MWTP SC
Agenda January 11th, 2023

1. Introductions and agenda (All 5 min)
    a. Topics?
    b. Approve notes 12/22
    c. Assign Notetaker for today

2. Names for program and all documentation (All, 15 min)
    a. DW to finalize all DI and SC docs for release
    b. Add disclaimer to Guidance Doc
        i. Fillable Form application coming DATE?
        ii. First application cycle opens May 1 closes May 31 2023

3. Review and discuss revisions to Budget Template for use in program application (DK, 10 min)

4. Communication Plan (50 min)
    a. Draft Press Release (Daniel)
        i. MDT and FWP include quotes from Directors
        ii. Timing of release?

    b. Information Sharing for Release of PT and Program
        i. FAQ document – External (MSWP lead on Draft)
        ii. Internal Roll Outs
        iii. Powerpoint Slides – Internal
        iv. MT TWS presentation
        v. Key messaging points (tailored to target audiences)
        vi. Webinars / Powerpoint Slides – External
    c. Schedule for soft launch of planning tool/partnership program

        From 12/22 Notes: What do we need to have ready for the release. Include schedule prepped for follow up conversations and education opportunities. Have media response talking points prepped internally. Do FAQ with the press release. One talking point/FAQ should have a message about how this work may/may not relate to federal Wildlife Crossing Pilot Program funding opportunity, as that will be a question from media/others. Same sheet of music for us all to refer to.

        i. Internal roll-outs to staff and program managers
        ii. Date of Launch?
        iii. Press release
        iv. Upcoming formation sharing
            (1) Coming - First application cycle
            (2) Targeted walk-throughs - Q&A sessions
            (3) Webinar
            (4) Other….

d. Next Steps Communication Plan
    i. Updates to Contact List for communications – status
        (1) Gov Delivery
        (2) Email contacts from web pages (Greg/Lori?)
        (3) Strategic media contacts – most relevant
    ii. PIO responsibilities and schedule
    iii. Big Sky PI Firm assistance?
    iv. Target audiences:
        (1) Public
        (2) Media
        (3) Applicants/partners
    v. Communication tactics – tailored to the target audience(s)
    vi. Schedule – New format – Deliverable schedule spreadsheet?
    vii. Revise Communication Plan
        (1) PIO roles and responsibilities
        (2) On-board PI Firm – for what tasks/scope? When?
    viii. Other??

5. Confirm dates and status complete for deliverables (Tom M., 15 min)
    a. January 2023 – May 2023
    b. May 2023 – November 2023 (and beyond?)
        i. Review of applications (Staff / SC)
        ii. SC meeting schedule to select projects
        iii. Replies to applicants
        iv. Next steps for selected projects (flowchart)

6. Next Steps – Action Items (20 min)
    a. Revise/Finalize contact list – partner additions
    b. Prepare website – MDT – in progress
        i. Updates to contacts (send comment/ask question)
        ii. DI/GIS rep, SC rep from each entity, other?
    c. Finalize press release – Who, when, Where?
    d. Internal roll-outs
    e. Schedule and develop
        i. Walk-through sessions, Q&A, webinars, etc.
        ii. MSWP / MC / other? Workshop

7. Next Meetings: (All 5 min)
    a. January 25 (1-3 pm)
    b. February 8 (1-3 pm)