

California Fish and Wildlife Strategic Vision Project
Communication, Education and Outreach Working Group and
Draft Communications Plan
September 22, 2011

Not included in this document

Definition of customer? Rebranding? Volunteers?

Request for future agenda item: An evaluation of previous strategic plans and visions and an analysis of why they were not implemented.

Vision: Where do we want to be?

Example: DFG is a responsible and flexible in fulfilling its primary mission which is stewardship of CA's primary resources

Goals: How do we get there?

- Outreach
 - o Public relations – promoting positive messages
 - o Foster buy-in
 - o Nontraditional methods e.g. outreach through partnerships, classrooms
 - o Recruitment and retention
 - o Proactive rather than reactive
 - o Being involved with local communities – e.g. Integrated resource water management plans (IRWMPs) and local fish and game commissions
 - o Working with other government agencies/departments
- Education
 - o Retention
 - o Classroom and outdoor conservation education
 - o Hunter safety
 - o Communicate regulations
- Communication
 - o Improve customer service
 - o Increase efficiency
 - o Creating a department and commission that uses a multi-disciplinary approach to promote coordinated resource management
 - o Improve public perception/ fulfill the public mission
 - o Increase effectiveness

Communication Principles/Values

- Improve customer service
- Increase efficiency?
- Increase effectiveness?

Overarching Principles and Values

- Protecting the resources?
- Serve the public?

Objectives

- 1) Improve internal communications in order to:
 - a. provide better customer service
 - b. promote more coordinated resource management
 - c. increase efficiency
- 2) Improve external communications in order to:
 - a. engage stakeholders to increase effectiveness
 - b. build/ strengthen relationships with current and potential partners
 - c. identify and solve regional conflicts in the early stages
 - d. be a proactive partner
 - e. better serve the regulated community
 - f. better serve the fishing and hunting community
 - g. Coordinate resource management among partners
 - h. Improve public perception/ fulfill the public mission
 - i. provide better customer service
- 3) Improve inter-governmental communications in order to:
 - a. promote integrated resource management among government agencies
 - b. coordinate regulations to make them compatible with other agencies
 - c. reduce redundancy/ increase efficiency
- 4) Build Partnerships in order to:
 - a. increase the ability of the department to reach its mandate
 - b. improve efficiency of DFG staff by utilizing partnerships
 - c. leverage current funding and staff to better capture partnership support
 - d. be more aware of regional priorities when setting policies
 - e. integrate regional efforts with department goals
 - f. improve customer service to public perception

NOTES: External communications

Audiences are?

Action item: Have representatives in regional offices that reflect the local populations they serve (example: trusted messenger)

- Rural communities
- Non-English speaking audiences

Languages – identify on website or database (iDesk format) languages spoken by regional staff to possibly provide translation services

Volunteers for Next Round of Revisions

Writing - Karen Buhr, Deborah Byrne, Rick Copeland

Draft Communications Plan

I. Improve Internal Communication

Objective	Action Item	Primary Purpose/Outcome	Responsible Agent	Potential Partners
Provide Better Customer Service (note- everyone who interfaces with DFG)	Have a staff person serve as an information coordinator in each regional office that meets regularly with central staff	Have better information more accessible to the public Improve efficiency between regional and central office	Central office	
		Get information out from regional offices more timely		
Provide Better Customer Service	Provide customer service training	Better prepare staff to interface with the public and serve as “one-stop shop” for public’s questions		Volunteers Commission
	To all new staff based on the training that is currently given to volunteers	Improve the ability of staff to answer questions on the ground		
	Implement iDesk or similar initiative			
Provide Better Customer Service/ Recognize rural community	Make website more accessible to dial up access customers	Provide more access to rural communities – less flash downloads etc to accommodate low tech	Information technology department	

Objective	Action Item	Primary Purpose/Outcome	Responsible Agent	Potential Partners
Provide Better Customer Service	Maintain the ability of stakeholders to utilize phone contact			
Promote More Coordinated Resource Management	Put all ongoing scientific studies online with contact info	Avoid duplication of efforts		
Increase Efficiency	Transfer more responsibility to the regional offices	Regional offices better able to respond to local concerns avoiding red tape and increasing flexibility		
Increase Efficiency	Have more integrated staff. Biologists, communications	Reduce the number of people a member of the public needs to talk to in order to get a question answered		

II. Improve External Communication

Objective	Action Item	Primary Purpose	Responsible Agent	Potential Partners
Engage Stakeholders	Participate in integrated regional water management plans and other regional planning efforts	Become a proactive partner in regional resource management		
Build/ Strengthen Relationships with Current and Potential Partners				Local commissions, universities, non-profits, resource conservation districts, local government, other government agencies

Identify and Solve Regional Conflicts in the Early Stages
Be a Proactive Partner
Better Serve the Regulated Community
Better Serve the Fishing and Hunting Community
Coordinate Resource Management Among Partners
Improve Public Perception/ Fulfill the Public Mission
Provide Better Customer Service

III. Improve Inter-Agency Communications

Objective	Action Item	Primary Message	Responsible Agent	Potential Partners
Promote IRM Among Government Agencies				
Coordinate Regulations to Make Them Compatible with Other Agencies				

**Reduce Redundancy/
 Increase Efficiency**

IV. Build Partnerships

Objective	Action Item	Primary Message	Responsible Agent	Potential Partners
Increase the Ability of the DFG to Reach its Mandate	Identify staff person in each region to attend IRMs on a regular basis	Partner in land management on a regional scale	Local science and outreach staff	
Improve Efficiency of DFG Staff by Utilizing Partnerships	Have outreach staff coordinate with other organizations			
Leverage Current Funding and Staff to Better Capture Partnership Support				
Be More Aware of Regional Priorities when Setting Policies				
Integrate Regional Efforts with DFG Goals				
Improve Customer Service to Public Perception				