

Goal 3: Create an on-going facilitated process to promote engagement and dialogue across the Appalachian LCC region

FOCUS: Focus on development of a cooperative set of messages for the AppLCC Cooperative Members to utilize with their key constituents and linking those messages to a broader audience that includes the general public. Address the creation of a transparent, cooperative, and inclusive process within which all interested parties can participate in meaningful dialogue for creating new ways of delivering conservation

GENERAL PRINCIPLE: Our conservation dialogue is multi-dimensional, fosters cooperation, understanding and relies upon joint decision making for communication and utilization. It is important to demonstrate our work is not outside of society, but directly benefits the things that are important to society – jobs, outdoor recreation, quality of life, preservation of heritage, and a clean and healthy environment. We will improve understanding of how to effectively target and connect with identified audiences and communicate the importance and collective benefit of our work.

Our efforts should:

- *Engage in meaningful multi-party dialogue that leads to ACTION.*
- *Create a community that rolls up its sleeves and takes action.*
- *Include traditional and nontraditional partners by making the link to society and the value of what we do the larger society.*
- *Provide a sense of accountability for conservation to the whole community.*
- *Create opportunities for sharing the AppLCC agenda and ensure adoption by others is easy and frictionless.*
- *Engage the general public.*
- *Make it easy to engage existing work and groups with minimal effort.*
- *Communicate how science helps inform landscape conservation.*
- *Explore opportunities for linking to societal activities that reinforce and reaffirm what lay-people think is important in their lives.*
- *Demonstrate to all participants in conservation how their efforts have contributed to landscape conservation and show the linkage between efforts.*

Key: #s below Objective Number in 1st column = Workshop SC Rank Score 1 (low) -5 (high) / Years to complete (estimate made by SC during Workshop)

Objective	Action/Task	Action to be taken by:				
			Underway/ Initiated	Short (~18 mo)	Medium (yr 2-3)	Long (yr 4-5)
3.1 {4.9/ 1.6}						
Create ongoing opportunities for dialogue and enhance capacity for sharing among Cooperative Members						
3.1.1	Assemble a glossary of terms to ensure a consistent use of terminology in all internal and external communications.	Staff				
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)	Staff working with Steering Committee	(began assembling list)			
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.]	Staff working with Steering Committee				
3.2 {3.4/ 1.8}						
Define strategies to engage regional land development, water delivery, roads and energy sector representatives						
3.2.1	Identify and prioritize existing opportunities to address these communities of practices at ongoing meetings and events.	Steering Committee with Staff support				
3.2.2	Identify prioritize and leverage opportunities to communicate to their constituencies and plug into their existing communications channels.	Steering Committee with Staff support				
3.2.3	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. (ongoing)	Staff and Steering Committee				
3.2.4	Define how broad and deep our reach needs to be (e.g., engaging county/municipal government and other civil society organizations)	Steering Committee with Staff support				
3.3 {3.7/ 2.1}						

Objective	Action/Task	Action to be taken by:	Timeline			
			Underway/ Initiated	Short (~18 mo)	Medium (yr 2-3)	Long (yr 4-5)
Serve as the focal point for dissemination of regional information						
3.3.1	Host an Annual Stakeholder Meeting as a listening and feedback session to reach/access the Steering Committee. (ongoing)	Steering Committee with Staff support <i>(with GS/contractor support 2012 – as SC LiveStream "Work Plan roll-out" = 1st such outreach)</i>				
3.4 {4.4/ 2.2} Communicate the human dimensions benefits of landscape conservation in terms relative to human dimensions and values						
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.)	Work Group with Staff support, contractor				
3.4.2	Communicate the impacts of major land use changes due to energy extraction, urban sprawl, and climate change. (ongoing)	Work Group, contractor				
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.	Staff, Work Group, contractor				