

FREP Communication Strategy (2011)

FREP Mission: To be a world leader in resource stewardship monitoring and effectiveness evaluation; communicating science-based information to enhance the knowledge of resource professionals and inform balanced decision making and continuous improvement of British Columbia's forest and range practices, policies and legislation.

FREP Communication Objectives:

1. Ensure province-wide recognition of the value, integrity and utility of FREP data, reports and recommendations in order to maximize the long-term support of the program by the resource management community.
2. Enhance the knowledge of resource professionals practicing in British Columbia and inform balanced decision making and continuous improvement of British Columbia's forest and range practices, policies and legislation.
3. Ensure full opportunity for our partners, collaborators and others to help us continually improve communications and knowledge exchange efforts and all other aspects of the program.

Key Communications Principles/ commitments:

1. Our data and analysis will be accurate and objective.
2. Our reports, extension notes and other communications will be accurate, unbiased and constructive.
3. Our communication efforts will always strive for integrity, inclusiveness and continuous improvement.

Top communication priorities:

- A. Understanding and meeting our client's needs
- B. Reporting monitoring results
- C. Communicating areas of successful stewardship and opportunities for improvement
- D. Communicating the role of FREP in a results-based, professional model (e.g., defining the value added)

Annual Improvement / Work Plan: Communication activities and performance measures will be detailed in the annual FREP Improvement / work plan; specific to targeted audiences.

Target Audiences and Key Messages:

| Target Audience | Key Messages | Communication Activities (pg. 2) |
|---|--|----------------------------------|
| Resource professionals | <ul style="list-style-type: none"> Status and trends of the 11 resource values (local district to provincial scale) Recognizing current excellence in stewardship practices Key opportunities for improving the stewardship of the 11 FRPA resource values | 1-7 |
| Government decision makers (There are two levels, executive and operations – each has slightly different needs). | <ul style="list-style-type: none"> Status and trends of the 11 resource values (local, regional and provincial) – Answering the question “are we meeting government’s objectives?” Effectiveness of the results-based, professional reliance model: <ul style="list-style-type: none"> Recognizing current excellence in stewardship practices Identifying key opportunities for improving the stewardship of the 11 FRPA resource values Needed legislation and/or policy fixes Multiple-resource value landscape-level impacts (cumulative effects) | 3, 4, 5, 6, 8, 9 |
| Industry decision makers (industry) – same as above – there are 2 level within industry as well | <ul style="list-style-type: none"> Status and trends of the 11 resource values (local, regional and provincial) Recognizing current excellence in stewardship practices Identifying key opportunities for improving the stewardship of the 11 FRPA resource values Key opportunities for improvement for the stewardship of the 11 resource values Awareness of any needed legislative and/or policy change that may be proposed | 1, 3, 4, 5, 6, 7 |
| Partners and collaborators | <ul style="list-style-type: none"> FREP is willing to work collaboratively with others to improve the sharing of information to help provide decision makers with the information they need FREP values all contributions and opportunities that your organization provides | 1-9 |
| Technical community | <ul style="list-style-type: none"> Data is collected and analyzed in a statistically rigorous and transparent manner Data is available for sharing | 2, 7 |

Primary Communication Activities: Our primary methods of communication and extension will be:

| Activity | Activity Description |
|----------|--|
| 1. | Extension Notes (summary findings and recommendations in 2-6 pages – technical, but multi audience) |
| 2. | Reports (technical, detailed individual resource value analysis) |
| 3. | Chief Forester’s FREP Report (annual summary of all resource value findings and recommendations) |
| 4. | Presentations (technical and non-technical) |
| 5. | YouTube (technical and non-technical, 1 to 4 minute training, overview and awareness videos for all resource values) |
| 6. | Provincial and regional scale posters (summary of key findings and recommendations) |
| 7. | Participation in activities hosted by agencies/organizations collaborating with FREP (e.g. speaking at FORREX webinars, LINK newsletter articles, etc) |
| 8. | Briefing notes, fact sheets, “District Communication E-Blasts or Fact Blasts” |
| 9. | Regional management updates |