MWTP SC
Notes November 17th, 2022

1. Introductions and agenda 9/6 (All 5 min)

   SC: Tom Martin (MDT), Dwane Kailey (MDT), Kylie Paul (MSWP), Deb O'Neill (FWP)
   PIOs: Greg Lemon (FWP), Daniel Andersen (MSWP)
   DI Group: Brian Andersen (MDT), Liz Fairbank (MSWP)
   PIT Crew: Deb Wambach (MDT), Brooke Shifrin (MSWP)
   Support Staff: Dustin Rouse (MDT), Mike Eidum (MDT)

   a. Topics?

   b. Approve notes 10/24 - **approved**

2. Discuss input received from respective Communication Teams with the PIOs (60 min)
   a. Written comments received and collated from G. Lemon (FWP), L. Ryan (MDT), and D. Andersen (MSWP)
      - **We walked through all comments on the plan and identified key issues.**
        - **Defining audience is super important – how wide to cast the net? Who's in the net?**
        - **We may need to come to an agreement on key issues**
        - **If we know the audience and identify the issues, we can understand what the objectives are**
        - **What is the elevator speech? Why do we care about this? Why should "they" care about this?**
      - **We captured edits as we walked through the document.**
      - **We had a robust discussion on who should be writing the communication plan.**
        - **SC should control the content and the PIOs can help us develop sufficient detail and round out the plan.**

   b. Next Steps for Communication Plan V4.0
      i. Incorporate comments and revisions based on PIO feedback
      - **SC and PIOs should get together one more time. SC needs to work on stuff.**
        - **SC should do the following first to give the PIOs content to work with:**
          - **Defining audience**
          - **Articulating issues**
          - **What are the objectives**
        - **Deb W. will send out list of items and supporting documentation for SC to work with**
        - **Finally, communication experts need to be in the same room with SC to develop this better.**
          - **SC/PIO working meeting scheduled 12/9/22 9:30 am.**

      1. define audiences
      2. refine messaging,
      3. develop talking points
      4. other content that will be integrated into all communication pieces/efforts

ii. DI Tool and Documentation (11/10/22 email Deb W.)

- **Group reviewed PIO feedback on DI Tool.**
    - **Will add an intro piece and do a bit more storytelling.**
    - **There is a summary report which should address a bunch of the feedback.**
        - **DI members explained that the tool will be on the MDT page and there will be more info on the page to explain to the audience what this is.**
        - **The storymap (Tool) is not standalone – there will be complimentary materials (e.g. Summary Document, Tool Description, Help Guide).**
        - **The landing page on the website will be the place to help explain what the tool is, it's intended use, and who the user audience(s) are. All these are also linked from within the tool.**
    - **Needs assessment:**
        - **NAC 2 - Say large carnivores? or just carnivores?**
          <u>Note:</u> NAC 2 refers to Habitat for Big Game and Carnivores
        - **NAC 3 - Should we list the species of concern?**
          <u>Note:</u> This information is in the Summary Report. There are too many to list in the story map.
          However there is a large audience that may skim the info.
        - **Should definitely link to the reports from the tool and the webpage.**
        - **Desire to further define what is meant by a "fine-scale assessment".**
          <u>Note:</u> This will refer to the selection criteria for III.B. Supporting Data for further explanation
        - **All links seem to work.**
        - **Great job on this!!!!**
    - **We need to consider what success looks like for the Planning Tool.**

iii. Logos for use in MWTP efforts/products

iv. Partner PIO coordination – **set up SC/Comm meeting on 12/9**

v. Other??

3. Review and discuss Draft Schedule (Tom M., 15 min)

- **Tom walked us through the Draft schedule.**
    - **Do we need this much detail?**
    - **Needs more tasks. Just wanted to get it out and shared.**
    - **Send Tom comments/edits through line 39 by 12/2. Not looking for perfection, just something to guide us.**

a. November 2022 – May 2023

b. May 2023 – November 2023 (and beyond?)

Did not get to items below. Will revisit at next meeting 11/28/22

4. Review and discuss status of revisions to the Contact List for outreach (Dwane K., 5 min)

5. Review and discuss status of Budget Template for use in program application (Dwane K., 5 min)

6. PIT Crew has reviewed the following for QA/QC and formatting: (5 min)
    a. *DI Tool Description (one-pager)*
    b. *DI Summary Document (background and methodologies to accompany Tool)*
    c. *SC Combined Documents*
    d. PIT Crew met this morning to discuss remaining items and will have finalized by next SC meeting

7. Next Meetings: (5 min)
    a. November 29 (1-3 pm) – Deb O. requests to reschedule **– moved the meeting to 11/28 from 9-11am**
    b. December 22 (1-3 pm)

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8. Next Steps (20 min)
    a. Action Item: Revise Communications Plan for release of Planning Tool and Wildlife Accommodation Project Partnership Program (application process and documents)
        i. Who is doing what?
        ii. Are we still on track for December 2022 release?
    b. Action Item: PIT crew to finalize documents and prepare for release
        i. How will these be linked on the website? MDT
        ii. Does SC want all/some the documents included? As appendices? Separated?
            1. Application Guidance (main document)
            2. Detailed Application Guidance (include with main document?)
            3. Budget Worksheet (Appendix A?)
            4. Application Attachments (Appendix B?)
            5. SC Selection Criteria (Appendix C, or separate document?)
            6. Program Application Outline (Appendix D, or separate document? Will be a fillable form on the web for applicants)

    c. Action Item: Revise/Finalize contact list Draft contact list – partner additions

    d. Action Item: Revise/Finalize schedule for Goals and Tasks

    e. Action item: Revise/Finalize budget template

    f. Action item: Develop weblinks for December release
        i. Develop webform for May application cycle