

Background

The North Atlantic is home to a wide and important variety of natural resources. It encompasses diverse coastal and inland ecosystems and habitat types, major river systems such as the Connecticut River, and a hugely diverse community of living resources including federally listed and candidate species such as the Atlantic salmon, Canadian lynx, and piping plover. Containing only 7% of the United States' land mass, almost 17% of the population resides in the Northeast – making the influences of people an integral part of the region's complex environment. As populations grow in a changing climate, stressors such as habitat loss are increasingly putting the North Atlantic's natural heritage at risk.

The North Atlantic landscape conservation cooperative (LCC) was formed in 2009 as a broad-based partnership to provide the science necessary to do strategic conservation of our natural and cultural resources across a geographic area that spans 12 states, four provinces, 12 federally recognized Tribes, and the District of Columbia. Please refer to the organization chart in Appendix A.

Below you will find the vision and mission statement of the North Atlantic LCC as developed by the Steering Committee. This can also be found in Appendix B –this includes a list of the components and goals of the North Atlantic LCC.

Vision: Landscapes that sustain our natural resources and cultural heritage maintained in a healthy state through active collaboration of conservation partners and partnerships in the North Atlantic region.

Mission Statement:

The North Atlantic Landscape Conservation Cooperative provides a partnership in which the private, state, tribal and federal conservation community works together to address increasing land use pressures and widespread resource threats and uncertainties amplified by a rapidly changing climate. The partners and partnerships in the cooperative address these regional threats and uncertainties by agreeing on common goals for land, water, fish, wildlife, plant and cultural resources and jointly developing the scientific information and tools needed to prioritize and guide more effective conservation actions by partners toward those goals.

Communications Goals

Develop effective communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership, attract new partners, support existing funding and seek new funds, improve internal and external relations, and raise awareness of LCC priorities targeted to specific audiences.

Key Audiences

Communications efforts will target several broad and targeted audiences in an effort to meet the North Atlantic LCC's Communications Goals. These audiences were identified by the North Atlantic LCC Steering Committee in a November 17, 2010 meeting.

Broad Audiences

Partners: Includes, but is not limited to, employees of Federal, State, Tribal, and provincial agencies; university partners; and non-governmental organizations.

External: Includes, but is not limited to the general public, national news media, local news media, and local communities.

Targeted Audiences

Scientists: Integral part of the LCC's success will be engaging scientists to create a network of researchers with identified areas of expertise. Engaging scientists through conferences, universities, DOI Climate Science Centers, Cooperative Fish and Wildlife Research Units, Cooperative Ecosystems Study Units and through their organizational affiliations will be vital to the success of the North Atlantic LCC science initiatives.

Local Volunteers, Land Trusts, Municipalities and Non-profit organizations: Because many of these groups are engaged in conservation delivery at a local level, it will be important to reach out and incorporate their work with that of that of the North Atlantic LCC. This may mean inviting some individuals to sit on technical teams or involving them in demonstration projects.

“Young People” – ages 15 – 30: Young people need to be aware of and engaged in the ideas driving LCCs. Because they are the future of conservation, the Steering Committee identified this audience as critical to the future success of LCCs. Outreach should begin with this age groups through identified conservation channels such as universities and youth programs.

Congress: Critical for continued support and the sustainability of LCCs will be the Congressional audience. This audience needs to be assured that the North Atlantic LCC is critical to the future of conservation in the region through demonstrable outputs. Congressional outreach should take place twice in 2011, once in early summer as an LCC 101 session and again in the fall to demonstrate our successes.

Messages

What is the North Atlantic LCC's core message? What is the most important thing to express?

Recommendation: Megan and Andrew prioritize messages and update the plan accordingly.

Resources

The U.S. Fish and Wildlife Service has committed to staffing a part-time communications coordinator position for the North Atlantic LCC. The communications coordinator is responsible for all materials and outreach to date regarding the North Atlantic LCC. Moving forward, the communications coordinator is working with the steering committee to develop a communications team to support the outreach efforts of the North Atlantic LCC and when and how organization would like to be represented. For a list of the communications team, see Appendix C.

Action Plan

The communications goals above were used as the basis for this action plan.

Goal 1: Develop effective communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership.

Action Items:

1. Finalize a comprehensive outreach strategy for 2011.
2. Finalize the organization chart to ensure coordination and flow of information.
3. Develop a way for partners and partnerships to post and share information online.
4. Create a list of communications contacts designated by the Steering Committee.
5. Create, deliver, and update a broad range of communications products to support the North Atlantic LCC's growth.

Goal 2: Attract new partners.

Action Items:

1. Identify specific groups that need to be, but are not yet, involved in the North Atlantic LCC.
2. Create, deliver, and update a broad range of communications products to attract new partners.
3. Design websites including social network features to reach and attract new partners

Goal 3: Support existing funding and seek new funds.

Action Items:

1. Reach out to potential funding sources.
2. Create, deliver, and update a broad range of communications products that demonstrate how funds are used.

Goal 4: Improve internal and external relations.

Action Items:

1. Create a North Atlantic LCC brand – this includes generating logos, standard publication format, etc.
2. Create, develop, and update materials that can be customized by any organization to convey key information about the LCC.
3. Finalize a dynamic North Atlantic LCC Web presence.

Goal 5: Raise awareness of LCC priorities targeted to specific audiences.

Action Items:

1. Reach out to specific target audiences.
2. Create specific materials for audiences as needed.

Action Plan + Deliverables

Key to Audience Descriptions:

P = Partner Audiences, E = External Audiences, S = Scientists, L = Local Volunteers, Land Trusts, and Non-profit organizations, Y = “Young People” – ages 15 – 30, C = Congress

Lead = Person responsible for tracking and completing the deliverable.

See Appendix D for the Action Plan deliverables.

See Appendix F for a list of existing communications materials.

Timing

The North Atlantic LCC should use a staged approach in their specific outreach efforts and take advantage of collaborations with partners, special events, and other opportunities as appropriate.

Recommendation:

1. The North Atlantic LCC develop a calendar of events that could be used for outreach efforts.
2. Engage in a prioritization of the Action plan deliverables to create a calendar for outreach expectations throughout the year.

Evaluation

In calendar year 2011, it is important for the North Atlantic LCC to be able to track the effectiveness of messaging and communications with their target audiences.

Recommendations:

1. Conduct several surveys throughout the year to evaluate partners attitudes toward the North Atlantic LCC and inreach efforts.
2. Use Web analytics tools to track Website use by partners and the public.

North Atlantic LCC Steering Committee

Composed of representatives from state and provincial agencies, federal agencies, tribes, NGOs, and the academic community.

- Serve as the NALCC's executive body for decision making
- Promote cooperation, coordination, consolidation of information and collaboration among partner organizations to support the goals and objectives of the NALCC.
- Determine the coordination, planning and science activities that the NALCC will undertake.
- Work collectively to identify funding opportunities and other available resources (e.g., staff, in-kind services)

Science and Technical Team

- Integrate and synthesize the science needs of existing partners and partnerships
- Make recommendations to the North Atlantic LCC Steering Committee for additional science projects and capacity
- Monitor ongoing LCC projects and develop a long term science strategy for the LCC

Staff

North Atlantic LCC Coordinator

- Lead the prioritization of science needs and projects
- Facilitate and coordinate the development of the LCC
- Provide recommendations to the Steering Committee

Communications Team

- Coordinate with Communications Coordinator on inreach and outreach materials

Communications Coordinator

- Coordinate with Steering Committee and Coordinator to develop inreach and outreach strategies that enhance the goals of the North Atlantic LCC

Appendix A

DRAFT North Atlantic LCC Organization Chart (v.2)
January 2011

North Atlantic Landscape Conservation Cooperative

Vision, Mission and Goals

Vision: (vision for the future, future desired condition)

Landscapes that sustain our natural resources and cultural heritage maintained in a healthy state through active collaboration of conservation partners and partnerships in the North Atlantic region.

Mission Statement: (purpose of LCC)

The North Atlantic Landscape Conservation Cooperative provides a partnership in which the private, state, tribal and federal conservation community works together to address increasing land use pressures and widespread resource threats and uncertainties amplified by a rapidly changing climate. The partners and partnerships in the cooperative address these regional threats and uncertainties by agreeing on common goals for land, water, fish, wildlife, plant and cultural resources and jointly developing the scientific information and tools needed to prioritize and guide more effective conservation actions by partners toward those goals.

Components and Goals (what the LCC does)

Coordination and Organization: Provide structure, staff and process that brings together and coordinates partners, develops consensus on common goals (resource outcomes), builds on and integrates existing partnerships and capacity, leverages and generates funding and other resources, prioritizes and develops scientific information and tools to make conservation more effective and evaluates progress towards resource outcomes by partners and partnerships within the LCC area and as part of the LCC national network.

Ecological Planning: Compile, organize and provide information from existing partners and partnerships on status, trends, current and emerging threats and limiting factors for priority fish, wildlife and plant species and cultural resources; agree on regional objectives for these species and resources; and assess their relationship to limiting factors, habitats and landscapes to provide a scientific basis for conservation actions.

Conservation Design: Develop and provide tools and information to guide decision makers and inform conservation actions to more effectively address threats, limiting factors and uncertainties and efficiently achieve objectives and ensure functional systems under current and predicted future conditions and link site-scale actions to landscape and regional scale goals.

Demonstration Projects: Support implementation actions designed to test, validate and improve scientific information and tools developed by the LCC to enhance the ability of our lands and waters to sustain fish, wildlife, plant, cultural resources and unique ecosystems.

Monitoring and Evaluation: Facilitate monitoring of populations, resources, habitats and landscapes and tracking of conservation actions designed to assess the effectiveness of conservation actions, assess progress towards common goals and guide future planning and actions based on the results.

Research: Facilitate the pursuit and support of priority research activities based on needs identified and prioritized by partners and partnerships that test key assumptions in planning and inform future planning and delivery; provide guidance to Climate Science Centers on climate science needed by the LCC; and work with partners to coordinate ongoing research initiatives on priority conservation issues.

Communication and Outreach: Develop effective communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership, attract new partners, support existing funding and seek new funds, improve internal and external relations, and raise awareness of LCC priorities targeted to specific audiences.

Information Management: Compile, synthesize, organize and make available information, data, science and tools developed by partners and partnerships and the LCC in scales and formats needed by partners.

Appendix C

North Atlantic LCC Communications Contacts				
Organization	Name	Email	Steering Committee Member	Email
NOAA	Katy Vincent	Katy.Vincent@noaa.gov	Ellen Mecray	ellen.l.mecray@noaa.gov
NPS - National Capitol	Megan Northrup	Megan_Northrup@nps.gov	Diane Pavek	diane_pavek@nps.gov
Vermont	Eric Palmer	eric.palmer@state.vt.us	Tom Decker	tom.decker@state.vt.us
PA Fish and Boat	Ted Walke	twalke@state.pa.us	John Arway	jarway@state.vt.us
The Nature Conservancy	Kate Hougen	khougen@tnc.org	Lise Hanners	lhanners@tnc.org
Trust for Public Lands	Tim Ahern	Tim Ahern <Tim.Ahern@tpl.org>	Jad Daley	Jad Daley <Jad.Daley@tpl.org>

Appendix D

Action No.	Activity	Target Audience	Lead	Priority	Complete
Goal 1: Develop effective communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership.					
1.1. Finalize a comprehensive outreach strategy for 2011.					
1.1.1.	Finalize the comprehensive outreach strategy with the LCC Coordinator Andrew Milliken	P	Megan Nagel		
1.1.2.	Send the outreach strategy to the steering committee for approval				
1.2. Finalize the org. chart	Finalize the organization chart with Andrew Milliken to ensure coordination and flow of information	P	Megan Nagel		
1.2.1	Present the organization chart to the Steering Committee for approval	P	Megan Nagel		
1.2.2	Post the organization chart to the North Atlantic LCC Website	P	Megan Nagel		
1.2.3					
1.3 Develop	Initiate SharePoint pilot project in the North Atlantic LCC to share documents, posting and retrieving information, and manage working groups.	P	Megan Nagel		
1.3.1	Present recommendation to Steering Committee	P	Megan Nagel		
1.3.2	Support the use of SharePoint by the Decision Support Tools Team, the Science and Technical Team, and the Regional Conservation Needs Team for their working groups.	P	Megan Nagel		
1.3.3					
1.4. Create a list of communications contacts	Create a list of communications contacts designated by the steering committee and distribute.	P	Megan Nagel		
1.4.1					
1.5. Create, deliver, and update a broad range of communications products to support the North Atlantic LCC's growth					

Appendix D

Action No.	Activity	Target Audience	Lead	Priority	Complete
Goal 2: Attract new partners.					
2.1. Identify specific groups that need to be, but are not yet, involved in the North Atlantic LCC.					
2.1.2	Lead a brainstorming session at the April 20, 2011 meeting to identify missing groups.	P	Andrew Milliken		
2.2. Create, deliver, and update a broad range of communications products to attract new partners.					
2.2.1					

Appendix D

Action No.	Activity	Target Audience	Lead	Priority	Complete
Goal 3: Support existing funding and seek new funds.					
3.1. Reach out to potential funding sources.					
3.1.2.	Work with the Steering Committee to leverage resources.	P, C	Andrew Milliken		
3.2. Create, deliver, and update a broad range of communications products to attract new partners					
3.2.1.	Create fact sheets for every project that is funded by the North Atlantic LCC	P, E, S, C	Megan Nagel		

Appendix D

Action No.	Activity	Target Audience	Lead	Priority	Complete
Goal 4: Improve internal and external relations.					
4.1. 1. Create a North Atlantic LCC brand for all communications products					
4.1.1	Develop a North Atlantic LCC logo consistent with the LCC's mission and vision	ALL	Megan Nagel		
4.2. Create, develop, and update materials that can be customized by any organization to convey key information about the LCC.					
4.2.1	Create a PowerPoint presentation about the North Atlantic LCC that can be adapted for any organization to use.	P, E, S, C, L	Megan Nagel		
4.2.2	Create updated North Atlantic LCC general fact sheets	ALL	Megan Nagel		
4.2.3	Create video of April 20th meeting	ALL	Megan Nagel		
4.2.4	Take a group photo of the Steering Committee at the April 20th meeting	ALL	Megan Nagel		
4.2.5	Create the North Atlantic LCC blog to publish stories, facts, new publications, etc. This will be a place to stream up-to-date information from all organizations as well.	ALL	Megan Nagel		
4.2.6	Once there are initial developments in projects, tell the story using multi-media products like video and podcasts.	ALL	Megan Nagel		
4.3. Finalize the North Atlantic LCC Web presence					
4.3.1	Finish populating the site with content.	ALL	Megan Nagel		
4.3.2	Pull together a list of projects, tools, etc. from organizations to be featured on the Webpage.	ALL	Megan Nagel		
4.3.3	Look into the creation of Twitter and Facebook presence. Because youth is identified as an important audience for the LCC, these new media products may be helpful in reaching out to this group.	Y	Megan Nagel		
4.3.4	Assess the applicability of a content management system (CMS) Website and possible social networking integration instead of a traditional website for the North Atlantic LCC.	ALL	Megan Nagel		

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Action No.	Activity	Target Audience	Lead	Priority	Complete
Goal 5: Raise awareness of LCC priorities targeted to specific audiences.					
5.1. Reach out to specific target audiences.					
5.1.1	The communications coordinator will work with LCC Coordinator and the Steering Committee to develop specific materials for targeted outreach	ALL	Megan Nagel		
5.2. Create specific materials for audiences as needed.					

Appendix E

Communications Deliverables 2010

- Created a North Atlantic LCC website, currently hosted by FWS at www.fws.gov/northeast/science/nalcc.html
- Collaborated with partners to create a .org Website and blog
- Worked with partners to take part in the national pilot SharePoint site at <http://connect.doi.gov>
- Held two in-person partner meetings and two conference calls. Science Applications staff also participated in numerous personal meetings and outreach to partners.
- Developed a preliminary communications team with communicators from partner agencies and organizations
- Created a general North Atlantic fact sheet
- Created several North Atlantic LCC maps
- Created four funded projects fact sheets