Goals:

1. Increased usage of the CPA by GCPO LCC constituents and beyond.
2. Increase awareness of GCPO LCC goals and work via awareness of the CPA.
3. Increased application of CPA data to achieve conservation goals.
4. Increase the number and utility of priority datasets (for achieving landscape scale planning & conservation) on the CPA.

Definitions:

Inreach - communications to our current partners and gcpolcc.org membership (numbering at about 1000 currently).

Outreach - communications to other people and organizations working on conservation issues in the GCPO region who are not currently members of gcpolcc.org. This includes people who are part of current partner organizations but who are pretty much unaware of the GCPO LCC (such as state agencies).

Connector - an individual with a broad network of contacts in a certain field or organization or who spans different fields and topic areas that need increased communication and collaboration (such as physical sciences & social sciences).

Outreach Strategy Development (target audience, tactics):

Identify key audiences and important datasets for the Conservation Planning Atlas, then deliver communications about the CPA, datasets, and their conservation application to identified audiences using appropriate tactics.

Goal 1

1. Inreach: Segment newsletter list to focus on GIS specialists (others?), broadcast messages, CPA groups and group messages
   Tactics:
   ‣ GCPO LCC newsletter
   ‣ Segment newsletter list to focus on VIPs (e.g. Steering Committee) and GIS specialists (others?)
   ‣ Broadcast messages
   ‣ CPA groups and group messages

2. Outreach: Identify key new audience target audiences and categorize by level of importance

   Query key people to determine appropriate new audiences
   ‣ The Geomatics Working Group

- ‣ Technical advisory teams for GCPO LCC projects (which ones?)
- ‣ The Steering Committee
- ‣ The Advisory Partnership Group
- ‣ Region 4 has a biologist list (? ask Jeff Gleason/Janet Ertel?)
- ‣ Check Researchgate

Tactics:
- ‣ Use meetingsphere to meet and/or to allow input asynchronously from key groups
  - • Ask for key organizations
  - • Ask for key individuals (supervisors, communications, connectors)
  - • Ask for key publications & newsletters (channels of communications)
- ‣ Report back to the outreach groups on the results (a possible incentive for participation)

(?) Consider defining tiers of priority for outreach, such as:
- ‣ first tier - immediate potential users of CPA information
- ‣ 2nd tier - leadership of key organizations: ask them to forward to appropriate staff (for example FWS Ecological Services offices)
- ‣ 3rd tier - Congressional and other decision-makers; potential funders

3. <u>New Audiences:</u> Develop communications and new communications channels tailored to new audiences

Tactics:

Personally contact leadership and communications staff of key new organizations
- ‣ Offer new and existing CPA data layers of use to each new audience; ask for input and suggestions
- ‣ ask about their means of communicating to members or staff
- ‣ ask for assistance (via organizational newsletters, list serves, etc)
- ‣ provide CPA factsheet tailored to the audience (variation on a template, with links to key data layers)
- ‣ offer web demonstrations

Create new lists segmented by topic or interest (mode of communication is dependent on their preferences)
- ‣ add new subscribers to segments in Mailchimp
- ‣ create email list serves for outreach to specific groups
- ‣ create groups on the CPA

Goal 2
1. <u>Unified communication:</u> Include information about and links to the GCPO LCC in all CPA communications
   - · Logo/branding
   - · GCPO LCC mission
   - · Link to gcpolcc.org and lccnetwork.org

2. <u>Measure success:</u> quantify success of Goal 1 using overall CPA traffic, gcpolcc.org traffic and specific event traffic (such as downloads of key layers)

Tactics:

- ‣ Determine Database GA timeline
- ‣ In collaboration with Databasin, set up google analytics to track key metrics related to overall CPA traffic and CPA events (such as downloads of specific layers)
- ‣ Set up autogeneration of key CPA traffic reports
- ‣ Track gcpolcc GA in conjunction with CPA events

Goal 3

1. Highlight and demonstrate success of CPA in conservation through case studies and stories
   - ‣ GCPO LCC Assessment
   - ‣ GCPO LCC conservation design
   - ‣ alligator gar tool
   - ‣ others (track LCC projects, etc)

Goal 4

1. Obtain expert advice from the GCPO LCC Geomatics Working Group, Adaptation Science Management Team, leadership and others to identify important datasets that should be added to the CPA.
   - ‣ identify datasets that are missing
   - ‣ prioritize datasets for acquisition/upload
   - ‣ develop ideas for how to organize and share galleries of datasets on the CPA

Schedule

1. Week of December 10 2014: Hold meetingsphere session with the Geomatics Working Group to identify (1) identify and prioritize datasets needed on the CPA and (2) identify expanded outreach targets & channels

2. First week of January 2015: Complete GCPO LCC website relaunch, ensuring linkage with CPA and Projects database

3. Second week of January 2015: Complete Southeast CPA guidelines for use and data sharing

4. Second week of January 2015: Databasin GA configuration for measuring use statistics set up

5. Second week of January 2015: CBI national webinar featuring the Southeast CPAs

6. Latter part of January 2015: Disseminate first CPA factsheets, webinar links to VIP and geomatics segments of the GCPO list

7. Latter part of January 2015: Disseminate first CPA factsheets, webinar links to new organization partners (identified in #1)

Repeat steps 1 and 7 on an iterative basis, as appropriate

<u>Angle</u>

Emphasize Key points about the CPA:
1. GIS for non-experts: Data layers set up for combination and analysis even by non GIS experts
2. Field level access: accessibility even with slow internet
3. Current data: curation of most pertinent and most recent data layers by Geomatics experts of the GCPO LCC
4. Workspace sharing: Groups allow upload of own data; flexible privacy settings
5. Access to new conservation audiences: Potential to share institutional datasets through the CPA and reach new, interested audiences (provide new Southeast CPA guidelines for usage)

<u>Communications Channels</u>

(in no particular order)

- gcpolcc.org website
- GCPO LCC newsletter
- CPA website
- Video (set up GCPO LCC YouTube account) that provides quick guide on how to use the CPA
- Twitter
- News Releases? (via FWS media outlet or paid service, such as PRWeb)
- Article featuring use and application of CPA - on website
- Factsheet template; use to quickly create factsheets tailored to individual audience organizations, linking to specific data layers, galleries and groups
- Identify partner, technical publications and newsletters for disseminating information (such as Wildlife Society Bulletin)