

California Fish and Wildlife Strategic Vision Project

Communication, Education and Outreach Working Group Issues Framework

Revised November 3, 2011

Working Group Notes

Vision: A DFG and F&GC that are knowledgeable, responsive, efficient, transparent and adaptive in fulfilling their primary mission as stewards of California's natural resources

~~**Overarching Goal:** Protect and Sustain California's Natural Resources~~

~~**Communication Principles/Values:**~~

- ~~_____ Improve Customer Service to create a department that is more knowledgeable and responsive~~
- ~~_____ Increase Efficiency and Effectiveness~~
- ~~_____ Create a department that is proactive rather than reactive~~

~~**Primary Communication, Outreach and Education Goals:**~~

- ~~_____ Productive communication and collaboration among staff, with other resource agencies, with partners and with constituents~~
- ~~_____ Enhanced local, regional, and statewide recognition~~
- ~~_____ Increasing synergy within and between DFG and F&GC~~
- ~~_____ Improved public education and outreach~~

~~**A top priority of DFG and F&GC should be to develop and implement a formal COMMUNICATIONS PLAN to improve the alignment of natural resource planning, policies and regulations within DFG and F&GC, with other state and federal resource agencies and with local regional and statewide partners.**~~

Table 1: Revised Communication, Education and Outreach Working Group Issues Framework							
ISSUE	PROBLEM(S)	GOAL(S) (preceded by CEO #)	EXAMPLE(S) OF WAYS TO ACHIEVE GOAL	TIE(S) TO DFG STRATEGIC INITIATIVES	IMPLEMEN- -TATION SCALE CRITERIA	TIME SCALE CRITERIA	FINANCIAL SCALE CRITERIA
		13. _____ Capture revenue stream from non-consumptive users and foster a sense of stewardship and wonder in the public by					

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		offering more fee-based educational opportunities including hunting and fishing <u>[Moved to Common Themes Adequate, Stable and Sustainable Funding]</u>					
Tools— Communication & Outreach [Moved from the NRS WG]	Insufficient outreach to the community related to conservation on private lands. <u>[Already covered in Common Themes Partnerships]</u>		— Leverage existing networks/relationships — Network at local, regional, state level. <u>[Both moved to Common Themes Partnerships]</u>				

~~Primary goal— help achieve the mission~~

~~Notes from NOAA example:~~

- ~~— Increase collaboration and communication with constituents~~
- ~~— Enhance regional and national recognition~~
- ~~- Increasing synergy internally within the agencies~~

~~Notes from Previous Working Group Meetings~~

~~Goal: Outreach~~

- ~~○ public relation promoting positive messages~~
- ~~○ Foster buy in~~
- ~~○ Non-traditional methods— outreach thru partnerships and classrooms~~
- ~~○ Recruitment and retention (moved to governance and mission?)~~

- Proactive rather than reactive
- Being involved with local communities
- Working with other government agencies and departments

Goal: Communication

- Improve customer service
- Increase efficiency and effectiveness
- Improve public perception and fulfill the public mission

Goal: Education

- Classroom and outdoor conservation education
- Communicate regulations
- Retention and recruitment of new hunters and fishers (hunter safety)

Objectives:

- Improve internal communications in order to provide better customer services — to reduce redundancy — why what is the problem?
- Improve external communications
- Improve inter-governmental communications
- Build partnerships

Partnerships can:

- Increase the ability of the department to reach its mandate(s)
- Improve the efficiency of the existing staff/resources of the department
- Leverage current department funding/staff with that of partners
- Increase communication
- Improve public perception

Throughout this strategic vision process the stakeholders have come to realize that there are solutions that can be implemented with varying degrees of complexity and difficulty and with differing timeframes necessary for implementation — ranging all the way from a constitutional amendment (e.g. to change the form of the F&GC), to legislative action (to change the mandates or funding sources of DFG), to DFG actions that can be achieved in a shorter timeframe with less resources and less difficulty.

It is the latter of these possible solutions — DFG actions — that lends itself most readily to implementation. There have been two keys that seem to be a theme throughout the working groups. One of those is PARTNERSHIPS, and the other is COMMUNICATION.

Partnerships can:

- Increase the ability of the department to reach its mandate(s)
- Improve the efficiency of the existing staff/resources of the department
- Leverage current department funding/staff with that of partners
- Increase communication
- Improve public perception

One of the top priorities of the department should be to formulate and institute a formal COMMUNICATIONS PLAN as a means to improve the alignment of natural resource planning, policies and regulations.

Initiative 1 of DFG's Seven Strategic Initiatives is to "Enhance communications, education and outreach." A formal communications plan would certainly accomplish this, while also helping to "Enhance organizational vitality by focusing on employees and internal systems" (Initiative 6) and also to begin to "Develop and enhance partnerships" (Initiative 4). Thus, a formal communication plan would address all or in part at least three of the seven strategic initiatives, and thereby allowing DFG and the public to begin to see the strategic vision which is imperative going forward for the California Department of Fish and Game.