

Recommended LCCMR Communications and Proposal Process Goals and Strategies for 2025-2031 (As of July 31, 2024)

GOAL 2: THE PUBLIC IS AWARE OF AND UNDERSTANDS THE PURPOSE OF THE LCCMR AND THE ENRTF AND THEIR SHARED MISSION.

Strategies:

1. Explore ways to maximize and expand the impact of social media and other online content, such as:
 - a) Assessing website and social media analytics and using other appropriate methods to determine what forms of communication are the most effective and reach the most people.
 - b) Ensuring a regular flow of engaging written, audio, video, or other content is produced and communicated throughout the year on a variety of social media and other online platforms.
2. Engage with the Community Grants Program and other ENRTF-funded grant programs to explore opportunities to collaborate, coordinate, and, if needed, differentiate among programs.
3. Cultivate and amplify traditional media opportunities.
4. Establish a presence at events, including:
 - a) Events hosted by ENRTF-funding recipients to highlight and amplify others' communications about the ENRTF and LCCMR.
 - b) Public events like the ag expo or the state fair to directly communicate with the public who may not regularly follow the LCCMR and the ENRTF.

Adopted by the LCCMR Subcommittee on Strategic Planning on January 23, 2024.

Amended by the LCCMR Subcommittee on Strategic Planning on July 31, 2024.

GOAL 3: THE PUBLIC IS AWARE OF ENRTF FUNDING OPPORTUNITIES AND UNDERSTANDS THE FUNDING APPLICATION AND RECOMMENDATION PROCESS.

Strategies:

1. Provide direct and regular communication on multiple platforms to the public about the LCCMR process, meetings, and decisions.
2. Provide direct and regular communication to applicants that keeps them informed about every step of the RFP and recommendation process and the status of their proposal.

3. Explore ways to maximize and expand the impact of social media and other online content, such as assessing website and social media analytics and using other appropriate methods to determine what forms of communication are the most effective and reach the most people.
4. Bolster RFP outreach to reach more potential applicants, such as:
 - a) Hosting and attending meetings and events – regional, topical, organizational – to directly communicate funding opportunities and answer questions about priorities and how to apply.
 - b) Cultivating and amplifying traditional media opportunities, including paid advertising.
5. Create new materials and opportunities to clearly and simply explain current LCCMR priorities and processes to the public and assist applicants.

Adopted by the LCCMR Subcommittee on Strategic Planning on July 31, 2024.