Feedback/interface primarily with	y SHC Component/ Project Description	Objective (Intent)	2013 GCPO Audience(s)	LCC Specific Communications Proje Message(s)	ects/Campaigns Tools & Tactics	Targets & Evaluation	
EDBACK please! aylor & Hillary	Cole's (SALCC) development of an outreach campaign to graduate students. Consider the use of social media and new web 2.0 online tools for this	Inform graduate students and young professionals in natural resources about Strategic Habitat Conservation, the Southeast Conservation Adaptation Strategy, and conservation priorities for the 21st century. The D larger objective is to engage students in thinking about landscape level conservation and changes, and how these will affect their work.	key schools in the GCPO LCC geography (undergraduate & graduate level). With input from the GCPO LCC steering	Habitat Conservation.	institutions to find out who graduate students are; create a database of contacts/listserves to invite them to participate in GCPO LCC student campaigns. Work with Jennifer Strickland. Explore the concept of "LCC	professionals who contribute their "stories" via the LCC websites and social media.	
All staff	Develop "success stories" and the story of resources/issues/ threats in each subgeography. Analyze gcpolcc membership to determine where we lack	 Ensure that everyone who visits the GCPO LCC website will gain a basic understanding of LCCs: their history, goals, structure and function. Provide or guide the conservation community to key GCPO research and product information. Ensure that our LCC community includes all of the types of expertise that the ASMT will need, 	the GCPO geography plus	TBD with LCC staff The LCCs are successfully supporting landscape scale conservation research, tool development, and improved land/ water management that will benefit all species and human communities.	 Add an introductory page to the website explaining the GCPO LCC; add more detailed project/product information and addition of widgets and tools as needed; additional changes based on staff/SC feedback. Send out a web community "recruitment" campaign via the LCC Communications Network after reworking the website. Develop "success stories" for the GCPO, to be disseminated via the website, newsletter, and national LCC communications. Analyze gcpolcc membership expertise; summarize with charts to identify potential 	google analytics of site visitation behavior before/after Add new gcpolcc members with expertise/positions that have been	
ohn	Biological Planning Adaptation Science Management Team communications network	and ensure that key leaders/programs are recruited to support and participate in the LCC. In collaboration with John Tirpak, develop an effective communications network among the ASMT, the SC and the GCPO LCC conservation science staff through the gcpolcc.org and/or Griffin Groups. Determine the ASMT's specific objectives for developing work products and collaboration to define detailed communications objectives. Use feedback from the ASMT and SC to facilitate and improve their communications.	Work with ASMT members to		areas of need. Provide information to SC on membership within their respective organizations and ask for feedback concerning key personnel who are missing. Continue to build and refine the gcpolcc.org membership database for use in identifying and recruiting people to assist with discrete ASMT tasks. Use this database to develop targeted messages for specific audiences, as needed. At minimum, use gcpolcc.org groups (or Griffin groups?) to facilitate sharing of data/communications. Other tools to consider include specialized open source	identified as important to the GCPO LCC. Target: TBD Evaluation of target: TBD	
reg	Steering Committee assistance for in-reach to each partner organization's staff	Conduct in-reach to reach all staff of each GCPC LCC partner organization, so that they better understand and support the GCPO LCC.	O SC and the staff of their organizations.	What is the GCPO LCC and how will it improve conservation? How will it assist me in my job? What can I contribute? How can I participate? How does the GCPO interface with surrogate species, SECAS and SWAPs?	 software (such as MeetingSphere) to promote collaboration, sharing of information and effective decision-making across the GCPO LCC geography. Develop a briefer, simpler version of the "value-added" powerpoint created by John Tirpak, the GCPO Science Coordinator, and presented at the fall 2011 ISC meeting. Ask SC members and others to present the LCC powerpoint to their staffs at least once during 2013 and in forums with other leaders. Build upon existing FWS executive mechanisms for sharing information to 	website members from each	
hn	Management Team to develop an initial list of desired expertise and potential candidates for conducting priority VAs. Assist in recruitment of individuals through phone and email correspondence.		ASMT members who agree to conduct VAs; Taylor Hannah; TWRA biologists Pandy English and Rob Colvin; Laurie Rounds' Gulf wetland VA group. Others recruited specifically for this purpose.	You know and care about these species, and we need your help to ensure their conservation. Conducting these Vulnerability Assessments is an opportunity to learn/ practice a new professional skill! By helping to ensure these species' future conservation in the face of climate change and urbanization, you are protecting your own legacy.		Target: produce VAs for ? species by March 2013. Evaluation of target: Number of VA's produced Percentage of target completed Number of people conducting VAs	
atherine & Rob	Gulf Coastal Plain Joint Venture (EGCPJV) Prescribed Fire Communications Strategy, once approved by the Board. Identify key outreach/ implementation steps with which the LCC Communications staff can assist (for example, outreach to communications partners, developing and disseminating fire messages through appropriate media.)	 t Identify priority communications/education/ decision support/partnership/fundraising needs where the EGCPJV can play a key value-added role in promoting and enabling more prescribed fire on important landscapes. There are many objectives detailed in the draft EGCPJV Prescribed Fire Communications Strategy [LINK]. Examples include the following, all within priority conservation areas identified by the EDGPJV: Promotion of Prescribed Burn Associations among private landowners. Educating private lands biologists and consultants about the open pine DST and its use, particularly as it relates to prescribed fire. Educating rural real estate agents and providing outreach materials for their customers - the target audience is new landowners who are predominantly interested in owning land for recreation/wildlife purposes. 	 will be determined when spreadsheet of contacts (See Sheet 2) is near complete. private land consultants, both foresters and wildlife – develop spreadsheet of contacts (see Sheet 3) large land-owning agencies/businesses – develop spreadsheet of contacts rural realtors (?) – develop 	<pre>state/ngo private lands biologists: We have tools/information/ communications capacity/fundraising opportunities that can help you partner with key agency staff - such as those who grant burn permits - as well as motivated private landowners. private land consultants: We can provide land management resources and tools to make your job easier/more profitable. large land-owning agencies/ businesses: The importance of fire in your landscape - here are resources that will assist you in introducing/managing prescribed fire. rural realtors: Your customers will appreciate information on various programs that can assist them in managing their land for wildlife and habitat values. wildlife recreationists: The importance of fire in the landscape - your role as a wildlife supporter and advocate.</pre>	owning agencies/businesses. Use the Private Lands Contacts and other lists to begin implementing the Prescribed Fire Strategy. Reach out, coordinate activities, identify priorities, and collaborate in fundraising and dissemination of important habitat conservation/management information and tools. (Use of the Private Lands contacts will serve as a demonstration of how additional sets of contacts can be used to reach specific	Targets and their evaluation will need to be defined for each specific objective within the EGCPJV Prescribed Fire Communications Strategy. The following is an example related to Prescribed Burn Associations (PBAs).Target: In collaboration with state private lands biologists and state Rx Fire Councils, select 1 region within each state of TN, AL, and MS to incubate and establish a PBA.Evaluation of target: Number of PBAs formed after one year.Total number of landowners participating in new PBAs. Number of landowners trained in Rx Fire. Number of acres burned by PBAs Number of acres burned by PBAs.See Sheet 5 for an example of detailed actions to implement a communications campaign related to promoting Prescribed Burn Associations in priority areas within the EGCPJV & see Sheet 6 for evaluation measures of the campaign.	
net		Assist in achieving key communications goals within the I&M Network. Create bat monitoring network that extends beyond refuge system.	TBD in collaboration with I&M Staff: National Wildlife Refuges State Wildlife Management Areas State Parks (?) National Forests (?) National Parks (?)	Messaging TBD in collaboration with I&M Staff	TBD	Target: TBD Evaluation of target: TBD	
OTENTIAL FUTURE AMPAIGNS		Finalize and begin implementing Develop Desired Forest Conditions communications strategy. This campaign will focus first on BLHW DFCs and could then be reconfigured for open pine DFCs as well, incorporating lessons learned.			Continue development of private landowner expert database. Use this in conjunction with the gcpolcc.org contacts database to disseminate DFC information and products.		
atherine & Greg	Assist in developing a 2013 DOD Legacy proposal for an online open pine DST tool and targeted military installation/personnel communications to increase awareness of the tool.)					