

# FHC Outreach News

## Fisheries and Habitat Conservation

*"Healthy Fish and Wildlife, Healthy Habitats,  
Healthy People and Healthy Economies"*

November 2004

Dr. Mamie Parker, Assistant Director

## FHC Web Consistency Work Group Gets Organized!!



The FHC Web Consistency Work Group has already met twice since it was established officially in September. AND, what a resounding success it was!

The Work Group agreed to have monthly meetings on the third Wednesday of every month, with leadership responsibilities rotating each month. The Group also set an ambitious agenda of 11 items they hope to accomplish over the next year:

1. Develop a new FHC webpage that features topical information.
2. Develop sub-pages under each selected topic
3. Develop an index or site map for the FHC website.
4. Provide workshops or technical update sessions for FHC web staff.
5. Develop minimum standard software versions for all FHC web staff.
6. Review existing and consider new web "portals" that are linked to from the FWS page.
7. Incorporate the 4 H's (Healthy Fish and Wildlife, Healthy Habitats, Healthy People and Healthy Economies) into FHC web resources.
8. Develop standards for FHC web pages.
9. Develop a web library and/or publications page.
10. Develop a list of items to be located on the FHC intranet page(s).
11. Develop an inventory of all current FHC web pages, the responsible person, and a backup web support person, in case emergency changes need to be made.

### Upcoming Events:

- **Freshwater Mussel Propagation** Brown bag luncheon Dec. 13th, Room 200A/B, ARLSQ.
- COMING SOON...the **FHC ACADEMY**— a new training resource where skilled employees share their expertise and you get the training you need! Previewing in January.

### NEW TECHNOLOGY BRINGS BROWN BAGS TO ALL!

Thanks to IRM support (and Pat BevanChan in particular!) the Brown bag luncheon series can now be viewed from your desktop!

With each new talk, our technology is pushed forward another step—now we can see and hear the talks from any FWS workstation!

**MARK YOUR CALENDARS! EVERYONE IS INVITED TO ATTEND...**

**THE NEXT FHC OUTREACH TEAM MEETING IS TUESDAY, NOVEMBER 9TH,  
1:00-3:00 P.M. IN ROOM 205, ARLSQ.**

## Celebrating Habitat!!



FHC Outreach is proud to announce 2005 as the Year of Habitat!

*"Celebrating Habitat...A Healthy Legacy"* is an initiative that will highlight the outstanding habitat protection and restoration efforts currently underway within FHC, increasing the awareness of partners, colleagues and Congress of the significant contributions FHC employees and their partners make every day to improve the quality of life of the American people. Throughout the year, each program area will host at least one special event geared toward their program. This will be an exciting time to be in FHC!!

Right:

FHC Outreach Team and Administrative Team Members gather for a group photo during the June 2004 FHC Outreach Retreat.



## The FHC Outreach Team—Who Are We?

In response to Dr. Mamie Parker's strong desire to strengthen and coordinate outreach efforts, an initial meeting of staff interested in raising the visibility and improving the quality of FHC outreach was held on March 12, 2004. In that meeting, it was agreed by the group that they would work together to develop an outreach vision for FHC. Soon, a charter was developed that set the course for this new, highly motivated FHC Outreach Team. On August 13, 2004, the official Charter was signed, outlining the functions of the Team as follows:

- Provide consistency of FHC outreach products to create a "family unit and profile" for the program
- Identify a broad but select group of audiences (traditional and non-traditional)
- Identify and articulate FHC's unique, value-added services
- Develop a comprehensive Outreach Plan for FHC that ensures that outreach activities carried out by all individual branches are elevated in quality and effectiveness
- Develop and strengthen partnerships internally and externally
- Focus outreach efforts on marketing FHC, rather than simply disseminating information
- Develop a shared vision for outreach between the Washington Office, the Regional Offices and the field
- Engage management in outreach outcomes and in achieving professional outreach throughout FHC
- Develop and market a full range of coordinated, professional education and outreach products
- Implement approved cross-program outreach activities
- Coordinate with other Service programs and the Assistant Director for External Affairs
- Evaluate the effectiveness of FHC outreach products and services.

## The FHC Outreach Mission:

*"To create and share a passion for Fisheries and Habitat Conservation that unifies, engages, and inspires all our audiences."*



### Fun Facts:

When you speak, a listener hears:  
7% from your words, 23% from your tone of voice, and 70% from actions of your body and face.

The real excitement, though, is that the Team's membership is strictly voluntary and includes members with a wide range of marketing, graphic arts, environmental education, and extensive outreach experience. This sharing of talents, skills and experience is truly the "value added" for each project the Team undertakes.