



HISC Strategic Planning Meeting

Outreach Strategies

Public Outreach Working Group

June 10, 2014



Agenda

Outcomes:

1. Identify strategies for HISC Outreach priorities
2. Identify capacity needed to achieve strategies
3. Develop at least 1 evaluation measure for each strategy

30 Min

Introductions

Quick review of priorities (identified in Strategic Planning Kick-off) & ID those for process

2 hrs 30 min

For each priority:

- a. What is the Ideal Result?
- b. Identify HISC Strategies (Implementation steps for HISC: i.e. policy, funding, and/or management/action)
- c. What capacity does HISC need to do this?
- d. Identify Evaluation Measures

Priority 1: Coordinated Messaging (but with flexibility and getting the right messenger) and unified professional strategic marketing

Related high ranking priorities:

- Statewide coordination of outreach
- Benefit of more joint messaging by groups in the room (HISC, federal and state agencies, UH, Private Orgs etc.)
- *Divide between agricultural and conservation communities (strategy?)*
- *Lack of really targeted strategy for stakeholders specifically to get funding (Strategy?)*
- *Engaging the Kapuna (Strategy?)*

Additional Priorities:

- Island Invasive Species Committees Outreach Capacity
- Need to coordinate with HTA, DOT, FAA, DLNR, to require a video and announcement on all flights into Hawaii about the impacts of invasive species and why they have to fill out customs declarations
- UH Extension, CTAHR-Cooperative Extension Service

Priority 1: Coordinated Messaging (but with flexibility and getting the right messenger) and unified professional strategic marketing

Submitted Comments:

We need to ask ourselves how we can do better, if it is more frequent planning meetings or some other way to accomplish this. How much should be POWG generated (in the past, the POWG chair conducted internal planning on messages, methods that outreach staff felt they should and could accomplish within a year), how much should be focused on priorities from the HISC, and how much should/could be focused on HISC PR.

unified professional strategic marketing: Coordinated messaging, yes. professional marketing--this might be difficult to identify messages and coordinate among PIOs (we have general messages such as, "don't plant a pest", "don't pack a pest," etc., that we could use, but it is difficult to contract marketing for topics that are agency kuleana--they/the PIO must be the main contact with the marketing firm. The question for the group: can we come up with general messages that are HISC-supported that would benefit from consultation with a marketing firm for planning and implementation.

- a. What is the ideal result
- b. Identify HISC Strategies (*Implementation steps for HISC: i.e. policy, funding, and/or management/action*)
- c. What capacity does HISC need to do this?
- d. Identify evaluation measures

Priority 1: Coordinated Messaging (but with flexibility and getting the right messenger) and unified professional strategic marketing

a. What is the ideal result

b. Identify HISC Strategies (*Implementation steps for HISC: i.e. policy, funding, and/or management/action*)

- Dedicate funding through the HISC POWG competitive process? RFF competitive process?
- Get industry to support messages reflective of their mission/needs/impact – eg Monsanto support pest & pesticide messaging)
- Don't be afraid to outsource PR, Marketing
- Define and properly use the terms: Outreach, Communication, Education, Marketing, and Public Relations

Coordinated Messaging:

- Develop a culture of inclusivity: Ensure mechanisms are in place for coordinated autonomy and give all partners the opportunity to disseminate messages
- Develop communications plan that is reflective of partner needs (Define outcomes and determine priorities/goals)
- Define audiences and messages for each audience (proactive and responsive): Cultural practitioners, scientific community, legislators, DOE/K-12 education system, Recreators, Industry, etc.
- Strategies and platforms to deliver the messages: PSA, Multimedia

Strategic, Professional Marketing

- Ensure marketing is: Culturally appropriate for the targeted audience.
- HISC is responsible for big picture messages (invasives are bad, etc.) and determining key messages that are consistent with the mission of the 6 partner agencies and ISCS. For Example: Invasive species have a negative impact on our economy (might use an example like LFA can cost you\$xx.xx, but the marketing is focused on the big idea of invasive species impact on economy)

a. What capacity does HISC need to do this?

b. Identify evaluation measures

Priority: Island Invasive Species Committees Outreach Capacity

- a. What is the ideal result**
- b. Identify HISC Strategies (*Implementation steps for HISC: i.e. policy, funding, and/or management/action*)**
- c. What capacity does HISC need to do this?**
- d. Identify evaluation measures**

Priority: Need to coordinate with HTA, DOT, FAA, DLNR, to require a video and announcement on all flights into Hawaii about the impacts of invasive species and why they have to fill out customs declarations

Submitted Comments:

I doubt we can "require" airlines to do this, due to Airline Deregulation, Commerce Clause and other issues. HISC (Josh) should ask Ford how we might go about doing this, if there is a reason the video isn't being played (do we need a new one?).

- a. What is the ideal result
- b. Identify HISC Strategies (*Implementation steps for HISC: i.e. policy, funding, and/or management/action*)
- c. What capacity does HISC need to do this?
- d. Identify evaluation measures

Priority: UH Extension, CTAHR-Cooperative Extension Service

Submitted Comments:

pro: each arm of the Extension Service (including the Master Gardener program) has a different focus w/ different audiences than who we might normally reach. con: sometimes their policies are not totally aligned with HISC. However, we should see how we might be able to partner where we agree, to maximize reach and audience targeting. Example: partnering with MGs to help "survey" nurseries/garden shops, and provide BMP information. Although this might not be the most effective way to find LFA or coqui, it could be great for outreach (engages MGs and their networks; provides additional spokespersons; increases eyes and ears).

- a. What is the ideal result
- b. Identify HISC Strategies (*Implementation steps for HISC: i.e. policy, funding, and/or management/action*)
- c. What capacity does HISC need to do this?
- d. Identify evaluation measures

Next Steps:

- Draft of Outreach Section of HISC for review – Thursday June 19

Next meeting dates:

- **Research and Technology Working Group:**
Wednesday July 2, 9:00 a.m. – 12:00 p.m.
- **Control Working Group:**
Wednesday August 13, 1:00 p.m. – 4:00 p.m.
- **Prevention Working Group:**
Wednesday September 3, 1:00 p.m. – 4:00 p.m.