

Agenda for February 24, 2022, PNW SRM Communications Work Team

Present:

Review charge from Carlos:

Identify components for Communication and Outreach:

Identify all potential audiences for components:

Explore ways to integrate all or some components:

Identify next items to work on and who will do it:

Determine date and time of next meeting:

Pacific Northwest Section of the Society for Range Management

Section communications and outreach

Date: September 2012

Mission:

to inform membership and other interested parties of section activities and goals.

Communication Methods:

Newsletter

Web page

Social Media such as Facebook, Twitter

News articles in local publications

Other methods as deemed appropriate for the message and target audience

Newsletter:

Target Audience: Section Members

Periodicity: Published quarterly

Content: President's/director's Message, Calendar of events, articles of interest to general membership,

Objective: to provide membership with periodic updates to section activities,

Web Page:

Target Audience: Section Members, other interested parties, SRM members,

Periodicity: Updated periodically throughout the year

Content: enduring section information such as Section By-laws, Section Officers, recent newsletters, award recipients, upcoming

section events, links to registration pages, links to social media, SRM, other affiliated organizations,
Objective: to provide membership with current official documents and other information,

Social Media:

Target Audience: Section Members, other interested parties, SRM members,

Periodicity: Updated frequently throughout the year

Content: upcoming section events, links to registration pages, SRM, other affiliated organizations,

Objective: to provide current events and promotions of section activities to membership and other interested parties,

Draft 2/2021

Society for Range Management: BC Chapter 2021 Communications Strategy

The Pacific Northwest Section of the Society for Range Management has the following Mission statement:

‘Promote ways to maintain or enhance the integrity of the ecological community critical to the watersheds, plants, animals & people that depend on rangelands for their sustenance.’

With the following goal statement in support of that mission:

‘To provide information to the public & rangeland users about the values & management of rangeland resources’

There is a wealth of knowledge and expertise within the membership of the BC Chapter of the Society for Range Management, and the BC Chapter has identified several potential avenues to promote the value of rangelands and inform the general public on the art and science of range management.

Engagement Platforms

There are several platforms that the BC Chapter currently utilizes for knowledge sharing: Facebook, Instagram, YouTube, and the larger Pacific Northwest Section website. There is the potential to branch into other social media networks if there is a desire to expand that presence.

Knowledge Transfer Strategies

The Board of Directors (BOD) has identified key knowledge transfer strategies that the Chapter should pursue, webinars, short form videos for engagement over the field season, and ad hoc posting as it arises. It has been proposed that an Outreach Committee oversee these activities.

Fall and Winter Webinars

Webinars are an effective way of facilitating tech and research transfer and supporting engagement and conversation. Fall and winter are the ideal times to launch a series of webinars. Suggested possibilities include:

1. Concentrated sessions, eg. weekly for a set number of weeks, or
2. Sessions spread out over the season, eg. monthly from September to March

Themes can be determined annually. A deadline for finalizing themes and creating/distributing advertisement for abstracts will need to be determined by the Outreach Committee.

It is recognized that deploying a webinar series takes considerable preparation and volunteer time to be successful.

Field Season Engagement

Field season does not lend itself well to longer forms of engagement, however there is the opportunity to use shorter forms of engagement. Short videos, 30 seconds to 5 minutes in length, have been determined as a quick and effective way of continuing engagement and knowledge transfer over this busy time of year.

The strategy is that any Chapter member can develop a short form video to be posted on the BC Chapter's Facebook and Instagram sites. These will be sent to the Outreach Committee for review and approval. It is envisioned that Outreach Committee will present its recommendations to the BOD prior to release.

Potential ideas:

- Field work Fridays
- Grass identification series
- Principles of range management
- Highlighting distribution tools

Videos could be posted on a weekly or bi-weekly basis depending on capacity of the Outreach Committee to create and approve content.

Media Contact Strategy

There is a need for media to have reliable contacts who can speak to rangeland related news items. The BC Chapter is well positioned to provide expertise on these issues. Media contacts have indicated this would be a valuable resource. The BC Chapter will proactively contact media outlets and provide the appropriate contact information.

The Past-President should serve as the primary contact for media, and filter information requests to whomever is the appropriate subject matter expert who can speak to it. A listing page will be developed, with members identifying their areas of expertise and willingness to act as a media contact.

Stewardship Courses

To facilitate knowledge, transfer the BC Chapter should continue offering Stewardship Courses. Some recent examples have been Range Health and Riparian Health assessments, usually held in conjunction with Summer of Fall tours. We should consider conducting such courses as stand-alone events. This would provide an opportunity to work cooperatively with other organizations/partners, where appropriate.

Partners

The BC Chapter should make a concentrated effort to re-engage and solidify partnerships with other complimentary organizations in the province. In this way a broader perspective can be obtained which will only improve knowledge transfer and provide a broader audience. We should be willing to support the activities of other organizations when approached.

Important partners include:

- BC Institute of Agrologists
- BC Cattlemen's Association
- Grasslands Conservation Council
- Columbia Mountains Institute of Applied Ecology
- Others?