

LCCMR Communications and Outreach Goals and Strategies for 2025-2031 – DRAFT (1/22/2024)

****Highlighted text indicates potential goals or strategies based on the January 9, 2024, presentation and brainstorming discussion and input received through the member survey that followed.****

Goal #1: The public is aware of and understands the purpose of the LCCMR and the ENRTF and their shared mission.

Strategies:

1. Provide direct and regular communication to the public about the LCCMR process, meetings, and decisions.
2. Hire staff dedicated solely to communications efforts.
3. Maximize the impact of social media through the following:
 - a) Assessing website and social media analytics and using other appropriate methods to determine what forms of communication are the most effective and reach the most people.
 - b) Expanding the number of social media platforms used to communicate to the public.
 - c) Increasing the frequency of social media posts and ensuring that a regular flow of information is communicated throughout the year on a variety of social media and other platforms, covering all aspects of what the LCCMR is doing and what the ENRTF is accomplishing.
 - d) Producing engaging audio and visual content.
4. Attend events, including:
 - a) Events hosted by ENRTF-funding recipients to highlight and amplify others' communications about the ENRTF and LCCMR.
 - b) Public events like the ag expo or the state fair to directly communicate with the public who may not regularly follow the LCCMR and the ENRTF.
5. Cultivate and amplify traditional media opportunities.

Goal #2: The public is aware of ENRTF funding opportunities and the funding application process.

Strategies:

1. Provide direct and regular communication to the public about the LCCMR process, meetings, and decisions.

2. Bolster RFP outreach to ensure an accessible and transparent process that more Minnesotans feel comfortable navigating.
3. Hire staff dedicated solely to communications efforts.
4. Maximize the impact of social media through the following:
 - a) Assessing website and social media analytics and using other appropriate methods to determine what forms of communication are the most effective and reach the most people.
 - b) Expanding the number of social media platforms used to communicate to the public.
5. Host and attend meetings and events – regional, topical, organizational – to directly communicate funding opportunities and answer questions about priorities and how to apply.
6. Cultivate and amplify traditional media opportunities, including paid advertising.

Goal #3: The public knows how ENRTF money is being spent (i.e., projects being funded and their accomplishments) and what benefits the public is gaining from those expenditures.

Strategies:

1. Compile and promote accomplishments and benefits of ENRTF-funded projects through LCCMR communications channels.
2. Explore ways to better communicate the accomplishments of ENRTF-funded projects to our varied audiences, including:
 - a) Different methods of measuring/quantifying impacts.
 - b) Communicating the accomplishments of the ENRTF in a manner that is more accessible and interesting to the public, such as focusing less on technical information and more on storytelling.
 - c) Hosting events that communicate ENRTF accomplishments like lunchtime lectures.
3. Strengthen MN's environmental and natural resource community of practice by finding meaningful ways to disseminate methods, outcomes, and impacts of ENRTF-funded projects.
4. Hire staff dedicated solely to communications efforts.
5. Maximize the impact of social media through the following:
 - a) Assessing website and social media analytics and using other appropriate methods to determine what forms of communication are the most effective and reach the most people.
 - b) Expanding the number of social media platforms used to communicate to the public.
 - c) Producing engaging audio and visual content.

6. Attend events, including:

- a) Events hosted by ENRTF-funding recipients to highlight and amplify others' communications about the ENRTF and LCCMR.
- b) Public events like the ag expo or the state fair to directly communicate with the public who may not regularly follow the LCCMR and the ENRTF.

7. Cultivate and amplify traditional media opportunities.

8. Work with project managers to

- a) Generate content for regular communications.
- b) Ensure full participation by all project managers in acknowledging the source of funding for their work in their communication efforts.

Goal #4: The LCCMR prioritization and decision-making process is transparent and understandable to the public.

Strategies:

1. Provide direct and regular communication to the public about the LCCMR process, meetings, and decisions.
2. Keep project proposers informed about every step of the RFP process, with an emphasis on clarity and transparency.
3. Live tweet during LCCMR meetings.

Goal #5: Communications with LCCMR members regarding the LCCMR processes, meetings, and expectations are timely and effective.

Strategies:

1. Implement standardized protocols for staff communication and coordination with LCCMR members.

Goal #6: Groups and organizations that have not traditionally participated in the LCCMR process understand the purpose of the ENRTF and LCCMR and how to apply for funding.

1. Hire staff dedicated solely to communications efforts.
2. Build relationships by reaching out to communities of color, nonprofits, and other groups and organizations that have not traditionally participated in the LCCMR process, utilizing our connections and networks through members and past applicants.

3. Attend events hosted by or attended by groups and organizations that have not traditionally participated in the LCCMR process.
4. Carry out targeted outreach to groups and organizations that have not traditionally been aware of the ENRTF and LCCMR to help them understand the purpose of the ENRTF and LCCMR and how to apply for funding.
5. Produce audio and visual content that may be more accessible to groups and organizations that have not traditionally participated in the LCCMR process.