

Partnerships with local fish and game commissions – relieve DFG staff?

Multiple missions

Melding of scientific staff, interpretative staff – more fluid when communicating with the public

Working as a “integrated unit”

Dedicated staff during “high season”

Rural community outreach opportunities? More web access versus other social media

DFG still uses traditional methods of outreach

Quicker download – text based rather than graphic based

Public service channels, cable

Better (more educated) community communications – more resources on the ground

More field wardens and field biologists

More publicity re: mini-documentaries; Outdoor CA

Partnership – engagement opportunities

CA Anti-poaching Action; ltrs to DAs and judges to prosecute

CalTIP

Engaging non-consumptive users; promote greater wildlife activities; broadening the base to support the department

How to harness their support – programmatically and revenues

Human-wildlife conflict-interaction; urban wildlife sanctuaries

Re-label, re-brand what DFG does (for usage); incorporate into its message

No auto response when public contacts DFG

Increase level of confidence and trust by engaging with the public

Important areas that a broad coalition could support: anti-poaching, anti-pollution, against illegal sale of animal parts, habitat restoration, and increased enforcement

Code clean up; clear legislative directives

Better communication and education

Training

80 hour volunteer academy – natural resource volunteers

DFG Leadership Academy

Cross-cut with governance

Need for a communication plan

What are the difference audiences? Internal, other state agencies, external

What are the different communication tools?

 Networks or networking (“linked in” app)

Information management –fresh, relevant

Messaging

Timeliness

Water Plan – Tribal Communication Plan; format

Customer service expert – governance working group