

2013 Southern Rockies Landscape Conservation Cooperative

Draft Communications Plan

Updated: August 17, 2012

Background:

“The Southern Rockies Landscape Conservation Cooperative (SRLCC) is a self-directed partnership of state, federal, tribal, and non-governmental organizations dedicated to integrating science and management expertise to support sustainable outcome-based conservation delivery.

The SRLCC is part of a seamless national network of LCCs focused on meeting the shared needs of partner organizations. The SRLCC identifies shared priorities, develops spatially-explicit resource stewardship goals, and provides scientific decision support for resource management.

The SRLCC Governance Document identifies “Communicating relevant science information and SRLCC activities and opportunities to partners and users” as a specific function and service of the partnership. To ensure effective and relevant communication of the partnership’s science, activities and opportunities the following 2013 Communications Plan provides a framework to address communication goals and objectives.

Communication Goals:

- To effectively communicate the conservation successes of the SRLCC to the partners and public.
- To distribute scientific data and information supporting shared priorities and resources management decisions while raising awareness to approaching needs.
- To develop communication products on issues of mutual interest to SRLCC partners.

Implementation:

The SRLCC is one of 22 LCCs across the continent, recognized as a network of science-management partnerships working to develop a shared understanding of environmental change to inform and facilitate collaborative action for resource conservation and adaptation. Therefore this communication plan addresses communication implementation to meet the needs of the SRLCC as well as the SRLCC’s role in supporting communication needs for the larger LCC network. Each LCC is uniquely suited within a climate and landscape driven eco-region to deliver targeted conservation in a cost effective concentrated and measurable way.

The LCC communication products will support committee, agency and external audiences through:

1. Updated and current factsheets
2. Project factsheets
3. An independent website with interactivity and partner presence
4. Quarterly email to the steering committee
5. Multiple in person meetings
6. Workshops and outreach
7. Participation on the National LCC Communications Work Team

Communication Deliverables

Deliverable Product	Medium and use	Date
News Release	Steering Committee to announce selected	??? when are

	projects through a news release and distribute to local newspapers. Ideas?	projects selected
Event	Workshop and committee meeting in AZ	Oct/Nov
Web Site	Logo-Branding, inactive, blog, photos, signup and contact sections.	Nov/Dec
Supporting Documents	News Release Key Messages Communication Plan Fact Sheets Webinars	Jan/Feb
Social Media	Blog, photo share site,	Spring/Summer
Success Stories	Highlight the completed projects from prior year's funding	Summer 2013
Before and After Photos	These can be used in blog, annual report and other applications.	Ongoing

Audiences:

Groups with an interest in conservation of natural resources. The LCC integrates well into the shared priorities of federal agencies, NGOs, and Non-profits spread across the nation.

Marketing communications tactics

The LCC communication efforts will coordinate, leverage and amplify the communications efforts for each shared priority using traditional tactics including:

- Fact sheets
- Website
- Project-focused success stories
- Webinars
- Integrated efforts with communication staff of our partners

Key Messages - (What you want to say about the LCC to the public).

- The LCC helps identify shared priorities for the management and conservation of land, water, air, aquatic ecosystems, wildlife and cultural resources.
- The LCC contributes to the development of science based data for decision making.
- The LCC is a coordinated approach to identify shared priorities, improve capacity, create synergies, and avoid duplication between partners with a shared interest in conservation.
- The LCC creates an environment where everyone comes to the project with a different tool in their belt, creating opportunities to leverage available tools and learn about new ones.

- The broad based makeup of the SRLCC Steering Committee helps ensure informed conservation actions.
- The LCC helps monitor and evaluate landscape scale indicators, test scientific assumptions, and evaluate effectiveness of conservation actions to inform adaptive management decision making.
- The LCC communicates relevant science information, activities and opportunities to its partners, resource managers and researchers.