

Great Northern
Landscape Conservation
Cooperative

Communications and Outreach Strategy



greatnorthernlcc.org

Background

The Great Northern Landscape Conservation Cooperative (GNLCC) is a voluntary network of partners working to address common landscape conservation goals. Together, we identify commonalities among our efforts and build consensus to enact a regional approach to landscape conservation. We work across boundaries and jurisdictions, and share data, science, and capacity to achieve common goals.

We strive to enhance individual and collective partner implementation of landscape-level conservation. Through information sharing, capacity building, effective analysis and decision-support tools, and collaborative networks, we are creating efficiencies and reducing the challenges of working in complex ecological systems.



With support from GNLCC staff, the Steering Committee, Advisory Team, and Science Community and Partner Forums/Partnership Community guide the direction of the GNLCC



(diagram on left). Two collaboratively developed documents, the *Governance Charter* and *Strategic Conservation Framework*, provide the foundation for guidance (see documents at greatnorthernlcc.org/business).

The Strategic Conservation Framework, which was developed with input from interviews conducted in 2011 with members of the Steering Committee, Advisory Team and Partner Forum representatives, provides relevant information for addressing several key communications and outreach needs. Feedback obtained during webinars on science needs and delivery in 2010, and a workshop for federal land managers in 2011, provides additional information for understanding GNLCC audiences.

Organizational structure and function the Great Northern LCC

Strategy Components

The Communications and Outreach Strategy is designed to achieve the broad outcome of the GNLCC Strategic Conservation Framework: *Creating the conditions that enhance individual and collective partner implementation of landscape-level conservation*. Components of the Strategy are defined below and are addressed in detail on the following pages. Modifications to the Strategy will be made to support new opportunities or refine existing efforts.

<p style="text-align: center;">OUTCOME</p> <p style="text-align: center;">The GNLCC is creating the conditions that enhance individual and collective partner implementation of landscape-level conservation</p>	<p>Goal 1 Build and foster engagement in the GNLCC by increasing awareness and understanding of the role and value to collaborative landscape conservation</p> <p>Goal 2 Improve the exchange of knowledge and dissemination of science-based information, tools, and products to advance collaborative landscape conservation</p> <p>Goal 3 Increase opportunities to leverage funding and align existing programs and initiatives to enhance collaborative landscape conservation</p> <p>Goal 4 Build and foster engagement with Tribes and First Nations in collaborative landscape conservation</p>
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Primary audiences include Steering Committee and Advisory Team members, Partner Forums (conservation partnerships), Resource Managers (unit-level managers, field staff), Scientists (federal, state, tribes, nongovernment, university), Program Managers (regional and national program managers), and Tribes and First Nations (council members, resource managers).

Objectives primarily focus on achieving an increase in the involvement of the primary audience and access to needed science.

Tactics and tools are the methods or processes and the media/technology that will be used to communicate information to audiences. In addition to the tools identified in the table below, we will disseminate to all audiences, information on news and products through the website, e-newsletters and announcements, social media, press releases, etc. Delivering this information in suitable formats for mobile technologies should be explored.

Implementation of the strategy will require the identification of resources (staff time, costs, etc.) and assessment measures to determine how successfully the objectives are being met. Although we do not have baseline data from which to quantitatively measure objectives, information compiled from numeric counts, product analytics, and participant and product evaluations will be used to refine the strategy.

Goal 1: Build and foster engagement in the GNLCC by increasing awareness and understanding of the role and value to collaborative landscape conservation

AUDIENCE	OBJECTIVE	TACTICS AND TOOLS
Steering Committee	Increase leadership in order to achieve common goals and set direction for GNLCC	<ul style="list-style-type: none"> • Annual meetings (with field tour) • Bimonthly conference calls with interactive webinars • Invite to AT workshops • Communications pieces, at least 4/year (e.g., web and print formats of news, LCC National Network annual report, etc.) that provide updates of GNLCC progress and accomplishments, convey funded projects results, and highlight partner work and initiatives that contribute to GNLCC outcomes
Advisory Team	Increase participation in order to provide insights on landscape-scale issues to inform GNLCC conservation efforts	<ul style="list-style-type: none"> • Annual workshops • Invite to SC meetings to present AT results and recommendations • Monthly conference calls with interactive webinars • Communications pieces, at least 4/year (e.g., web and print formats of news, LCC National Network annual report, etc.) that provide updates of GNLCC progress and accomplishments, convey funded projects results, and highlight partner work and initiatives that contribute to GNLCC outcomes
Partner Forums	Increase engagement of landscape conservation initiatives through Partner Forums in order to increase effectiveness of landscape conservation efforts and build support for the GNLCC network	<ul style="list-style-type: none"> • Regular meetings and webinars (4-8/year) of each Partner Forum to share information and best practices and to coordinate actions toward addressing common needs and goals • Informational webinars (4-6/year) to highlight partner efforts and the impacts of their work • Participate in or support regional science conferences to share information about landscape initiatives, research, and tools • Communications pieces, at least 4/year (e.g., web and print formats of news, LCC National Network annual report, etc.) that provide updates of GNLCC progress and accomplishments, convey funded projects results, and highlight partner work and initiatives that contribute to GNLCC outcomes
Resource Managers	Increase engagement of local conservation activities in landscape-scale conservation efforts	<ul style="list-style-type: none"> • Annual GNLCC workshop/conference for sharing information, disseminating tools and results, and providing a forum for input • Participate in or support regional science conferences to share information about landscape initiatives, research, and tools • Communications pieces, at least 4/year (e.g., web and print formats of news, LCC National Network annual report, etc.) that provide updates of GNLCC progress and accomplishments, convey funded projects results, and highlight partner work and initiatives that contribute to GNLCC outcomes
Scientists	Increase engagement and coordination on landscape-scale issues	<ul style="list-style-type: none"> • Coordinate efforts with NW and NC Climate Science Centers and other scientists • Provide GNLCC assistance to facilitate effective outreach of funded research and relevant projects • Develop Science Teams as needed

Goal 2: Improve the exchange of knowledge and dissemination of science-based information, tools, and products to advance collaborative landscape conservation

AUDIENCE	OBJECTIVE	TACTICS AND TOOLS
Steering Committee	Increase understanding of how science can help inform decisions to meet agency / organization mission	<ul style="list-style-type: none"> • Select most relevant science tools and results to present at the steering committee meetings in order to inform dialogue and decision making
Advisory Team	Increase access to science for use in decision making for landscape conservation	<ul style="list-style-type: none"> • Communicate information through appropriate formats: <ul style="list-style-type: none"> ○ Training webinars, workshops, and field tours that are highly interactive and provide hands-on application of new knowledge ○ Informational webinars to share science ○ Publications, technical reports, syntheses, briefs, webpages, etc., that convey the application of products and tools, case studies, successes, lessons-learned
Partner Forums	Increase access to science for use in decision making for landscape conservation	<ul style="list-style-type: none"> • Communicate information through appropriate formats: <ul style="list-style-type: none"> ○ Training webinars, workshops, and field tours that are highly interactive and provide hands-on application of new knowledge ○ Informational webinars to share science ○ Publications, technical reports, syntheses, briefs, webpages, etc., that convey the application of products and tools, case studies, successes, lessons-learned ○ Participate in or support regional science conferences to share information about landscape initiatives, research, and tools
Resource Managers	Increase access to science for use in decision making for landscape conservation	<ul style="list-style-type: none"> • Communicate information through appropriate formats: <ul style="list-style-type: none"> ○ Training webinars, workshops, and field tours that are highly interactive and provide hands-on application of new knowledge ○ Informational webinars to share science ○ Publications, technical reports, syntheses, briefs, webpages, etc., that convey the application of products and tools, case studies, successes, lessons-learned ○ Participate in or support regional science conferences to share information about landscape initiatives, research, and tools
Scientists	Increase the exchange of information on science needed by managers to develop applicable research that will help inform decision making for landscape conservation	<ul style="list-style-type: none"> • Provide assistance to facilitate effective outreach of funded research and relevant projects through appropriate formats for resources managers • Coordinate efforts with NW and NC Climate Science Centers and with scientists funded by GNLCC • Participate in or support regional science conferences to share information about landscape initiatives, research, and tools

Goal 3: Increase opportunities to leverage funding and align existing programs and initiatives to enhance collaborative landscape conservation

AUDIENCE	OBJECTIVE	TACTICS AND TOOLS
Program Managers	Facilitate coordination so that program funding becomes more aligned to common regional goals and conservation efforts increase leveraging opportunities	<ul style="list-style-type: none"> • Initiate discussions on program alignment with agencies and organizations • Serve on committees that are working across jurisdictions and boundaries

Goal 4: Build and foster engagement with Tribes and First Nations in collaborative landscape conservation

AUDIENCE	OBJECTIVE	TACTICS AND TOOLS
Tribes and First Nations	Increase engagement of local conservation activities in landscape-scale conservation efforts	<ul style="list-style-type: none"> • Identify formats for best communicating information
	Create opportunities to support and integrate Traditional Ecological Knowledge into landscape conservation efforts	<ul style="list-style-type: none"> • Host meeting to discuss opportunities
	Facilitate coordination of opportunities for funding landscape conservation efforts	<ul style="list-style-type: none"> • Initiate discussions about current funding programs and support participation in relevant events such as workshops and conferences