

Hello All,

Below are the summarized notes from our call last week. Also, Rachel Holmes (TNC) has whipped up a very efficient, short survey to capture organization and communications data from each of you on this committee. Please take five minutes: https://docs.google.com/forms/d/1GVZD29yDUBJAtP7Botw3AgGI2dgZ6gdZNnOIWOm9VWU/viewform?usp=send_form

Thank you for skimming the notes below and responding the [Google survey](#) before the end of the month if possible.

Looking back over the notes, I realize what a great start we are off to and I think the model for tapping our communication resources without tapping any one of us out is promising.

Best,

Jen

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**SUFC Strategic Engagement & Outreach Working Group
Conference Call
May 13, 2015**

Participating: Amanda Cooke (NASF), Rachel Holmes (TNC), Katie Robb (MA Dept of Ag), Chris Jackson & Rachel Lettre (CSA), Coe Roberts & Dan Lambe (ADF), Jen Hinrichs (SUFC), Jeremy Hager (Bartlett), Scott Ward (Fifth Estate), and Andrea Fox (ICMA)

- Dan and Jen provided a recap of this working group (WG) activities and purpose over the last two years, as well as conversation at the February SUFC Annual Meeting in DC. Over the past year, we have focused on reaching new audiences in the public health, energy efficiency and youth sectors (all with varying success) and kept our emphasis on membership retention/relationship building vs. new member recruitment.

- Our brainstorming session at the Annual Meeting and this subsequent call is part of an effort to better utilize our collective communication savvy and resources and to capitalize on our collective voice – ranging from policy to research.
- Currently, SUFC issues a monthly “Note from the Chair” which is a good tool to get time-sensitive information out further than our immediate membership circles and to have a regular “drum beat of communication” from the SUFC.
- **Based on the brainstorming session at the Annual Meeting and what was shared on this call, it is clear there is:**
 1. **Real interest in pursuing expanded SUFC communications (in many forms) with unified and amplified messages; and**
 2. **Continued interest in engaging new entities and the larger network by current members.**
- Summary posed question: How do we best utilize our member organization strengths – as vehicles in themselves with consistent target messages AND also continue to bring individuals and organizations into the (SUFC) mix?

WG Member comments/resources:

- Jeremy/Bartlett: We definitely need to reach out more and best way to do this (for me/Bartlett) is small blurbs/digestible snippets on various topics to put out on a regular basis. Also, we need to be engaging the growers (ANLA+).

ACTION ITEM: Jeremy will follow up with Craig R. from ANLA. Look to re-engage ANLA (now [AmeriHort](#)) with SUFC. *ANLA was a past member of SUFC and is again (indirectly) through AmeriHort.*

- Andrea/ICMA: City and county managers need generic information that they can apply to their constituency. It also has to be specific enough to pass along to their city/county staff to be of real use. ICMA has a KNOWLEDGE NETWORK that is an open/waiting resource for SUFC and SUFC members to utilize. Webinars and social media are also available (with canned/prepared messages for tweeting etc.).
- Amanda/NASF: NASF can serve as a guest blog post platform for our partners. We promote blog posts on social media and in our weekly e-

newsletter which continues to see higher-than-industry-average open and click rates. This is a good way to engage the state foresters as all 59 are subscribed to this list.

- Rachel/TNC: Ready to roll out big urban forestry (UF) program: [Healthy Trees/Healthy Cities](#). Glad to use this vehicle to help spread shared message @ UF.

ACTION ITEM: ALL – complete survey HERE by May 30th.

Summary Take-Aways:

- SUFC members really get a lot from being part of this network and the overall effort to “raise all boats.” The continual push/pull relationship among SUFC members lends itself to SUFC pushing out a common message/platform from time to time (periodic timing TBD) such as promoting Arbor Day/month or a time-sensitive, action oriented policy call to action AND individual member organizations can use the network to amplify/push out a message/information to a broader audience than they can reach on their own (i.e., TNC Health Trees/Healthy Cities roll out).
- Key common points from the call include:
 - A shared platform/message is key
 - SUFC has a sophisticated group of communication content experts *and* our audiences are smart end-users
 - Decision makers (policy/other) are one important target audience
 - Utilizing SUFC resources, we can reach specific/targeted organizations and sectors of strong interest to SUFC members

Next Steps: Dan, Jen & Fifth Estate will draft a basic plan of action for the remainder of 2015 and have this WG react prior to our next call (early/mid-summer). (NOTE: SUFC strategic planning process beginning next month will also help guide our plans for 2015+)