on National LCC communications work at the Steering Committee meeting.

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