



AGENDA

August 19, 2011

Yates Building, McArdle Room (1st floor)
 USDA Forest Service Headquarters
 1400 Independence Ave. SW
 Washington, DC 20250

10:00 – 12:00 AM – Eastern Time

Reminder: Agendas, Notes and Handouts are available at myfirecommunity.net – WFEC Neighborhood

Time	#		Topic	Presenter
1000 – 1005	1		Welcome/Introductions	Roy Johnson
1005 – 1010	2	☒ Information ☒ Discussion ☐ Decision	Meeting Objectives & Expectations <u>Description:</u> Outline the objectives and expectations of this meeting <u>Outcome:</u> 1. Understanding what we need to accomplish <u>Reference Material:</u> 1. Final Agenda	Tom Harbour
1010 – 1030	3	☒ Information ☒ Discussion ☐ Decision	CS Sub-Committee Status Reports <u>Description:</u> Sub-Committees will report on the following: 1. Identify actions, milestones and deliverables that were to be accomplished between the August 5 WFEC meeting and now. 2. Report on actual accomplishments during that time period. 3. Identify actions, milestones and deliverables planned to be completed between now and the September 2 WFEC meeting. 4. Identify any issues or barriers that need to be resolved. 5. Identify what, if anything is needed from WFEC. <u>Outcome:</u> 1. Understanding of the activities of each sub-committee. 2. Agreement on any modifications to deliverables or timelines 3. Identify of next steps to resolve any pending issues and/or barriers <u>Reference Material:</u> 1. Sub-Committee Status Reports	Kirk Rowdabaugh (CSSC) Douglas MacDonald (RSC – West) Tom Harbour (RSC – Northeast) Jim Karels (RSC – Southeast)
1030 – 1045	4	☒ Information ☒ Discussion ☐ Decision	Cohesive Strategy Communication Task Group – Status Report <u>Description:</u> Update on the progress on action items assigned at the August 5, WFEC meeting. These include:	Mary Jacobs

<i>Time</i>	<i>#</i>		<i>Topic</i>	<i>Presenter</i>
			1. Address the Western Region's communication concerns, 2. Identify key questions and develop answers 3. Identify the support needs to finalize the report to WFEC. <u>Outcome:</u> 1. Understanding of accomplishments to date and remaining workload and timeframes <u>Reference Material:</u> 1. Status Report	
1045 – 1100	5	☒ Information ☐ Discussion ☐ Decision	CS Communication Strategy Framework <u>Description:</u> The tasking for the development of the communication strategy framework will be presented for concurrence.. <u>Outcome:</u> 1. Approved tasking which includes deliverables and timeline. <u>Reference Material:</u> 1. Communication Strategy Communication Strategy Framework proposal	Mary Jacobs
1100 – 1110	6	☒ Information ☒ Discussion ☐ Decision	Large Air Tanker Strategy – Update <u>Description:</u> Tom will provide an update on the national large air tanker strategy development <u>Outcome:</u> 1. Understanding of current activities <u>Reference Material:</u> None	Tom Harbour
1110 - 1120	7	☒ Information ☒ Discussion ☐ Decision	Incident Management Organization Succession Planning – Update <u>Description:</u> Bill will provide an update on the Incident Management Organization Success Planning <u>Outcome:</u> 1. Understanding of current activities <u>Reference Material:</u> None	Bill Kaage
1120 - 1135	8	☒ Information ☐ Discussion ☐ Decision	Round Table Discussion <u>Description:</u> WFEC members have the opportunity to share information with the committee and identify issues that may result in potential future agenda items. <u>Outcome:</u> 1. Understanding of activities within the members' organizations. <u>Reference Material:</u> 1. Each member prepare a paragraph or two to addressing their organization's relevant activities, issues, etc	WFEC Members
1135 – 1150	9	☒ Information ☐ Discussion ☐ Decision	Public Comments <u>Description:</u> Time for WFEC to hear from the public. Specific	Public

<i>Time</i>	<i>#</i>		<i>Topic</i>	<i>Presenter</i>
			topics to be determined <u>Outcome:</u> 1. Awareness of public opinions related to WFEF activities <u>Reference Material:</u> 1. TBD	
1150 – 1200	10	☐ Information ☒ Discussion ☒ Decision	Closeout <u>Description:</u> 1. Review the outcomes of this meeting 2. Review decision and actions 3. Identify potential agenda items for September 2 4. Schedule an administrative meeting to discuss the October face to face WFEF meeting. <u>Outcome:</u> 1. Agreement on decisions and actions 2. Agreement on focus for next meeting 3. Agreement on date for administrative meeting	Tom Harbour
1200	11		ADJOURN	



Status Report

Date: August 19, 2011

Subcommittee: Cohesive Strategy Subcommittee (CSSC)

Accomplishments Since Last Report:

- Podcast –The CSSC/Communication Group has started the podcasts. Two recordings have been done and the podcasts will be posted on the forestsandrangemands.gov website once they are edited.
- Communications and Messaging – CSSC/Communications Group continues to work on communications and messaging products including: a brochure, fact sheet, display, new website pages, and enhanced website features to allow for comments and feedback. They are also working on developing an overall Communications Strategy for the CS.
- Roles/Responsibilities - The CSSC has developed a draft Roles and Responsibilities document that lists the key areas that the group believes it can make the greatest contribution to the CS for the remainder of Phase II and into Phase III. The draft roles and responsibilities were developed from the CSSC Charter and building on previous CSSC work in Phase I. The draft is attached for WFEC review and concurrence.

Planned Activities for Next Reporting Period:

- Finish editing the podcasts and get them posted on the website
- Continue work on the Communications Strategy
- Begin reviewing preliminary information coming in from the regions.
- Finalize a draft roles and responsibilities document

Issues Identified:

None

WFEC Decisions/Approvals Needed:

Concurrence with CSSC Roles and Responsibilities draft

References:

Contact Information:

Kirk Rowdabaugh, Director, Office of Wildland Fire Coordination
WFEC liaison to the CSSC
202-606-3447



Status Report

Date: August 12, 2011

Subcommittee: Western RSC and Working Group

Accomplishments Since Last Report:

Since the last report we have concluded the outreach efforts for the Western Region which came from the face-to-face forums in Boise and California, virtual forums for the Southwest, Rocky Mountain, Great Basin, PNW (including Alaska), and Northern Rockies Geographic Areas and the Western web site. Additionally WG and RSC members through numerous outreach activities received comments and input from their respective stakeholders and agencies. In total we received over 1,400 comments from a wide range of stakeholders. The METI Contractors have completed the Content Analysis for the comments and developed a comprehensive report for the overall effort which will be utilized for our deliberations to complete the Western assessment. From August 10-12 a sub-group met in Denver to refine the Western template merging the Content Analysis from METI and all other substantive comments from all stakeholders in preparation for a WG and RSC meeting in Denver scheduled from August 15-19, 2011. The Western Work Group has completed the work in CRAFT and has now completed input to the Regional Template provided by WFEC. We have secured the services of a meeting facilitator for the RSC/WG meeting in Denver. Additionally we have shared our Communication Strategy and Plan for the West with the communications task force working on the overall Communications/Implementation Strategy for the Cohesive Strategy

Planned Activities for Next Reporting Period:

The Western WG and RSC will meet in Denver from August 15-19, 2011 to develop the first working draft of the deliverables for the West. The next two weeks, using conference calls and email communication we will finalize our work with a planned delivery of that product of September 16, 2011. We will continue implementing our Communication Plan for the West providing feedback to all members of the WG and RSC and our stakeholder regarding our progress. An updated communication is an attachment detailing our efforts.

Issues Identified:

Key issue: Continue the communications/implementation strategy for the overall CS effort.

WFEC Decisions/Approvals Needed:

References:

Contact Information:

Joe Stutler, Joe Freeland and Alan Quan



Status Report

Date: 08/19/2011

Subcommittee: NERSC

Accomplishments Since Last Report:

- Completed the last of the virtual forums (4) for gathering input on how to meet the three National Goals.
- First three virtual forums had low attendance but last (8/12) forum had > 25 people.

Planned Activities for Next Reporting Period:

- Working group leads and Gus Smith working on Objectives Hierarchy.
- Meeting with Karin Lichtenstein and Steve Norman to discuss creating alternatives.
- Planning for RSC meeting in Milwaukee 9/7 – 9/9.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Gus Smith reporting for:
Matt Rollins
605.838.8812
mrollins@usgs.gov



Status Report

Date: August 19, 2011

Subcommittee: Southeast Regional Strategy Committee

Accomplishments Since Last Report:

- The Working Group has spent the past couple of weeks working on a draft Regional Assessment and will spend the next week polishing it before they submit the final draft to the Southern RSC on August 26. As they have been working, they have been sharing section drafts with the Southern RSC and receiving feedback from the RSC.
- A content analysis was also done to group and summarize all of the comments, which the working group is taking into consideration as they draft the Regional Assessment.

Planned Activities for Next Reporting Period:

- The Working Group will continue to hold conference calls/webinars every week through the end of August to finalize the Regional Assessment and provide a draft to the SE RSC on August 26.
- The Southern RSC will be meeting on September 7 - 8 in Asheville, NC to discuss and edit the draft. They are on track to deliver a final Southern Region Assessment to WFEC by September 30.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Mike Zupko - sgsfexec@zup-co-inc.com; Kevin Fitzgerald – 865.436.1202; Sandy Cantler – 202.205.1512



CSSC Roles and Responsibilities

- The CSSC reports directly to the WFEC and functions as their “Working Group”.
- The role of the CSSC is to provide oversight and guidance on development and execution of the proposed processes and tasks necessary to complete Phases II and III including providing support to all aspects of completing the deliverables defined by the WFEC for Phases II and III.
- Specifically, the CSSC will review all Regional Assessment drafts to ensure the documents meet the requirements specified in Phase I and meet the needs to complete Phase III. The CSSC will provide comments and edits to the RSC’s and WFEC. The CSSC will provide continual feedback on the progress of completing these deliverables and make recommendations, as necessary, on changes to the planning and analysis process designed to complete Phases II and III.
- The CSSC will also review and provide recommendations on NSAT processes and draft documents ensuring the processes are adequately supporting Phase II and Phase III.
- The CSSC is responsible for promoting and facilitating the implementation of the CS and will draft a CS Implementation Plan, assign leads for each task and update the Implementation Plan to reflect items that have been accomplished.
- The CSSC will continue their role as “champions” of the CS to their constituents and others through attending meetings, giving presentations, soliciting input, etc.



Proposal

Date: August 19, 2011

Subcommittee: Cohesive Strategy Subcommittee

Description of Issue or Assignment:

Develop clear set of roles and responsibilities

Recommendation(s):

CSSC Roles and Responsibilities will be as follows:

- The CSSC reports directly to the WFEC and functions as their “Working Group”.
- The role of the CSSC is to provide oversight and guidance on development and execution of the proposed processes and tasks necessary to complete Phases II and III including providing support to all aspects of completing the deliverables defined by the WFEC for Phases II and III.
- Specifically, the CSSC will review all Regional Assessment drafts to ensure the documents meet the requirements specified in Phase I and meet the needs to complete Phase III. The CSSC will provide comments and edits to the RSC’s and WFEC. The CSSC will provide continual feedback on the progress of completing these deliverables and make recommendations, as necessary, on changes to the planning and analysis process designed to complete Phases II and III.
- The CSSC will also review and provide recommendations on NSAT processes and draft documents ensuring the processes are adequately supporting Phase II and Phase III.
- The CSSC is responsible for promoting and facilitating the implementation of the CS and will draft a CS Implementation Plan, assign leads for each task and update the Implementation Plan to reflect items that have been accomplished.
- The CSSC will continue their role as “champions” of the CS to their constituents and others through attending meetings, giving presentations, soliciting input, etc.

Decision Method used:

- ☒ Subcommittee Consensus
- ☐ Modified Consensus (explain, i.e. majority, super-majority)
- ☐ Chair Decision



Proposal

Contact Information:

Sandy Cantler – 202.205.1512

WFEC Decision:

- ☐ WFEC Approves
- ☐ WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- ☐ Need More Information (required to come back to WFEC for approval)
- ☐ WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

Reviewed the roles and responsibilities

Mac – support

Jim Erickson – good

Ryan – good

Bill – supportive – would it be better to pick up the topic of implementation after October to ensure we adjust if necessary

Beth – great

Mary – great

Tom – the only sensitivity is the concern about the CSSC being the vehicle to get the documents to WFEC. The RSCs will submit their products to WFEC

Edits to third bullet – add “that have been provided to the WFEC”

Edits to fifth bullet – “at the discretion of the WFEC”

Unanimous decision with amendments – no reason to return this to WFEC



Status Report

Date: August 19, 2011

Tasked Committee: Cohesive Strategy Communication Workgroup (CS-CW)

Note change of group title from CS-CCC as noted on the 8/5/11 Status Report to Communication Workgroup. This was a result of feedback received on the initial title.

Accomplishments Since Last Report:

Topics on WFEC August 19, 2011 agenda:

1. Address the Western Region's communication concerns.
 - o On Monday August 8, Mary Jacobs and Roberta D'Amico met with Joe Stutler by phone to listen to concerns and learn about the successful communication efforts in progress via the WRSC. Joe shared the WR's Communication Plan which has subsequently been shared with the CS-CW. Suggestions shared with CS-CW members.
2. Identify key questions and develop answers.
 - o CS-CW discussing Cohesive Strategy messages and need to identify overarching themes. Workgroup representatives will initiate contact with WFEC members to engage in discussions to listen and identify frequently asked questions (FAQ's) in order to develop FAQ's and overarching themes / messages
3. Identify the support needs to finalize the report to WFEC.
 - o On the inaugural CW-CS call (see below) and on the CSSC call, Mary Jacobs clarified that the CS-CW can provide suggested options on how CSSC can complete the report. This request was separate from the Communication Tasking discussed on July 15, 2011 WFEC call. Examples on how the support can be provided include contracting support services (enterprise Teams, Government Service Association or private contractors).
4. An action item identified at the July 15, 2011 WFEC meeting was to develop a tasking for the communication effort. A draft tasking memorandum was presented on the August 5, 2011 WFEC meeting. Subsequently the tasking was shared with Cohesive Strategy Sub Committee (CSSC) on August 10, 2011 and with the CS-CW members on August 15, 2011.
5. Final tasking presented to WFEC for August 19, 2011 meeting.

The inaugural call of the members of the CS-CW was held on Monday, August 15, 2011. Mary Jacobs introduced and subsequently discussed the tasking on the phone. The group discussed the tasking, provided comments on the phone and via e-mail post phone conference. The group also discussed their internal operating procedures which



Status Report

are addressed in the August 5, 2011 Status Report. Discussion documented in the group's notes.

Planned Activities for Next Reporting Period:

- Roberta D'Amico, Judith Downing and Sarah McCreary to meet in person the week of August 22, to discuss further actions. Shawn Stokes not available the week of August 22, due to conference commitments. Discussion items will be shared with Shawn and Mary on the next CS-CW phone call the week of August 29.
- Initiate scheduling for phone calls with each WFEC member to discuss their thoughts and concerns to address FAQ's discussed above.
- Scheduling phone call with the CSSC, regional groups and the science team to:
 - o Update and discuss the Tasking;
 - o Listen to thoughts, suggestions, concerns and communication needs;
 - o Initiate collaborative relationships with the various groups tasked by WFEC.
- Identify existing interim communication products and materials which can be used currently and can be shared with others. Develop a location for easy access for the products.
- Develop a proposal for WFEC on how to enhance the knowledge and understanding of WFEC's role in the Cohesive Strategy and to better meet the intent of the Federal Advisory Committee Act (FACA) which states: *" . . . to ensure that advice by the various advisory committees formed over the years is objective and accessible to the public."* The intent is enhance the perception of WFEC activities as an open to the public which will serve to enhance communication short and long term communication and collaborative efforts. .

Issues Identified:

No issues during this time period.

WFEC Decisions/Approvals Needed:

Approval of the CS-CW Tasking Dated August 19, 2011

References:

None

Contact Information:

Roberta D'Amico, Email: roberta_d'amico@nps.gov
Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov



Status Report

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 - Final tasking presented to WFEC for August 19, 2011 meeting.
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- Scheduling phone call with the CSSC, regional groups and the science team to:
 - Update and discuss the Tasking;
 - Listen to thoughts, suggestions, concerns and communication needs;
 - Initiate collaborative relationships with the various groups tasked by WFEC.
- Identify existing interim communication products and materials which can be used currently and can be shared with others. Develop a location for easy access for the products.
- Develop a proposal for WFEC on how to enhance the knowledge and understanding of WFEC's role in the Cohesive Strategy and to better meet the intent of the Federal Advisory Committee Act (FACA) which states: ". . . to ensure that advice by the various advisory committees formed over the years is objective and accessible to the public." The intent is enhance the perception of WFEC activities as an open to the public which will serve to enhance communication short and long term communication and collaborative efforts. .

Issues Identified:

- No issues during this time period.

WFEC Decisions/Approvals Needed:

Approval of the CS-CW Tasking Dated August 19, 2011

References:

Contact Information:

- Roberta D'Amico, Email: roberta_d'amico@nps.gov
- Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov



Proposal

Date: August 19, 2011

Subcommittee: Cohesive Strategy – Communication Workgroup

Description of Issue or Assignment:

Background:

In order to effectively implement the National Cohesive Wildland Fire Management Strategy process (hereafter referred to as the Cohesive Strategy) the development of a unified communication guidance and direction document is critical.

On July 15, 2011 the Wildland Fire Executive Council (WFEC) recognized this need and accepted a proposal to develop a cohesive communication document which will complement the overall Cohesive Strategy process. The Lead Coordinator and group members are listed below.

Tasking:

The WFEC is requesting that an interagency communications group, with members from the Department of the Interior, US Forest Service, and state and local government serve as the Cohesive Strategy Communications Workgroup.

Recommendation(s):

Cohesive Strategy Communication Workgroup (CS-CW) Members:

- Roberta D'Amico, Lead Coordinator, Department of the Interior (NPS)
 - Judith Downing, US Forest Service (FS)
 - Sarah McCreary, National Association of State Foresters (NASF)
 - Shawn Stokes, International Association of Fire Chiefs (IAFC)
- WFEC Liaison: Mary Jacobs, Assistant City Manager, Sierra Vista, AZ National League of Cities.

Outcome / Deliverable:

The group is tasked with developing a communication framework which will serve as communication guidance and direction for agencies, organizations, individuals and interested stakeholders involved in the Cohesive Strategy communications effort. The document will address three critical communication goals.

1. Keeping stakeholders, interested parties, and the public informed of progress in the development of the Cohesive Strategy. (Information)



Proposal

2. Developing and implementing organizational communication processes that enhance and sustain collaboration among stakeholders toward development and implementation of the Cohesive Strategy. (Organizational Communication and Collaboration)
3. Future Implementation, management and oversight options for communication efforts. (Implementation)

Information:

- Establish the overarching message/themes for collective use.
- Determine various audiences, prioritize information needs for identified audiences, and establish a minimum level of success for outreach and engagement activities for each audience while seeking maximum contact.
- Provide various methods and mediums to effectively communicate the messages.
- Develop practices, policies and other key procedural aspects of the unified Cohesive Strategy communication effort.
- Identify a specific time table indicating milestones, due dates and action items and present to WFEC no later than 4 weeks after the initial meeting of the CS-CW.
- Recommend documentation and evaluation methods for all users.

Organizational Communication and Collaboration

- Create and maintain an active exchange of ideas and information among stakeholders leading to shared ideas and understandings contributing to the Cohesive Strategy.
- Disseminate the results of collaborative efforts back to stakeholders and other interested parties. For example, disseminate the themes resulting from content analysis of the focus groups and related processes used in Phase 2.
- Listen to stakeholder ideas through continuation of the focus groups used in Phase 2 or other improved processes as appropriate. Inform Cohesive Strategy Framers of the emerging ideas and issues identified by these processes.
- Encourage energetic and constructive conversations and exchanges about the Cohesive Strategy among stakeholders and improve the capacity of communication networks linking stakeholder groups and other interested parties. This will involve establishing bridges and liaisons between different stakeholder networks and motivating exchanges across boundaries among stakeholder groups and interests.



Proposal

Implementation:

- Recommend to the WFEC future implementation, management and oversight options for the final communications strategy for the duration of the plan, up to and including the initial five years following adoption of Phase 3 of the Cohesive Strategy to ensure continued input, involvement and relevance nationwide.
- Establish designated point of contacts that will facilitate knowledge and implementation practices established in the of the communication framework, i.e. guidance and direction.

Operating, Meeting and Reporting Procedures for the CS-CW:

- The committee reports directly to WFEC and the Lead Coordinator will organize and facilitate response to WFEC.
- The Lead Coordinator or a designated member will represent the committee and provide a progress report at the bi-weekly WFEC meetings until the task is completed.
- The CS-CW shall meet as necessary to conduct business.
- Since established via this Tasking, the group is not subject to Federal Advisory Committee Act (FACA) procedures.
- Meetings are not subject to the FACA public meeting and public notice process.
- Reports submitted to WFEC are public documents and are available to the public.

Roles and Responsibilities:

WFEC members:

- Provide guidance and support to the CS-CW.
- Be available and responsive to CS-CW during the compressed time period in order for CS-CW to garner individual and group knowledge, concerns and feedback.
- Recognize the need for each organization (including the organization members represent) to be committed to the communication and outreach efforts.

WFEC liaison to the CS-CW:

- Serve as main contact for the Lead Coordinator and the CS-CW.

WFEC DFO:

- Serve as WFEC contact for the Lead Coordinator.



Proposal

- Provide oversight to Lead Coordinator and CS-CW on implementation of specific strategies designed to ensure momentum of the various committees and subcommittees working on the effort remain interested, engaged and informed, provided such strategies are consistent with guiding principles and tasking.

CS-CW Lead Coordinator:

- Ensures interagency and collaborative process.
- Ensures committee completes task on established timeline.
- Communicate progress and status to WFEC on a regular basis.
- Identify and troubleshoot emerging issues.
- Develop and implement interim methods of communicating with various committees and subcommittees in order to keep groups positively engaged in the process.

Team Members:

- Address tasking using their expertise and professional judgment.
- Participate in CS-CW telephonic meetings at a 90% participation rate.
- Complete or facilitate tasks as assigned.
- Communicate progress and status to Lead Coordinator on a regular basis.

Participants in the Cohesive Strategy Process:

- Regardless of their individual or group role, all participants in the CS process are established leaders known for their expertise and commitment to the CS process. As such, participants are requested to assist in the cohesive communications effort by recognizing and supporting that communications is the responsibility of all individuals locally, regionally and nationally.
- Recognize and respect diverse organizational missions, cultures, and opinions.
- Facilitate effective working relationships within and outside of the CS-CW in order to meet the defined task.

Timeline:

- Status reports will be provided to WFEC on a bi-weekly basis.
- Final draft document will be shared with WFEC members prior to the presentation of the final document.
- Final document is due on **December 9, 2011**.

Decision Method used:

- ☐ Subcommittee Consensus
- ☐ Modified Consensus (explain, i.e. majority, super-majority)



Proposal

☐ Chair Decision

Contact Information:

- Roberta D'Amico, Email: roberta_d'amico@nps.gov
- Judith Downing, Email: jldowning@fs.fed.us
- Sarah McCreary, Email: smccreary@stateforesters.org
- Shawn Stokes, Email: sstokes@iafc.org
- Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov

WFEC Decision:

- ☐ WFEC Approves
- ☐ WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- ☒ Need More Information (required to come back to WFEC for approval)
- ☐ WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

Questions/concerns/issues/thoughts identified

Beth: none

Bill: thumbs up

Ryan: sounds great

Jim E: comfortable with it – appreciate Ann's comments that Joe wanted to share with us

MAC: lots of good work. Question related to membership. Should we consider NGOs as a member since a lot of the communication is going to be done along those lines.

Mary – the NGOs are part of the regional groups and are included in that way



Proposal

Roberta – no objections. Have reached out to some folks that she has worked with in the past. Definitely works with the folks as part of the regional groups.

Bill – Asked if they would be considered a point-of-contact as they are in the Roberta – we definitely need them and they

Mary – would prefer that we think about it and don't want to bog down the plan with the implementation of the plan.

Roberta – need to educate everyone on what this group is doing now.

Kirk: the first two pages and fourth page is great

Page 3 – there are 4 bullets – omit 2 and 3 from the tasking

Reports will be submitted to the WFEC and are made public.

Don't want to redefine in a tasking the roles and responsibilities of WFEC – they are identified within the WFEC charter

Recommend that the WFEC members, WFEC Liaison to the CS-CW and WFEC DFO be removed from the tasking memorandum itself

Tom: on the first page – put a clause, sentence, or something to reiterate that we come together as peers

Second – with the final document due on December 9 – heard an understanding that we need some kind of draft at WFLC – include a more overt bullet in the timeline that acknowledges some type of document being ready for the WFLC meeting.

Mary and Roberta concur with changes

Validated the following

Page 1 – reflect words related to peers

Page 3 – second and third bullets be removed

Page 3 – WFEC responsibilities be removed – all three paragraphs

Page 4 – Additional item for deliverables and timelines – substantive draft be ready for WFLC

Page 3 – team members – stay as is with the understanding that NGO are a critical part of this outreach

WFEC members – approval with amendments

Mary – Good

Beth – Agree

Bill – OK

Ryan – Agree



Proposal

Jim E – OK

MAC – OK with changes – may indicate that there will be other Points of Contact – this will be incorporated with the page 1 modifications

Kirk – made a good draft better

Tom – Don't delay the work that you are doing. Prepare a final document with the above modifications to return to WFEC in two weeks.

Tentative approval until next meeting.



TASKING MEMORANDUM

August 19, 2011

Subject: Cohesive Strategy Communication Workgroup (CS-CW)

Background:

In order to effectively implement the National Cohesive Wildland Fire Management Strategy process (hereafter referred to as the Cohesive Strategy) the development of a unified communication guidance and direction document is critical.

On July 15, 2011 the Wildland Fire Executive Council (WFEC) recognized this need and accepted a proposal to develop a cohesive communication document which will complement the overall Cohesive Strategy process. The Lead Coordinator and group members are listed below.

Tasking:

The WFEC is requesting that an interagency communications group, with members from the Department of the Interior, US Forest Service, and state and local government serve as the Cohesive Strategy Communications Workgroup.

Cohesive Strategy Communication Workgroup (CS-CW) Members:

- Roberta D'Amico, Lead Coordinator, Department of the Interior (NPS)
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 - Shawn Stokes, International Association of Fire Chiefs (IAFC)
- WFEC Liaison: Mary Jacobs, Assistant City Manager, Sierra Vista, AZ National League of Cities.

Outcome / Deliverable:

The group is tasked with developing a communication framework which will serve as communication guidance and direction for agencies, organizations, individuals and interested stakeholders involved in the Cohesive Strategy communications effort. The document will address three critical communication goals.

1. Keeping stakeholders, interested parties, and the public informed of progress in the development of the Cohesive Strategy. (Information)
2. Developing and implementing organizational communication processes that enhance and sustain collaboration among stakeholders toward development and implementation of the Cohesive Strategy. (Organizational Communication and Collaboration)
3. Future Implementation, management and oversight options for communication efforts. (Implementation)

Information:

- Establish the overarching message/themes for collective use.
- Determine various audiences, prioritize information needs for identified audiences, and establish a minimum level of success for outreach and engagement activities for each audience while seeking maximum contact.
- Provide various methods and mediums to effectively communicate the messages.
- Develop practices, policies and other key procedural aspects of the unified Cohesive Strategy communication effort.
- Identify a specific time table indicating milestones, due dates and action items and present to WFEC no later than 4 weeks after the initial meeting of the CS-CW.
- Recommend documentation and evaluation methods for all users.

Organizational Communication and Collaboration

- Create and maintain an active exchange of ideas and information among stakeholders leading to shared ideas and understandings contributing to the Cohesive Strategy.
- Disseminate the results of collaborative efforts back to stakeholders and other interested parties. For example, disseminate the themes resulting from content analysis of the focus groups and related processes used in Phase 2.
- Listen to stakeholder ideas through continuation of the focus groups used in Phase 2 or other improved processes as appropriate. Inform Cohesive Strategy Framers of the emerging ideas and issues identified by these processes.
- Encourage energetic and constructive conversations and exchanges about the Cohesive Strategy among stakeholders and improve the capacity of communication networks linking stakeholder groups and other interested parties. This will involve establishing bridges and liaisons between different stakeholder networks and motivating exchanges across boundaries among stakeholder groups and interests.

Implementation:

- Recommend to the WFEC future implementation, management and oversight options for the final communications strategy for the duration of the plan, up to and including the initial five years following adoption of Phase 3 of the Cohesive Strategy to ensure continued input, involvement and relevance nationwide.
- Establish designated point of contacts that will facilitate knowledge and implementation practices established in the of the communication framework, i.e. guidance and direction.

Operating, Meeting and Reporting Procedures for the CS-CW:

- The committee reports directly to WFEC and the Lead Coordinator will organize and facilitate response to WFEC.
- The Lead Coordinator or a designated member will represent the committee and provide a progress report at the bi-weekly WFEC meetings until the task is completed.

- The CS-CW shall meet as necessary to conduct business.
- Since established via this Tasking, the group is not subject to Federal Advisory Committee Act (FACA) procedures.
- Meetings are not subject to the FACA public meeting and public notice process.
- Reports submitted to WFEC are public documents and are available to the public.

Roles and Responsibilities:

WFEC members:

- Provide guidance and support to the CS-CW.
- Be available and responsive to CS-CW during the compressed time period in order for CS-CW to garner individual and group knowledge, concerns and feedback.
- Recognize the need for each organization (including the organization members represent) to be committed to the communication and outreach efforts.

WFEC liaison to the CS-CW:

- Serve as main contact for the Lead Coordinator and the CS-CW.

WFEC DFO:

- Serve as WFEC contact for the Lead Coordinator.
- Provide oversight to Lead Coordinator and CS-CW on implementation of specific strategies designed to ensure momentum of the various committees and subcommittees working on the effort remain interested, engaged and informed, provided such strategies are consistent with guiding principles and tasking.

CS-CW Lead Coordinator:

- Ensures interagency and collaborative process.
- Ensures committee completes task on established timeline.
- Communicate progress and status to WFEC on a regular basis.
- Identify and troubleshoot emerging issues.
- Develop and implement interim methods of communicating with various committees and subcommittees in order to keep groups positively engaged in the process.

Team Members:

- Address tasking using their expertise and professional judgment.
- Participate in CS-CW telephonic meetings at a 90% participation rate.
- Complete or facilitate tasks as assigned.
- Communicate progress and status to Lead Coordinator on a regular basis.

Participants in the Cohesive Strategy Process:

- Regardless of their individual or group role, all participants in the CS process are established leaders known for their expertise and commitment to the CS process. As such, participants are requested to assist in the cohesive communications effort by

recognizing and supporting that communications is the responsibility of all individuals locally, regionally and nationally.

- Recognize and respect diverse organizational missions, cultures, and opinions.
- Facilitate effective working relationships within and outside of the CS-CW in order to meet the defined task.

Timeline:

- Status reports will be provided to WFEC on a bi-weekly basis.
- Final draft document will be shared with WFEC members prior to the presentation of the final document.
- Final document is due on **December 9, 2011**.

Approval:

This tasking is in effect on the date of approval (noted above) by the Designated Federal Official. This task shall sunset by January 6, 2012.

Contact Information:

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