



**ENVIRONMENT
AND NATURAL RESOURCES
TRUST FUND**

LCCMR Subcommittee on Strategic Planning
Communications and Outreach Strategy

Tuesday, January 9, 2024

Discussion Outline

Today

- Review current goals and strategies.
- Member brainstorming and discussion.

Next Steps

- Staff will synthesize the member discussion and draft an initial list of goals and strategies for the subcommittee to review and refine.

Current Goals

- Ensure public awareness and understanding of the LCCMR and the ENRTF, and their shared mission.
- Increase public awareness about ENRTF funding opportunities and the funding application process.
- Inform the public about how ENRTF money is being spent (i.e. projects being funded and their accomplishments) and what benefits the public is gaining from those expenditures.
- Ensure the LCCMR prioritization and decision-making process is transparent and understandable to the public.
- Achieve timely and effective communication with LCCMR members regarding LCCMR processes, meetings, and expectations.

Our Ecosystem of Audiences

- LCCMR members
- Legislature
- Current project managers
- Prospective project managers
- Engaged "stakeholders"
- General public
- Media

Current Strategies

- Provide direct and regular communication to general public about LCCMR process, meetings, and decisions.
- Keep project proposers informed about every step of the RFP process, with an emphasis on clarity and transparency.
- Compile and promote accomplishments and benefits of ENRTF-funded projects through LCCMR communications channels as well as earned media.
- Implement standardized protocols for staff communication and coordination with LCCMR members.

Examples of LCCMR Communications/Outreach

- **General and targeted outreach during RFP application window**
 - Press release, emails, social media, presentations
- **Technical assistance outreach and training**
 - Proposal review, project manager orientation, meetings, calls, office hours
- **Regular updates to proposers and general public about proposal review and selection**
 - GovDelivery, social media, press release
- **Sharing progress of ENRTF-funded projects**
 - Weekly updates, earned media, social media

Examples of LCCMR Communications/Outreach

- **Promote accomplishments and benefits of completed ENRTF-funded projects**
 - Social and earned media, presentations, handouts (top 25 ENRTF highlights, biennial reports, land acquisition map), events, site visits
- **Keeping websites up-to-date**
 - Funding process and updates, final reports, project manager information, etc.
- **Member communications**
 - Scheduling meetings, disseminating meeting materials, seeking and compiling scores, feedback, etc.

Looking Forward

- **Bolster RFP outreach to ensure an accessible and transparent process that more Minnesotans feel comfortable navigating.**
Examples: RFP information sessions, advertising staff availability for technical assistance, paid advertising or boosts, technical assistance videos, etc.
- **Explore ways to better communicate the accomplishments of ENRTF-funded projects to our varied audiences, including different methods of measuring/quantifying impacts.**
Examples: Mapping completed projects, improving signage, QR codes, storyboards, media relationships, project impact statements, ENRTF stories, expanded newsletter, expanded social media (photos/videos)
- **Strengthen MN's environmental and natural resource community of practice by finding meaningful ways to disseminate methods, outcomes, and impacts of ENRTF-funded projects.**
Examples: Lunchtime lectures, ensuring full participation with acknowledgement requirements, cohort events, site visits, LCCMR attendance at celebratory events, etc.

Member Discussion Questions

- What is the purpose of communications and outreach related to the ENRTF?
- What is the responsibility of the LCCMR in making people aware of the work accomplished using the ENRTF?
- Where do you feel communications and outreach could be improved? What do you feel like we are doing well?
- What information do you think should be communicated?
- Are there groups that you think should be targeted for increased communications and outreach?
- Are there points in the process where you think communications and outreach should be enhanced?
- In six years, how will things be different because of our communications and outreach efforts?

Goals – What we want to accomplish?

- What do you like about the current goals?
- What do you think is missing from the current goals?
- Is there anything in the current goals that you think shouldn't be included?

Strategies – How will we accomplish the goals?

- What do you like about the current strategies?
- What do you think is missing from the current strategies?
- Is there anything in the current strategies that you think shouldn't be included?
- What else could the commission do to achieve goals for communications and outreach?
- What else could LCCMR staff could do to achieve goals for communications and outreach?