

**North Atlantic Landscape Conservation Cooperative
Steering Committee Meeting
April 12, 2017, Norfolk, Va.**

Summary of Rollout and Communications Process for *Nature's Network*
(formerly Regional Conservation Opportunity Areas or RCOAs)

Overview of Communications Plan for *Nature's Network* launch

Leads:

- Bridget Macdonald (North Atlantic LCC Communications Coordinator)
- David Eisenhauer (U.S. Fish and Wildlife Service, Northeast Region Public Affairs)
- Steve Fuller (North Atlantic LCC Science Delivery Coordinator)
- Judy Stokes-Weber (Communications and branding consultant)

***Nature's Network* communications subteam:**

- Michale Glennon (Wildlife Conservation Society Adirondack Program)
- Chris Burkett (Virginia Department of Game and Inland Fisheries)
- Brian Hall (Harvard Forest)
- Mitch Hartley (Atlantic Coast Joint Venture)
- Bill Labich (Highstead Foundation)
- Jennifer Greiner (U.S. Fish and Wildlife Service, Chesapeake Bay Program)
- Mike Slattery (U.S. Fish and Wildlife Service, Chesapeake Bay Program)
- Ken Elowe (U.S. Fish and Wildlife Service, Science Applications)

Communications Goal:

- Generate awareness and excitement about *Nature's Network* and the positive impact the products will have on conservation in the Northeast
- Provide larger context for why this effort is important to people, communities and wildlife, what it will achieve and how it can be applied for improved conservation outcomes.
- Equip partner organizations with messages and materials to consistently communicate about *Nature's Network* to their constituencies
- Provide access to the datasets and tools and guidance on how to use them through supporting materials, and upcoming workshops/training
- Highlight the role of partner organizations in making this effort possible both by shaping the vision and developing the products
- Highlight the role of the North Atlantic LCC in facilitating the process as part of our mission to support collaborative, large-scale conservation

Target Audiences:

- *Nature's Network* Team Members
- North Atlantic LCC partners

Handout 7

- FWS
- State agencies
- NGOs
- Funding agencies (e.g. NRCS)
- Land trusts

Key Messages:

Nature's Network...

- Reflects scientific consensus from experts across the 13-state conservation community.
- Represents a collaborative vision for the future of a shared landscape.
- Offers practical tools that empower people working at different scales to:
 - Act strategically to protect the wild things and places we all care about
 - Look ahead to make better investments today
 - Maximize limited resources in the face of increasing threats
 - Reinforce local priorities with regional perspective
 - Find meaningful opportunities to work together

Communication Materials for launch:

- Email announcement to partners
- News announcement for North Atlantic LCC website, LCC Network
- Key message points
- Overview fact sheet
- Website

Timeline: Key dates, actions, and leads

Date	Action	Lead
Friday, February 17	Day-long RCOA branding meeting facilitated by Judy Stokes Weber at the FWS Regional Office with LCC staff and members of communications subteam	Judy, Bridget, and Dave
Tuesday, February 21	Output from branding exercise shared with subteam members for input	Bridget and Dave
Thursday, February 24	Short list of candidate names and taglines shared with subteam	Bridget and Dave
Thursday, March 9	Final recommendation for name shared with subteam	Bridget and Dave
Thursday, March 16	Working title shared with Steering Committee for input	Dave and Ken
Wednesday,	Draft version of <i>Nature's Network</i> fact sheet	Bridget

Handout 7

April 5	completed for Steering Committee	
Thursday, April 7	Review of <i>Nature's Network</i> website content/layout	Bridget and Colin Stief, consulting web developer from Chesapeake Bay Conservant
Wednesday, April 12	Communications update for Steering Committee	Bridget and Scott
Wednesday, April 19	Share final drafts of communications materials with team for review: <ul style="list-style-type: none"> ● Fact sheet ● Key points ● Website ● Email announcement ● News announcement ● Blog post 	Bridget and Dave
Monday, April 24	Target date for launch: <ul style="list-style-type: none"> ● Email to FWS SA and LCC in HQ ● Email announcement (and associated outreach materials) to FWS leadership ● Email or news blast to all FWS employees (linking to website) ● Post on North Atlantic and Appalachian LCC websites ● Publish FWS blog with partner testimonials 	Team