

## WDFW Communication and Outreach Plan

July 2018 through June 2019

### Strategic Vision

- Reinforce WDFW’s role as the state’s leader in fish and wildlife conservation and management
- Position WDFW and the Fish and Wildlife Commission as “thought leaders” on fish and wildlife conservation, outdoor recreation, and resource sustainability
- Create opportunities for the new director and all WDFW employees to serve as ambassadors for the agency mission and related programs/activities
- Establish an agency-wide public information, community relations, and marketing program to promote consistent messaging and public engagement

### Timetable

- Many of the activities described in this plan are ongoing or were recently initiated. New initiatives will be undertaken as described in the status column.
- This plan covers the period from July 1, 2018, through June 30, 2019.
- Following the 2019 legislative session, a 5- to 10-year plan will be developed to reflect the department’s long-term financial and operational outlook.

Goals	Strategies	Actions	Lead programs	Status -- June 2018
<b>Educate Washington state policy makers and opinion leaders about WDFW’s 2019 legislative proposals and funding plan</b>	<p>Legislative outreach before 2019 session</p> <p>Simplify and localize information to legislators and candidates</p> <p>Support outreach by regional directors and other EMT members, and WDFW staff and commissioners</p>	<p>Meet with legislators and committees</p> <p>Reach out to all candidates for legislative offices</p> <p>Provide clear, concise information package to support consistent outreach</p> <p>Clarify expectations for involvement by EMT and senior managers</p>	Director’s Office/Legislative Affairs/Public Affairs	<p>Legislative outreach underway</p> <p>Proposal descriptions are being refined with BPAG and commission input</p> <p>Outreach will follow completion of legislative proposals</p>
<b>Help new director establish/enhance positive relationships with key constituents</b>	Proactive outreach to news media, key WDFW constituents, elected officials, tribes, and the public at-large	<p>Regional meetings with WDFW staff, department stakeholders, and tribal leaders</p> <p>Interviews with key news media (Outdoor Line, John Kruse radio show, individual reporters)</p> <p>Public open houses in each region to welcome new director</p> <p>Deliver “State of the state’s fish and wildlife” message (speech, op-ed, etc.) to lay out a leadership vision</p> <p>Update <u>Director’s Handbook</u></p>	Director’s Office/Public Affairs/Regional directors	Implementation details TBD based on commission selection of new director

<p><b>Maintain ongoing existing communication and outreach to fulfill legal responsibilities and WDFW mission</b></p>	<p>Continue to provide clear, accurate information to the public</p> <p>Acknowledge reputation deficits and highlight agency responses</p> <p>Fulfill terms of 2017 legislative budget proviso</p>	<p>Ongoing efforts include:</p> <p>Public information and media relations – Includes wolf management, orca recovery, salmon allocation, hunting and fishing rules, rule simplification, legislative budget/policy information, commission support</p> <p>Website redesign – prioritize needs of WDFW website visitors through user-centered design</p> <p>Outreach for the Budget and Policy Advisory Group, including regional meetings</p> <p>Legislative education and stakeholder outreach before and during 2019 session</p> <p>Continue efforts to reinvigorate WDFW advisory groups</p> <p>Continue to provide facilitation and conflict management training to program staff as-needed</p>	<p>Public Affairs in collaboration with programs and regions</p>	<p>Ongoing</p>
<p><b>Highlight WDFW commitment to customer service and responsiveness, including online engagement</b></p>	<p>Promote conservation partnerships, facility improvements, and collaboration with recreation advocates</p>	<p>Social media/marketing messages to emphasize WDFW relevance for a changing population. Examples: orca recovery, recreation strategy for WDFW lands, etc.</p> <p>Identify cost-effective options for expanding the department’s use of online engagement technology</p> <p>Specific strategies will build on PAO partnership with graduate students at the <u>University of Wisconsin’s LaFollette School of Public Affairs</u></p>	<p>Director’s Office/Public Affairs</p>	<p>Ongoing</p> <p>Implement new technology <u>following</u> website launch</p>
<p><b>Enhance WDFW’s relevance to non-traditional interest groups and recreation advocates</b></p> <p><b>Expand ongoing efforts to increase the size and diversity of license buyers and</b></p>	<p>Developing new website to emphasize outdoor opportunities in addition to hunting and fishing</p> <p>Execute marketing plan to promote non-consumptive recreational opportunities</p>	<p>Build out new site, migrate and revise existing content as needed; establish new governance and workflow processes</p> <p>Establish standards and procedures for ensuring compliance with state and federal ADA accessibility requirements</p> <p>Actions will be guided by the marketing plan action steps</p>	<p>Director’s Office/Public Affairs/Licensing</p>	<p>Launch new site in November 2018</p> <p>Standards/procedures will be in place for the November launch</p> <p>Specific performance metrics TBD</p>

<p><b>promote hunting and fishing opportunities</b></p>		<p>Track contacts through agency outreach calendar and web/social media analytics</p> <p>Continue to use social media and traditional communication channels to promote conservation and recreational activities that don't involve hunting or fishing.</p> <p>Initiate efforts to translate WDFW content into languages other than English</p>		<p>Ongoing</p> <p>Following launch of new website (which will include translation capacity)</p>
<p><b>Improve internal communication, especially regarding diversity and inclusion initiatives</b></p>	<p>Establish agency-wide communication and outreach coordination team, with leads from all programs and regions</p>	<p>Provide guidelines and expectations for staff to communicate internally, especially in emergencies</p> <p>Provide staff with regular updates on agency activities</p> <p>Promote diversity and inclusion-related activities</p>	<p>Director's Office/EMT members/Diversity Advisory Committee</p>	<p>Expectations should be clarified by EMT and the new director</p>
<p><b>Provide staff training to build capacity for improved communication and outreach</b></p>	<p>Enable WDFW managers to master new technology and identify opportunities to serve as ambassadors for agency priorities</p>	<p>Training needs include:</p> <ul style="list-style-type: none"> <li>Communication/media relations</li> <li>Website-related training (writing for the web, etc.)</li> <li>ADA accessibility for public-facing facilities, IT systems, documents, recreation opportunities)</li> <li>Advisory group facilitation and conflict transformation</li> </ul>	<p>Director's Office/ITS/HR/Public Affairs</p>	<p>Ongoing</p>

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