

EDGE Pilot Program – Communications Team

November 18, 2019 | 2:00 p.m. – 3:00 p.m.

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G27

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

- I. Welcome and Agenda Review
- II. Review Metrics Document
 - Communication Metrics Section
 - Identify Core Metrics
- III. Continue Message Map
 - Discuss and finalize targeted messaging
 - Next Steps
- IV. Communications Planning
- V. Discuss Implementation and Partnerships
 - Existing opportunities
- VI. Next Steps & Review of Assignments
- VII. Scheduling next meeting(s)
 - **Monday, December 12th, 2-3pm**