

SUFC Strategic Communications WG Call

September 15, 2015

Participating:

- a. Jennifer Hinrichs, SUFC
- b. Peter Smith and Coe Roberts, ADF
- c. Andrea Fox, ICMA
- d. Larry Wiseman, CenterLine Strategies
- e. Rachel Holmes, TNC
- f. Alice Ewen, FS
- g. Scott Ward, Claire Gould and Kate Kerns (Fifth Estate)

1. Communications needs from Policy and R&D

- a. Policy goal is to influence and educate policymakers about urban forests.
 - i. Rebecca said she thinks a smart way to accomplish this is to disseminate template action alerts, social media, and one-pagers that can be modified for their particular audience or goals, as well as talking points for coalition partners.
 - ii. Upcoming activities she identified that may need communications needs: Appropriations (spring); Partners in Community Forestry Conference; Presidential candidate debates.
- b. R&D is interested in highlighting the science around why trees are so important internally and externally, and also sharing the WG's work internally within SUFC.
 - i. R&D-focused *Note from the Chair*.
 - ii. Perhaps a toolkit or Powerpoint on why trees matter for SUFC members to use.

2. Upcoming communications needs and opportunities

- a. Communications internally and externally about transition
 - i. Sasha on-boarding week of September 20
- b. One-pager on the **value of SUFC** to members/partners (good starting point for SUFC liaisons to make the case for on-going support of SUFC to organizational leadership – if needed); deepening commitment of current organizations and spelling out the value/what is in it for 'my' organization is key.
 - i. Group expressed need for some common language that makes the business case for SUFC. Jen and Sasha to draft with Fifth Estate and share with group.
 1. This one-pager could be used across all organizations affiliated with SUFC.
 2. Can be used to inform staff within an organization, externally, etc. depending on need. Where appropriate, SUFC member organizations could share on their own knowledge networks.
 3. It would have some global boilerplate language but organizations could personalize depending on individual need.
- c. Note from Chair on R&D

- i. Highlight science around why trees are so important, and perhaps some common language we can use across SUFC members to bring credibility to the organization.
 - ii. Communicate to communities the importance of trees in urban spaces--how they affect health, wellbeing, and more.
 - d. Partners in Community Forestry Conference (November 18-19, Denver)
 - a. Social media opportunity: SUFC members will be attending the conference, so it might be opportunity for messages like "SUFC is at #PCFDenver" and incorporate the #treesarethekey hashtag.
 2. Logo stickers
 - a. Possibility of creating logo stickers to place on badges at the conference that say something like "Ask me about SUFC."
 - e. Offline "meetups": Consider using social media to foster offline engagement with SUFC members
 - f. SUFC opening reception (open to all) at Partners Conf. moving away from "reception" expectation to Meet and Mingle style event for 1.5 hours. SUFC and ADF coordinating.
- 3. Frame of information dissemination**
 - a. Flagged as still a need in this community and further out.
 - b. Centralized system of tech transfer information should be considered.
- 4. Keeping an open pipeline to the urban and community forestry network**
 - a. Important especially around policy/advocacy issues.
 - b. This is something this working group needs to remain aware of as a vital grassroots system.
- 5. Next steps**
 - a. Jen and Dan are working on cultivating co-chair.
 - b. Strategic planning group to begin developing goals, and strategies for SUFC strategic plan around communications. Input from the full WG will be solicited.
 - c. Jen, Sasha and Fifth Estate to draft one-pager on shared with group for review.
 - d. Jen/Sasha to look into SUFC 'unity' stickers/other for Partners Conference.
 - e. ADF, Rachel Holmes, and Fifth Estate were willing to connect off-line to discuss further possibilities of social media strategy at the Partners Conference.
 - f. Sasha and Fifth Estate to draft R&D note from chair.