

**Communication Plan**  
**Colorado/Wyoming Society of American Foresters**  
**2015**  
**(Raising Communication to the Next Level)**

**Executive Summary**

The Colorado-Wyoming Society of American Foresters (CO-WY SAF) is part of the national Society of American Foresters. The States Society is nine chapters strong with a range that covers most of Wyoming and all of Colorado. The State Society also has two student chapters housed at Colorado State University and the Front Range Community College in Fort Collins. The purpose of this communication plan is to help CO-WY SAF focus on those items that will promote the mission of the society to improve forest resource management and promote public understanding.

**Background**

According to the CO-WY SAF the charge of the Communication Chair is to:

- Develop an annual Communications Plan with goals, objectives, actions and assignments.
- Through the “Webmaster” maintain the Colorado/Wyoming SAF website.
- Submit article of interest to the FORESTRY SOURCE
- Write an article about the Annual Meeting for the FORESTRY SOURCE
- Ensure that Chapter Communication Positions are established
- Provide advice and assistance to the Chapter Communications Position

In addition to the above in January 2015, the Executive Committee agreed to pursue the use of social media including but not limited to: e-mail, skype, twitter, blog, website, and Facebook. The Executive Committee charged the communications committee to find out how the society could best use these tools.

### **Communication Objectives and Strategy**

After initial discussion the Subcommittee of the Executive Committee (Lyle Laverty, Mike Eckhoff and Steve Ambrose) the group decided the following communication objective should be pursued during 2015:

- Make SAF more responsive to resource issues in Colorado, Wyoming and nationally.
- Help bring our members together through communication to become more active in SAF.
- Use media opportunities to be more informed on resource issues.
- Become more effective in helping legislators understand the resource issues, and be the “go to” organization for straight unbiased information. Three members of Congress from Colorado are on either the Senate Energy and Natural Resource Committee or the House Resources Committee. Two members of Congress from Wyoming, Rep. Lummis and Sen. Barrasso, are on House Resources and Senate Energy and Natural Resources committees.
- Use the best methods to keep our members informed and engaged

The objective of our communication efforts is to ensure that everyone who wishes to be kept informed on resource issues within SAF has the opportunity to be informed. Another objective is to market SAF and explain the opportunities available so more people know about SAF and become a credible source of information

Another objective will be to take advantage educating the public and external interests about SAF. We can do this education by notifying the local media (including radio, TV, newsprint) about events such as the annual meeting (Post

Independent (Glenwood Springs), and setting up opportunities for interviews. We can also distribute a short briefing paper about the organization to our external interests when we contact them.

### **Stakeholder Analysis**

The following is a list of stakeholders and a statement as to why they are interested.

SAF Members – They are key members who engage and are responsible to further the efforts of SAF.

Congressional Delegation from Colorado/Wyoming - They affect the national outcome of resource issues. It is important that they understand that SAF is a credible source of information on resource issues.

Colorado and Wyoming State Legislators - They are key stakeholders who determine the resource issues in their states.

General Public – They are stakeholders who should be given the opportunity to understand that SAF is interested in sound resource management in the country.

Federal and State Agencies, including US Forest Service, BLM, BIA, US Park Service, Colorado State Forest Service, Wyoming State Forestry Division - advance the science, education, technology, and practice of forestry and enhance the competency of its employees

### **Evaluation**

At the end of 2015 the Executive Committee and the Communication Committee will have a discussion to determine the success of this communication plan and determine the course of action for 2016.

## **Budget**

There is limited budget for the communication plan. Most activities will be done by volunteer services. It is estimated that \$1000 will be needed for updating the SAF displays and a small amount to keep the website active.

### ACTION PLAN FOR COMMUNICATION

<b>Date planned</b>	<b>Activity</b>	<b>Purpose</b>	<b>Responsible</b>	<b>Status</b>
By 2/28/15	Host a Reception for State of Colorado Legislators	Provide information, display.	Lyle Laverty Bjorn Dahl Tommy Thompson	Done
By 1/31/15	Present Communication concepts to Executive Committee	Get direction from the Executive Committee	Steve Ambrose	Done
By 3/15/15	Develop an annual Communications Plan with goals, objectives, actions and assignments.	Focus on communication	Steve Ambrose	Done
Ongoing	Through the "Webmaster" update and maintain the Co/Wyo SAF website.	Raise visibility and improve communication	Steve Ambrose Mike Eckhoff	In progress
Ongoing	Submit article of interest to the FORESTRY SOURCE	National SAF visibility	Steve Ambrose chapters	To Do (Foresters Fund Possibility)
By 6/1/15	Write an article about the Annual Meeting for the	National SAF visibility	Steve Ambrose	National doesn't publish

	FORESTRY SOURCE			State Meetings. Done
By 12/1/10	Ensure that Chapter Communication Positions are established and are maintained	Make Co/Wyo more effective	Steve Ambrose	Sent out request in April, no response from Chairs
Ongoing	Provide advice and assistance to the Chapter Communications Position.	Get started to communicate to chapters	Steve Ambrose	In Progress
By 5/15/15	Rework SAF State Displays	Use for visibility opportunities	Steve Ambrose Lisa Mason Phil Hofer Mike Eckhoff	In Progress and in the final stages
By 6/15/15	Send out questionnaire about the use of social media and implement the findings.	SAF Members become better informed	Steve Ambrose Lyle Laverty Mike Eckhoff	Done
By 12/1/15	Determine if there is a need for a media workshop at the State Meeting	Improve media skills and communication	Steve Ambrose	Discuss opportunity in 2016
Ongoing	Continue to use the Timberline Newsletter as a source of information for SAF. Encourage chapters to submit a monthly update.	Provide SAF updates and improve communication	Jim Thinnes Steve Ambrose Chapter Chairs	Ongoing

By 6/1/15	Determine if SAF should visit congressional delegation field office and/or plan a field tour.	Inform delegation of resource issues	Bjorn Dahl Lyle Laverty Steve Ambrose (meeting held in Glenwood Springs)	Ambrose, Laverty, Dahl visited Senate Offices in Colorado. Wrote editorial for front range newspapers.
By 12/31/15	Present SAF at an event that targets underrepresented groups	Reach more youth audiences, especially marginalized groups –	Jamie Dahl Steve Ambrose	1 targeted EE event (in Estes Park) done. Jamie is working on some diversity initiatives at CSU as well.
By 12/31/15	Target at least 4 youth events in 2015 to make SAF presentations with Education Chair/Group.	Communicate to more diverse audiences and make communication efforts inclusive	Jamie Dahl Steve Ambrose	Jamie is working on one meeting with the MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences) student group at CSU.