

**Communication
Recommendations to be
Adopted by the

Wisconsin Conservation
Congress**

The Problem

- There is no existing communication strategy outlined for WCC delegates in order to respond to citizen input.
- The WCC vision is to “strengthen and enhance our ability to gather and convey the wisdom and influence of Wisconsin citizens in the formation of natural resource policy, research, education, and conservation.”
- In order to reach our vision, we must place ourselves in a position to encourage and respond to feedback from Wisconsin citizens.

Objective

Establish a structure for timely and clear communication in order to ensure Wisconsin citizens have a local avenue for input and information exchange.

Existing Strategies

- Communication can be in the form of electronic correspondence, phone, mail or in-person.
- WCC delegates provide publicly available contact information. WCC delegates should only provide contact information for preferred methods of communication. E.g. If the WCC delegate does not use email, do not provide an email contact.

The Plan

- Recommendation that ‘scripts’ (verbal or written) be provided to WCC delegates to help them respond to citizen concerns.

The script would include the following information:

- Formal greeting
- Reiteration of what the problem/purpose is of the citizen’s concern. Restate the issue to ensure both are on the same page
- If the WCC delegate cannot help the citizen then provide contact information for someone who can
- Promotion of any upcoming events/meetings
- Any other questions?
- Closing signature/thank you

Example Email/Phone Contact

Good Afternoon Dave,

Thank you for contacting me regarding your concerns over the declining yellow perch populations and your suggestions regarding commercial fishing regulations. We are always interested in hearing from concerned and engaged residents.

Option 1: Unfortunately, I do not have the expertise necessary to respond to your inquiry. However, I can contact the DNR and find out who would be in a better position to address your question.

Option 2: Mark Smith at the DNR would be able to address this question. He is included in this email OR he can be reached directly at xxx-xxx-xxxx.

You may also be interested in attending xyz meeting that is happening next Saturday, May 23th at the _____ from 9am-5pm. At this meeting we will _____.

Please let me know if you have any other questions.

(If email) Name

Wisconsin Conservation Congress

Milwaukee County

608-279-0951

Management Actions

Establish chain of accountability from county level to district level to document citizen contacts.

Review contacts at district meetings to share experiences and discuss best practices.

Commonly Asked Questions

- More often than not, WCC delegates get asked about what position the WCC takes on a particular issue. The answer: We support the public's opinion. Public opinion is gauged by input during the spring hearings.
- Encouraging residents to participate in the spring hearings, contact the appropriate committee chairs, or submit feedback to the WCC or DNR: great ways to help guide resident participation.

The Goals

- Develop a plan for clean and consistent communication between WCC, DNR, and residents.
- Additional components for communication may include the development of a FAQ sheet and suggested strategies to improve outreach in order to raise the profile of the WCC.

Questions?
Thoughts?
Suggestions?