

Lower Mississippi Valley Joint Venture

Progress Assessment of 2014

Communications Plan

Year 1



Lower Mississippi Valley

J O I N T V E N T U R E

www.lmvjv.org

October 2015

LMVJV Communications Plan – Year 1 Progress

Organizational Performance

Communicate relevant news and LMVJV partner accomplishments, activities, and needs with Management Board members, partner organization staff, and key supporters

Task 1

Maintain baseline connection with Management Board members through regular correspondence

Numerous phone calls, emails, updates, etc. throughout the year

Task 2

Maintain baseline connection with Management Board members through Spring and Fall Board meetings

Spring and Fall 2016 Board meetings held and well attended

Task 3

Maintain and update a website with news items, project examples and information, and JV-developed documents, all of which are easily accessed and downloadable

Website content and functionality updated regularly

News and useful information highlighted and linked on Home Page

Planning documents and tools have been made accessible via pull-down from the Home Page and elsewhere throughout the web site

Governance documents (Operational Plan, 2013; Communications Plan, 2014) available on web site

Task 4

Provide fact sheets with current relevant information for use by partners, and maintain a cache of communication templates for quick-turnaround custom uses and objectives

State fact sheets for Arkansas, Louisiana, and Mississippi available

Other specialized fact sheets (e.g., **WRP & Forest Core**) developed and available

Gaining Ground article developed and circulated

Eight (8) Subject Briefs available

LMVJV Communications Plan – Year 1 Progress

Organizational Performance (cont'd)

Milestone A

Quarterly News & Updates

Positives

Spring & Summer News & Updates provided

Challenges

Objective for News & Updates is quarterly. Fell short of this objective.

Milestone B

Web content updated at least monthly

Milestone achieved.

Relevant news and informational items were refreshed regularly (e.g., Mississippi State Univ. MBHI Report, Farm Bill Guide, Shorebird Workshops, etc.)

Planning tools and products, and working group products uploaded

Milestone C

Project completions, acquisitions, dedications, etc. communicated by partners to JV staff within two weeks of completion

Little Progress

Challenges

Few reported

LMVJV Communications Plan – Year 1 Progress

Biological Planning

Engage science and delivery partners in the planning process by conveying the relevance of JV objective-setting to their priorities, interests and day jobs, and vice versa.

Task 1

Provide concise yet complete contextual information regarding the purpose and responsibilities of the LMVJV to new and potential participants in planning activities

Positive

Much of this information is available on the web site
Similar material developed for new and prospective Board members

Challenges

Nothing explicitly focused on the specific task has been developed

Task 2

Provide effective, multi-functional, and user-friendly mechanisms for information exchange among Working Group members and interested partners

LMVJV ftp site maintained and used regularly

WebEx account maintained and used regularly by LMVJV staff and partners
Interactive, web-enabled spatial data layer tool developed and provided in partnership with Ducks Unlimited's Southern Regional Office

Task 3

Publish completed planning products quickly, and on easily-accessible media

Science Priorities document on the website on the Science Team page.

No other biological planning documents approved since Plan development.

LMVJV Communications Plan – Year 1 Progress

Biological Planning (cont'd)

Milestone A

Presentations/posters (≥ 2 annually) regarding LMVJV science presented by Support Office staff and/or partners at professional meetings

Oral and poster presentation at NE/SE Partners in Flight Meeting (6-9 October 2014)

Poster presentation prepared for Large Landscape Conferences (23-24 October 2014)

Presentation abstracts submitted for SEAFWA (Nov 2015), Natural Areas Conference (Nov 2015), and North American Duck Symposium (Feb 2016)

Milestone B

Completed planning, design, research, or monitoring documents uploaded to the website within 2 weeks of completion, accompanied by mass (e.g., email) notification to partners

Not applicable during this period

LMVJV Communications Plan – Year 1 Progress

Conservation Design

Engage science and delivery partners in the design process by conveying the relevance of JV objective-setting to their priorities, interests and day jobs, and vice versa.

Task 1

Provide concise yet complete contextual information regarding the purpose and responsibilities of the LMVJV to new and potential participants in conservation design activities

Positive

Much of this information is available on the web site
Similar material developed for new and prospective Board members

Challenges

Nothing explicitly focused on the specific task has been developed

Task 2

Provide effective, multi-functional, and user-friendly mechanisms for information exchange among Working Group members and interested partners

ftp site maintained and used regularly

WebEx account maintained and used regularly

Deployed the interactive, web-enabled MAV Conservation Layers Planning Tool in partnership with Ducks Unlimited's Southern Regional Office

Task 3

Publish completed design products quickly, and on easily-accessible media

Science Priorities document on the website on the Science Team page.

No other conservation design documents approved since Plan development.

LMVJV Communications Plan – Year 1 Progress

Conservation Design (cont'd)

Milestone A

Presentations/posters (≥2 annually) regarding LMVJV science presented by Support Office staff and/or partners at professional meetings

Oral and poster presentation at NE/SE Partners in Flight Meeting (6-9 October 2014)

Poster presentation at Large Landscape Conferences (23-24 October 2014)

Presentation abstracts submitted for SEAFWA (Nov 2015), Natural Areas Conference (Nov 2015), and North American Duck Symposium (Feb 2016)

Milestone B

Completed planning, design, research, or monitoring documents uploaded to the website within 2 weeks of completion, accompanied by mass (e.g., email) notification to partners

Not applicable during this period

Milestone C

LMVJV Office science staff and/or technical working group leaders attend Conservation Delivery Network (CDN) meetings (full membership and/or working group) to provide science updates and solicit feedback from CDN members.

Science staff provided two presentations on Water Management Unit tool and Moist-soil Management, Monitoring, and Reporting Application to AR MAV and LA-MS CDNs

Invitation to CDN membership to participate in LMVJV science activities resulted in positive response from at least four partner staff, particularly regarding shorebird and water bird planning/design

LMVJV Communications Plan – Year 1 Progress

Habitat Delivery

- Regular, concise information exchange among CDN leadership and CDN members (e.g., Steering Committee, bi-annual membership, working group and sub-committee meetings)
- Relevant and timely LMVJV information, news, and documents easily accessible to delivery professionals

Task 1

Provide concise yet complete contextual information regarding the purpose and responsibilities of the LMVJV to current and potential participants in CDNs

Positive

Much of this information is available on the web site

Similar material developed for new and prospective Board members

Challenges

Nothing explicitly focused on the specific task has been developed

Task 2

Provide relevant information regarding the science-driven priorities and effective partnership activities of the LMVJV to potential funders

Science-driven priorities communicated to the North American Wetlands Conservation Council & Staff via Management Board ranking letters

Science-driven priorities included in Longleaf Initiative Team proposals

Science-driven priorities included in WREP and RCPP proposals

Task 3

Provide effective, multi-functional, and user-friendly mechanisms for information exchange among CDN members

ftp site maintained and used regularly

WebEx account maintained and used regularly

Deployed the interactive, web-enabled MAV Conservation Layers Planning Tool

Task 4

Publish and disseminate completed products quickly on easily-accessible media

Governance and delivery priority documents available on the web site for

AR MAV CDN, LA-MS CDN, and NETX CDN

LMVJV Communications Plan – Year 1 Progress

Habitat Delivery (cont'd)

Milestone A

Completed CDN products uploaded to the web site within 2 weeks of completion, accompanied by mass (e.g., email) notification to partners

Governance and delivery priority documents available on the web site for AR MAV CDN, LA-MS CDN, and NETX CDN

Mass dissemination of documents accomplished

Milestone B

LMVJV staff attend all NAWCA Council Staff meetings where U.S. grant proposals will be considered

All relevant Council Staff meetings attended by Brock or McKnight

LMVJV Communications Plan – Year 1 Progress

Monitoring & Evaluation

- Engage science and delivery partners in appropriate monitoring activities by communicating LMVJV monitoring priorities, and identifying connections between agency/organizational monitoring needs and those of the LMVJV partnership.
- Convey LMVJV accomplishments accurately and efficiently to USFWS, Congress, and potential funders
- Engage key partner staff in effective exchange of habitat accomplishment and assessment data

Task 1

Catalogue and summarize LMVJV monitoring and evaluation activities to date, and hi-light positive results of having such information

No progress beyond priorities noted in Science Priorities document

Task 2

Provide compelling justification, by the end of 2014, to partner biologists, monitoring specialists, etc. for developing Monitoring & Evaluation Priorities

No Progress

Task 3

Develop an efficient and effective template for gathering and summarizing annual accomplishments of LMVJV partner organizations

Little progress made

LMVJV Communications Plan – Year 1 Progress

Monitoring & Evaluation (cont'd)

Milestone A

Monitoring & Evaluation "success stories" uploaded to the web site by mid-2015, and updated bi-annually

Monitoring Page active on the web site, including four specific examples

Milestone B

Provide rationale and justification for developing LMVJV Monitoring & Evaluation Priorities to partner staff by mid 2015

No progress

Milestone C

Protocol prospectus for assembling annual partner accomplishments provided to the Management Board for review by Fall 2015 business meeting; protocol in place by Fall 2016

No progress

LMVJV Communications Plan – Year 1 Progress

Research

- Improve the exchange of knowledge and dissemination of science-based information to advance bird conservation
- Convey the need for and benefits of increased science in the LMVJV to potential funding sources

Task 1

Promote and disseminate the completed **Science Priorities** document (in development) and Monitoring & Evaluation Priorities to research scientists and partners

Science Priorities document shared widely with partner and potential partner staff

No **Monitoring & Evaluation Priorities** document to disseminate

Task 2

Identify and develop opportunities for interaction and information exchange such as symposia, workshops, etc.

With Manomet Center for Conservation Sciences & Delta Wind Birds, LMVJV sponsored a Shorebird Ecology & Management Workshop for public land managers (29 Sep-1 Oct) and private land managers (2 Oct) in northern Mississippi.

Produced and submitted manuscript detailing forest classification methodology (currently re-submitting); preparing manuscript of waterfowl model with four co-authors (in progress)

Task 3

Assist research scientists with articulating the need for and benefits of addressing key science needs to funding entities

Worked with LSU faculty to seek funding for hydrologic studies

LMVJV Communications Plan – Year 1 Progress

Research (cont'd)

Milestone A

Host LMVJV waterfowl biological planning & conservation design workshop in 2015, with organization & direction provided by the LMVJV Waterfowl Working Group

No progress, due to extended timing of State Waterfowl Stepdown completion.

Milestone B

LMVJV Support Office staff and technical working group leaders attend ≥ 2 professional technical meetings annually to network with partners

Support Office staff and working group leaders attended numerous technical meetings (PIF, NSST, TriST, Flyway Tech Section, etc.)

Milestone C

LMVJV Science Priorities (≥ 2 annually) addressed in research proposals. For science priorities accomplished without a formal research proposal, a project description and measureable outcomes will be provided by LMVJV Support Office Staff.

Several funding proposals in support of hydrologic studies in the MAV and WGCPO developed and submitted by staff and partners

Dr. Kim Tolson and graduate student, Garrett Wilkerson, are quantifying the contribution of private lands to waterfowl conservation in the MAV, which will help address questions of private land DED contribution and reliability in our waterfowl bioenergetic model

Dr. Doug Osborne and graduate student are examining wintering habitat use by Greater White-fronted Geese, which will help address questions of goose competition in our waterfowl bioenergetic model