

EDGE Pilot Program – Communications Team

July 12, 2019 | 10:00 a.m. – 11:30 a.m.

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G09

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 2805239246

- I. Introductions
- II. Welcome and Agenda Review
- III. Review of Goals for the Communication Team and Membership
 - Communications plan
 - Branding
 - Training the trainer
 - Outreach tools and materials
 - Funding opportunities
 - Strategic partnerships
 - Program vision & goals
 - Collecting testimonials for use in marketing
 - Outreach and recruitment
- IV. Prioritize goals
- V. Select projects based on the goals and define success for each project
- VI. Discuss of timeframe commitments
- VII. Next Steps & Review of Assignments
- VIII. Scheduling next meeting(s)