MISSOURI
DEPARTMENT OF
NATURAL RESOURCES

Streams of Information

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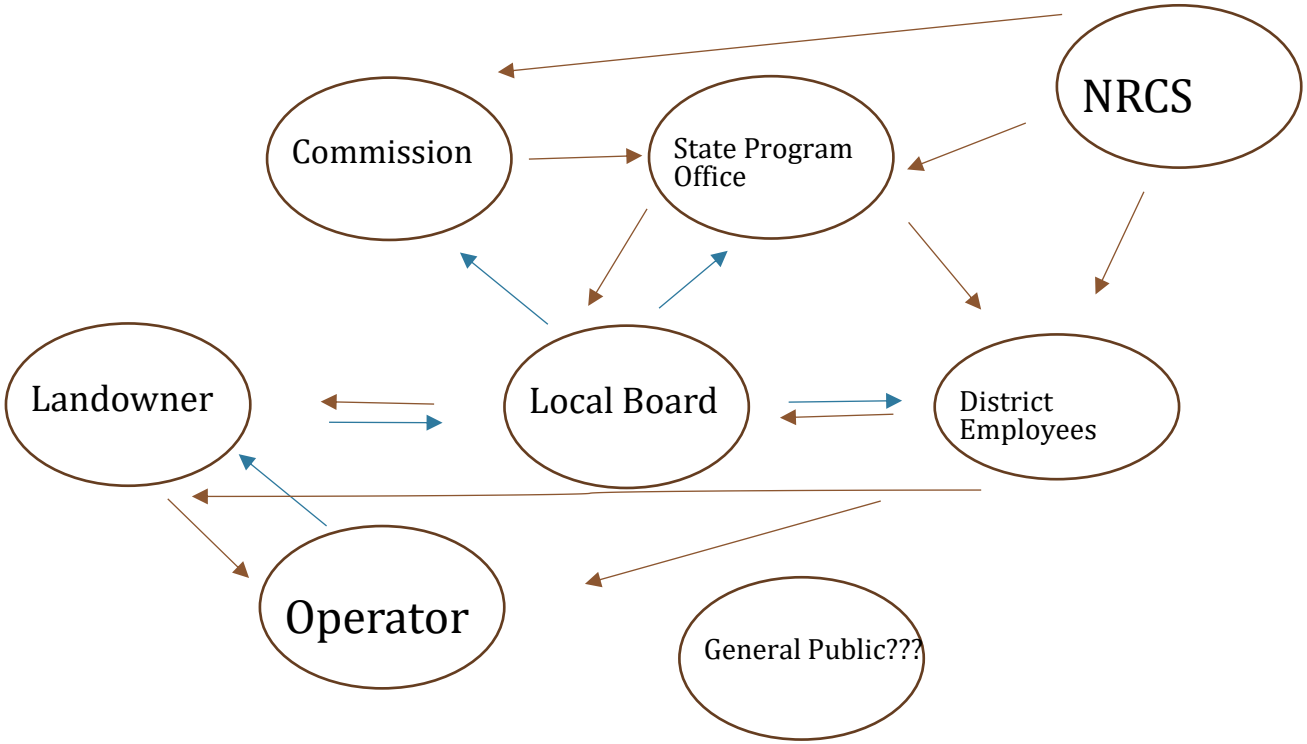
SWCP Communication Plan

- Goals-broaden circle of influence, create dialogue, determine needs
- Key Messages-our actions benefit the environment, the economy and our partners, we have a long track record of success.
- Stakeholders: Who Carries the Message-hopefully everyone
- Action Plan-this presentation will focus on some of the actions we are taking.

Information Flow



Information Flow

- Targets for Communications
  a) Accurate
  b) Timely
  c) Useful
  d) Diverse

Information Streams

- Official Memorandums/Handbooks
- In Person Exchanges(board meetings, conferences)
- E-Newsletter
- Press Release
- Fact Sheets and Brochures
- Social Media

Information Streams

- Handbooks, Memos,
    1. Often very technical in nature, and we rely on district employees and/or our frontline staff to make sure boards see, read, and comprehend the contents.
        a) Distributed electronically and very few board members receive directly.
        b) Not always updated in a timely manner.

Information Streams

- In Person Exchanges
  1. Board Meetings-Front line staff (District Coordinators) attend board meetings and do a great job…However… there is no script
  2. Training-Also falls on District Coordinators, but not handled consistently across the program
     a) Working on standardized curriculum and materials
  3. Conferences-Used to be common, but rare in the current climate.
     a) Is this over, or just paused?

Information Streams

- Quarterly E-Newsletter
  - Done in the past, but abandoned
  - Revitalized and targeted towards districts (boards and employees)
  - Used to inform target audience about:
    1. Program office priorities/vision.
    2. Provide transparency.
    3. Help get to know staff.
    4. Summarize and explain policy decisions.

Information Streams

- Press Releases
  - Rarely done in the past
  - Emphasis on being timely(can be a challenge)
  - Topics of interest to the general voting public

Information Streams

- Fact Sheets/Brochures
    1. Originally Intended for conference settings, but just as useful at the district level with all the limitations on face to face interactions.
    2. Summarizes practices and helps to match official practice names/codes to purpose and common names of practices.
    3. Keeps information and style consistent, but allows local districts to add contact info and logo

Information Streams

- Social Media
    1. Tricky for districts because encouraged, but not policed
    2. Highly variable
    3. Not allowed for state program (must use department account)
    4. Difficult to obtain content.

Information Streams

- What about feedback?
    1. Committees have been successful in the past
        a. Education/Information Committee needed?
    2. Surveys
    3. Ballot