April 8, 2013

From: Clyde Thompson, Program Communications Work Group Leader

Subject: Pre-session planning for the upcoming AppLCC Workshop April 23 - 24

Dear Program Communications Work Group Members:

Thanks for agreeing to participate in AppLCC April meeting. You have been assigned to “Group A” which will focus on two related categories of Tasks which we refer to as “Program Alignment/Strategic Engagement and Communications Work Groups”. If you prefer to work with Group B “NR Indicators/Surrogate Species and Data Issues Work Group,” please contact staff Facilitator, [-](mailto:bridgett_constanzo@fws.gov) jean\_brennan@fws.gov.

This email is to provide you an opportunity to review our Work Group Agenda and provide an overview to the session we have planned.

**Our Work Group has 3 Major Objectives**

1.       Critically evaluate the Indicator Tasks and Objectives of the AppLCC 5-Year Work Plan. Then, provide a careful review and prioritization based on needs, opportunity, and Members’ willingness and ability invest time, talent, and treasure into the selected priority (Task/Objective) as organized by “Thematic Work Group;”

2.      Time permitting, identify benchmarks, metrics, and tactics selected based on perceived value to the AppLCC community and partners; and

3.       Based on the previous steps to ascertain if there is critical mass of partners willing to advance the work in order to be successful and/or to modify prioritization, allocation of resources or investment.  Make recommendations to the full Steering Committee for action.

We have expanded the conference agenda below to include our specific group agenda; the bold items under the yellow highlighted areas.

**Note:** Most of you will also be participating in the Program Alignment & Strategic Engagement Work Group that will conclude their work efforts before our session.

**Monday April 22nd** [Huckleberry Room, 2nd floor, Inn@VT]

Work Group Leaders (only) **4:30-6:00 PM**

**Tuesday April 23rd**[Plenary: Solitude Room, 2nd floor, Inn@VT]

\*Breakfast Bar served outside meeting room beginning at 7:30AM

8:00-9:00 AM -- Opening Session: Full SC meeting: Solitude Room: Plenary

(incl. 15 min. Overview on the “State of the LCC” by Jean Brennan, Coordinator)

9:00-12:00 PM -- work in focus Work Groups (A or B) - Go to Breakout Rooms as Assigned

A. Programmatic Alignment/Strategic Engagement and Communications;

B. NR Landscape-level Management) Indicators/Surrogate Species and Data Issues

**9:00 AM Welcome and Introductions**

**9:15 AM “What we need to Achieve in this Work Group” -- Scene-Setter -- Programmatic Alignment/Strategic Engagement Issues: David Whitehurst, Chair**

**10:00 AM Break**

**10:15 AM Address Work Plan Objectives**

12:00-1:30 PM – Lunch provided at the Inn@VT dining restaurant

1:30-4:30 PM – Continue in focus Work Groups (A or B) – Go to Breakout Rooms as Assigned

**1:30 PM Address Work Plan Objectives**

**3:00 PM Break**

**3:15 PM Wrap-up and Summarize**

**3:30 PM Prepare Alignment/Strategic Engagement Talking Points and Proposed Decisions for Plenary**

4:30-5:30 PM – Plenary – Recap and Review for Next Day’s tasks

6:30 PM \*Optional Group Dinner (on your own) at the Palisades Restaurant in Giles County (Car-pooling will be arranged)

**Wednesday April 24th**[Plenary: Solitude Room, 2nd floor, Inn@VT]

\*Breakfast Bar served outside meeting room beginning at 7:30AM

8:00-9:00 AM -- Opening Session: Full SC meeting: Solitude Room: Plenary

9:00-12:00 PM -- work in focused Work Groups (A or B) - Go to Breakout Rooms as Assigned

A. Programmatic Alignment/Strategic Engagement and Communications;

B. NR (Landscape-level Management) Indicators/Surrogate Species and Data Issues

**9:00 AM Review Communications Work Group Progress**

**Clyde Thompson, WG Lead: Overview Presentation on Communications Progress**

**9:15 AM Address Work Plan Objectives – Reflection on Programmatic Alignment/Strategic Engagement Discussions and Guidance**

**10:15 AM Break**

**10:30 AM Address Work Plan Objectives**

**11:30 AM Summarize and Develop Recommendations**

12:00-1:30 PM – Lunch provided at the Inn@VT dining restaurant

1:30-4:00 PM – Plenary – Full Steering Committee Meeting (and Voting if Requested.)

**Communications** **Work Group: From the 5-year Work Plan**

* Objective 3.2.2 Identify prioritize and leverage opportunities to communicate to their constituencies and plug into their existing communications channels
* Objective 4.7 Design specific communication strategy, processes, and tools for improving internal communication within Member organizations
* Objective 4.7.3 Develop concise messaging on Steering Committee identified topics for Member’s use with their legislators and key constituents
* Objective 4.7.4 Design meetings, events, and virtual opportunities that ensure ongoing opportunities for Steering Committee Member sharing and dialogue
* Objective 3.3.1 Host an Annual Stakeholder Meeting as a listening and feedback session to reach/access the Steering Committee
* Objective 4.3.3 Develop and implement a targeted communications campaign that conveys brand awareness of AppLCC as the focal point for Appalachian landscape Conservation
* Objective 4.7.2 Identify and integrate an ongoing process to help integrate the Steering Committee insights and reflection on organizational commitments to refine the “Who/What/Why” of AppLCC and effectively communicating what we are about

**Anticipated Outcomes**

* Based on Programmatic Alignment/Strategic Engagement discussions, outline a process for determining preliminary messaging and targets for AppLCC communications
* Outline a process, resources required, and institutional support for determining key messages and tools for member organizations