

North Atlantic LCC Communications

Steering Committee

Manchester, NH

April 20, 2011

Draft Website

- <http://www.fws.gov/northeast/test/northatlanticlcc/>

Draft Communications Plan

Communications Goals: Develop communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership, attract new partners, support existing funding and seek new funds, improve internal and external relations, and raise awareness of LCC priorities target to specific audience

Identified Audiences: What do we want to communicate to each group?

- Partners
- External: including public, news media, and local communities
- Scientists
- Local Volunteers, Land Trusts, Municipalities, and NPOs
- Young people aged 15-30
- Congress

2011 Action Plan

Goal 1: Develop effective communication products to enhance communications among partners and partnerships, develop and sustain the LCC partnership.

Goal 2: Attract new partners.

Goals 3: Support existing funding and seek new funds.

Goals 4: Improve internal and external relations.

Goal 5: Raise awareness of LCC priorities targeted to specific audiences.

SharePoint

National Landscape Conservation Cooperatives - Home - Windows Internet Explorer
https://connect.doi.gov/fws/Portal/nationallcc/SitePages/Home.aspx
Ask Search CNN YouTube Facebook Games Celebrity Amazon Word of the Day Weather E-mail Options
Norton Norton Safe Search Search Cards & Logins
Favorites Suggested Sites HP - See What's Hot Web Slice Gallery
National Landscape Conservation Cooperatives - ...

Site Actions Browse Page Nagel, Megan
National Landscape Conservation Cooperatives Home
National Landscape Conservation Cooperatives Mid-Atlantic Landscape Conservation Cooperative Search this site...

- Libraries
- Site Pages
- Shared Documents
- Lists
- Calendar
- Tasks
- Discussions
- Team Discussion
- All Site Content

Welcome to the National LCC SharePoint Site!

Add a new image, change this welcome text or add new lists to this page by clicking the edit button above. You can click on Shared Documents to add files or on the calendar to create new team events. Use the links in the getting started section to share your site and customize its look.

Shared Documents

Type	Name	Modified	Modified By
There are no items to show in this view of the "Shared Documents" document library.			

National LCC Site Owner: Andrey Andreyev
National LCC Site Content Administrator: Al Fisher



Next steps:

- Approve communications plan
- Launch website
- Sign up any LCC member currently without SharePoint access
- Others?