

HO_15 – Goal 3 Work Plan Report Card

Goal 3. Engagement & Dialogue

**FY2014 Annual Steering Committee Meeting
5-Year Work Plan (“Report Card” updated August 2014)**

Notes:

- Several of the identified Tasks actually focus on work towards integration as part of the National LCC Network or Regional Coordination with neighboring LCCs or DOI Climate Science Centers. These Tasks are identified by the notation **[Network]**.

Goal 3: Create an on-going facilitated process to promote engagement and dialogue across the Appalachian LCC region			
Ranking {4.9}	Objective 3.1 -- Create ongoing opportunities for dialogue and enhance capacity for sharing among Cooperative Members	Completed	Update
Task 3.1.1	Assemble a glossary of terms to ensure a consistent use of terminology in all internal and external communications.	FY13: Completed	
Task 3.1.2	Maintain a list of communication staff/point-of-contact (POC) across the AppLCC area, and engage POC to enable conversations with Member organizations and partners about ongoing efforts (e.g., professional society meetings, organizational communication and public affairs officers and other communities of practice	FY13: Completed	FY14 update: AMJV Management Board recommends joint Communication Workshop – 1 st attempt did not generate sufficient response. Proposal may be revisited by AMJV and AppLCC staff in 2015.
Task 3.1.3	Pursue grants/funding opportunities to support the development and integration of a new, web-based communication media: On-line ‘brown bag’ panel discussion and real-time digital dialog [elements of this new model come from earlier platforms, e.g., Yale 360, Cambridge Nights, TED talks, etc.]		
Ranking {3.4}	Objective 3.2 -- Define strategies to engage regional land development, water delivery, roads and energy sector representatives	Completed	Update

Task 3.2.1	Identify and prioritize existing opportunities to address these communities of practices at ongoing meetings and events.	<i>(ongoing)</i>	FY 14 update (ongoing): <ul style="list-style-type: none"> • [Energy] Energy Build-out study • [Riparian Restoration (Aquatic Resources)] Staff and web developer offer hands-on training to EBTJV Partners (at Annual EBT meeting) • [Web Planning Tool/GIS “GeoNode”] hands-on training and orientation on use of Geospatial System (EBTJV Meeting Sept.).
Task 3.2.2	Identify, prioritize, and leverage opportunities to communicate to their constituencies and plug into their existing communications channels.	<i>(ongoing)</i>	FY 14 update (ongoing): staff working with TNC (Appalachian Energy Impact Analysis Communication Strategy). Leveraging the results of AppLCC-funded studies to engage energy and other sectors.
Task 3.2.3 + [Network]	Develop and communicate messages to these communities of practice about how their existing efforts fit with the work of the LCC (and National Network) and how integral their work is in contributing to the conservation matrix.	<i>(ongoing)</i>	FY14 update (ongoing): [Energy] AppLCC Communication staff working with Sr. Leadership and FWS-Region 5 Science Application staff.
Task 3.2.4	Define how broad and deep our reach needs to be (e.g., engaging county/municipal government and other civil society organizations)		
Ranking {3.7}	Objective 3.3 -- Serve as the focal point for dissemination of regional information	Completed	Update
Task 3.3.1	Host an Annual Stakeholder Meeting as a listening and feedback session to reach/access the Steering Committee. (ongoing) * FY13 update (task removed): At the April 2013 meeting the full Steering Committee agreed to drop this reference in the AppLCC Charter based on recommendations from the Executive Steering Committee acting as Finance Committee -- due to limited operating funding level	<i>(task removed)</i>	
Ranking {4.4}	Objective 3.4 -- Communicate the human dimension benefits of landscape conservation in terms relative to human dimensions	Completed	Update

	and values		
Task 3.4.1	Conduct a survey to identify key audiences and develop messages of concern to those groups (e.g., specific messages related to jobs, health, clean water, ecosystem services and cultural components, etc.)		FY14 update: [Cultural Resources /Human Dimensions] AppLCC staff working with NPS and SAMAB
Task 3.4.2	Communicate the impacts of major land use changes due to energy extraction, urban sprawl, and climate change. (ongoing)	<i>(ongoing)</i>	FY14 update (ongoing): [Energy] Staff working with TNC partners develop general communication strategy prior to release of FY12-funded RFP results (September).
Task 3.4.3	Utilizing appropriate social science tools and surveys, determine attitudes/values of target audiences and the most effective means to communicate with and engage those groups.		FY14 update: [Cultural Resources /Human Dimensions] Staff working with NPS and SAMAB partners

Details

Task 3.1.1	Assemble a glossary of terms to ensure a consistent use of terminology in all internal and external communications. <ul style="list-style-type: none"> FY13 update: Completed: initial list included in the 5-Year Work Plan
Task 3.2.1	Identify and prioritize existing opportunities to address these communities of practices at ongoing meetings and events. <p>FY 14 update (ongoing):</p> <ul style="list-style-type: none"> [Energy] A science-delivery focus of the Energy Build-out study can serve to identifying opportunities to address energy sector representatives, as well as other sectors (e.g., land development, water delivery, roads). AppLCC Communication staff working with Sr. Leadership and FWS-Region 5 Science Application staff. [Riparian Restoration (Aquatic Resources)] Staff and web developer offer hands-on training to EBTJV Partners (at Annual EBT meeting) on use of DST to aid in planning and prioritization of aquatic resources. [Web Planning Tool/GIS “GeoNode”] Expert developer and applcc web developer provide hands-on training and orientation on use of Geospatial System integrated into the AppLCC web planning portal (EBTJV Annual Meeting Sept.).