MWTSC
October 24th , 2022
Meeting Notes

1. **9/21 meeting notes approved**

2. **Discuss input received from respective Communication Teams (PIOs) (45 min)**
    a. Key feedback from FWP PIO Need more explanation as to why this effort is important. Need to further refine the audience, need to work on the overall tone to make it more approachable.
    b. MDT PIO Feedback-
        i. Who is target audience and how expect to reach them. Targets are not defined in social media it will be more general audience. What is the mechanism by which people can get involved/learn more (how do we address engaging general audience). Is there a way for people to get involved both those with ideas or suggestions as well as those with critiques
        ii. Who is the team and what capacity, and resources will be needed from the different communications staff. Is there a need for external support or a contractor.
        iii. SC will need to work with the PIOs on messaging and determining audience and then work with PIOs to refine messaging.
    c. Consider approaching the messaging development in phases of audience with targeted audiences.
        i. First could be those who might apply and then launch a broader focus with expanded audience. Could build off the audience of the 2018 Summit.
    d. MSWP has identified Daniel Anderson along with MSWP communications subcommittee will be the leads. Will have 1 person as the designated contact
    e. Should ensure how this program does or does not fit within the federal wildlife crossing pilot program funding.
        i. Would likely need to be fairly far along to secure the pilot project funding.
3. **Next Steps for Communications Plan V4.0**
    a. MDT PIO comments anticipated by the end of the week. Combine FWP and MDT comments and post to Teams as V4.0
    b. SC will provide feedback and comments on V4.0 by 11/11 and then meet with PIOs (preferably at the 11/17 meeting).
4. **DI Tool and Documentation**
    a. DI group requests a review by the PIOs- Would be helpful to have PIOs look at all the aspects at the same time for consistency.

5. **Continue review and discussion of edits to Combined Document V3.0 (60 min)**

    a. Revisions to application guidance – complete 9/6

    b. Revisions to application form – complete 9/6

    c. Revisions to application attachments – complete 9/6

d. Revisions to selection criteria – ***completed 10/24***

e. PIT crew will do a final review for formatting etc. Anything unresolved will brought back to the SC on Nov 17th.

6. Next meetings

a. Nov 17th- 1-3

b. Nov 29th- 1-3

c. Dec 22nd- 1-3

7. Next Steps (from 10/24 agenda)

a. Finalize Communications Plan for release for release of Planning Tool and Wildlife Accommodation Project Partnership Program (application process and documents) (all)

b. Resolve all comments and Finalize Program Documents (PIT Crew)

i. Application Guidance

ii. Application Form

iii. Application Attachments

iv. Selection Criteria

c. MDT

i. Draft contact list – partner additions?

ii. Schedule for communications and release (Nov 2022 – May 2023)

iii. Propose schedule for SC meetings (application cycle, project selection, status updates, process review, etc.) (May 2023 – future)

iv. Revise budget template for application guidance document/application

v. Develop webform for application