



# Communications Update

Megan Nagel

North Atlantic LCC

September 5, 2012

# National Communications Update

- National LCC Workshop was successful, but highlighted the need for communications expertise nationally.
- Working with a small team on LCC/CSC national messaging, outreach and the website.
- Branding guide has been released, all new publications will include the new national logo.
- New bi-monthly national report and newsletter will be out soon.

# Our Attributes

WHAT WE'RE ABOUT

Attributes our unique, values-based characteristics that encapsulate who we are and what we do. They give shape to our brand.

## How to use them

Attributes and their accompanying descriptions make it easy to see the entire scope of our work at a glance. They can guide any type of outreach.

The attributes can inspire photos or colors we select. And the descriptions can be used in part or whole, or modified to use in outreach materials such as press releases, websites or blog posts.

DRAFT

## We are **Encompassing**

- » Comprise a vast community of people and organizations
- » Transcend political and jurisdictional boundaries
- » Take on complex, multiple species associations and ecosystems
- » Build collective knowledge and understanding through best available science
- » Embrace a comprehensive landscape-scale approach
- » Strength in numbers through a fabric of connected partnerships

## We are **Dynamic**

- » Resilience of biological systems
- » Flexible approach accommodates multiple purposes
- » Diverse needs, situations, opportunities and partners
- » Responsive to new information and solutions

## We are **Collaborative**

- » Connect for a common conservation vision
- » A forum for ideas and open dialog
- » Inclusive and diverse, working across programs and boundaries
- » Harness strength in numbers by developing a fabric of connected partnerships

## We are **Empowering**

- » Create science, tools, information and dialog that enable better solutions
- » Support individual autonomy via a seamless network
- » Grounded in science
- » Take action
- » Create opportunities and empower learning and adaptation

# Logo

The logo takes its inspiration from our four attributes, and suggests a fabric of landscapes as well as the connected nature of our independent partnerships. A fresh, hopeful color scheme reflects our vision.

## How to use it

On this and the following pages is guidance on using the logo properly. Later, we'll have more information.

LCCs can continue to create and use their own identity. The network logo should appear with LCC logos showing that it is part of a larger network.

When the network website launches, LCCs will incorporate the network logo linking to the national site.

The logo, in print and web formats, will be available.

DRAFT

## Main format



LANDSCAPE CONSERVATION  
COOPERATIVES

The logo is made up of the symbol and the typography. The relationship of the typography to the symbol should always stay the same.

## Alternate format



LANDSCAPE  
CONSERVATION  
COOPERATIVES

When space dictates, this alternate horizontal version can be used.

## Minimum size



The logo should appear no smaller than 1.25 inches wide in order to remain legible.

## Clear space



To maintain clarity and integrity, the logo should be free of competing graphics and text. It must be surrounded on all sides by adequate space—the height of the typography

# Fact Sheets, Publications, and Materials

## Existing:

- Logos
- 2011 Annual Report
- 2011 Annual Report Executive Summary
- North Atlantic LCC Fact Sheet
- Northeast Region LCC and States Fact Sheet
- JVs/LCCs Fact Sheet
- National LCC Fact Sheet
- National LCC FAQs
- Congressional Packages

## Planned:

- New Communications Strategy
- Others?

**All are available on the North Atlantic LCC Website!**

**North  
Atlantic**  **LCC**



North Atlantic Landscape  
Conservation Cooperative

**North Atlantic**  **Landscape Conservation Cooperative**



# New Website Design

- Phase 1 – Initial development includes re-designed website, the ability to create groups and share information, and a platform for sharing data, documents, and research.
- Phase 2 – Develop the Knowledge Management System with the results of the Information Management Assessment

# North Atlantic Landscape Conservation Cooperative

Search Site Search  
only in current section

- Home
- About
- Calendar
- Meetings
- News & Announcements
- Resources
- Projects
- Groups
- Members
- Help

REGISTER LOGIN

You are here: Home



## About the North Atlantic LCC

The North Atlantic Landscape Conservation Cooperative is an applied science and management partnership working to protect natural lands, valued resources and the biological diversity that provide environmental benefits and services to the human communities across the region.

[READ MORE](#)

[Brochures, Reports and Fact Sheets](#)



## Participate in the North Atlantic LCC

Become a part of the North Atlantic Landscape Conservation Cooperative effort. With your help, together we can sustain the natural heritage of this area.

- Register to become a member
- Share your photos
- Share your documents or data



## Videos and Webinars

## News and Announcements

- Practice News Items  
[Item... More](#)

## Upcoming Events

- Practice Event  
[even... More](#)

## RECENT ACTIVITY

- National Landscape Conservation Cooperatives Fact Sheet  
Fact sheet describing the network of National... [More](#)
- North Atlantic Landscape Conservation Cooperative Fact Sheet  
Fact sheet describing the North Atlantic... [More](#)
- North Atlantic Landscape Conservation Cooperative (NALCC) Informatics Needs Assessment  
North Atlantic Landscape Conservation Cooperative (NALCC) Informatics Needs... [More](#)
- LCC Communications Plan  
Communications Goals: Develop effective communication products to enhance communications among... [More](#)
- Representative Species Summary  
The U.S. Fish and Wildlife Service recently completed a year-long effort to identify... [More](#)

### USEFUL LINKS

- Help
- Site Map
- Accessibility

### FOLLOW US



### WEBSITE MENU

- Home
- About
- Resources
- Projects

### CONTACT US

North Atlantic LCC





# North Atlantic Landscape Conservation Cooperative

 only in current section[Home](#)[About](#)[Calendar](#)[Meetings](#)[News & Announcements](#)[Resources](#)[Projects](#)[Groups](#)[Members](#)[Help](#)

You are here: [Home](#) > [Projects](#) > 2010



## 2010

Projects funded in 2010.

### Forecasting changes in aquatic systems and resilience of aquatic populations in the North Atlantic Landscape Conservation Cooperative: Decision-support tools for conservation

Overall, the Service is seeking a set of tools for managers to evaluate how to manage streams for fish in the face of a changing climate. The goal is to develop a user-friendly decision support system (DSS) that will enable managers to make the most informed decisions about conservation actions regarding stream fish.

[Read More...](#)

### Use of a vulnerability index to assess species most likely to be impacted by climate change

Numerous studies show that ongoing climate change will have major effects on the distribution and conservation status of much of our biodiversity. Resource managers urgently need a means to identify which species and habitats are most vulnerable to decline in order to direct resources where they will be most effective. To address this need, NatureServe and Heritage Program collaborators have developed a Climate Change Vulnerability Index (CCVI) to provide a rapid, scientifically defensible assessment of species' vulnerability to climate change.

[Read More...](#)

### Designing Sustainable Landscapes in the North Atlantic Landscape Conservation Cooperative

Designing Sustainable Landscapes in the North Atlantic Landscape Conservation Cooperative is a pilot project that will develop a set of decision-support tools (DSTs) that will allow managers to evaluate the effects of conservation and management actions on our ability to sustain wildlife populations into the future. DSTs will include maps and models of how habitats and species will

# North Atlantic Landscape Conservation Cooperative

Search Site Search  
 only in current section

- Home
- About
- Calendar
- Meetings
- News & Announcements
- Resources
- Projects
- Groups**
- Members
- Help

- Steering Committee
- Demonstration Projects Team
- Technical Committee
- Local Planning Team
- Coastal and Marine Technical Team
- Aquatic Technical Team
- Terrestrial and Freshwater Wetland Team
- Conservation Design Team
- SWAPs Team
- Information Management Team
- Test Group

You are here: [Home](#) > [Groups](#) > [Steering Committee](#)

## Steering Committee

This group is for the Steering Committee voting members and LCC staff only. Please note that this is a private forum for discussion, document sharing, and information gathering.

### Practice News Items

Item summary

[Read More...](#)

### Practice Event

event

[Read More...](#)

### Steering Committee Meeting Minutes

Handouts

[Read More...](#)

#### USEFUL LINKS

- Help
- Site Map
- Accessibility

#### FOLLOW US



#### WEBSITE MENU

- Home
- About
- Resources

#### CONTACT US

North Atlantic LCC





Search Site Search only in current section

- Home
- About
- Calendar
- Meetings
- News & Announcements
- Resources**
- Projects
- Groups
- Members
- Help

Megan Nagel Preferences Site Setup LOG OUT

You are here: Home > Resources > Resources Inbox

- Contents
- View**
- Edit
- Rules
- Sharing
- Aliases
- Actions
- Display
- Add new...
- State: Published

- Collection
- Event
- File**
- Folder
- Image
- Link
- News Item
- Page
- Restrictions...



## Resources Inbox

by webeditor — last modified Sep 04, 2012 04:31 PM — History



### Anything

Description  
[Read More...](#)

### Group Email

Email members of the Group.

[Manage portlets](#)

### USEFUL LINKS

- Help
- Site Map
- Accessibility

### FOLLOW US



### RSS FEEDS



### WEBSITE MENU

- Home
- About
- Resources
- Projects
- Meetings
- News & Events
- Members
- Workgroups

### CONTACT US

North Atlantic LCC

# The Year Ahead

- Website walk-through and training at the October 31<sup>st</sup> meeting, plus online tutorials.
- Update communications strategy to reflect our changing audience.
- Begin using Flickr and YouTube to manage photos and videos.
- Other thoughts?