



AGENDA

September 2, 2011

Yates Building, McArdle Room (1st floor)
 USDA Forest Service Headquarters
 1400 Independence Ave. SW
 Washington, DC 20250

10:00 – 12:00 AM – Eastern Time

Reminder: Agendas, Notes and Handouts are available at myfirecommunity.net – WFEC Neighborhood

Time	#		Topic	Presenter
1000 – 1005	1		Welcome/Introductions	Roy Johnson
1005 – 1010	2	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Decision	Meeting Objectives & Expectations <u>Description:</u> Outline the objectives and expectations of this meeting <u>Outcome:</u> 1. Understanding what we need to accomplish <u>Reference Material:</u> 1. Final Agenda	Tom Harbour
1010 – 1030	3	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Decision	CS Sub-Committee Status Reports <u>Description:</u> Sub-Committees will report on the following: 1. Identify actions, milestones and deliverables that were to be accomplished between the August 19 WFEC meeting and now. 2. Report on actual accomplishments during that time period. 3. Identify actions, milestones and deliverables planned to be completed between now and the September 16 WFEC meeting. 4. Identify any issues or barriers that need to be resolved. 5. Identify what, if anything is needed from WFEC. <u>Outcome:</u> 1. Understanding of the activities of each sub-committee. 2. Agreement on any modifications to deliverables or timelines 3. Identify of next steps to resolve any pending issues and/or barriers <u>Reference Material:</u> 1. Sub-Committee Status Reports	Kirk Rowdabaugh (CSSC) Douglas MacDonald (RSC – West) Tom Harbour (RSC – Northeast) Jim Karels (RSC – Southeast) Mary Jacobs (CS-CW)
1030 – 1045	4	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	CS Sub-Committee Status Reports <u>Description:</u> The CSSC was tasked to develop an outline for the final Phase 2 report. The outline will be presented for WFEC approval.	Kirk Rowdabaugh



<i>Time</i>	<i>#</i>		<i>Topic</i>	<i>Presenter</i>
			<u>Outcome:</u> 1. Approval of Phase 2 report Outline <u>Reference Material:</u> 1. Proposal for Report Outline 2. Report Outline	
1045 – 1100	5	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	CS Communication Strategy Framework <u>Description:</u> The tasking for the development of the communication strategy framework will be presented for concurrence. <u>Outcome:</u> 1. Approved tasking which includes deliverables and timeline. <u>Reference Material:</u> 1. Communication Strategy Communication Strategy Framework Tasking Memo	Mary Jacobs
1100 – 1110	6	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	October WFEC Meeting <u>Description:</u> Review the proposal for conducting the October Face-to-Face WFEC meeting. This meeting will focus on the review and acceptance of the Regional Strategy Committee Phase 2 reports. We will also be developing our recommendation to go forward to WFLC in November. <u>Outcome:</u> 1. Concurrence with October Meeting Proposal <u>Reference Material:</u> 1. October WFEC Meeting Proposal	Roy Johnson
1110 – 1120	7	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	2012 Face-to-Face WFEC Meetings <u>Description:</u> Present ideas for meeting in each of the regions to share information and receive feedback. <u>Outcome:</u> 1. Meet face-to-face with the Regional Sub-committees and related publics 2. Share information on status of Phase 2 3. Gain insights for Phase 3 <u>Reference Material:</u> 1. 2012 Face-to-Face WFEC Meeting Proposal	Roy Johnson
1120 - 1135	8	<input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion <input type="checkbox"/> Decision	Round Table Discussion <u>Description:</u> WFEC members have the opportunity to share information with the committee and identify issues that may result in potential future agenda items. <u>Outcome:</u> 1. Understanding of activities within the members' organizations.	WFEC Members



<i>Time</i>	<i>#</i>		<i>Topic</i>	<i>Presenter</i>
1135 – 1150	9	<input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion <input type="checkbox"/> Decision	Public Comments <u>Description:</u> Time for WFEC to hear from the public. Specific topics to be determined <u>Outcome:</u> 1. Awareness of public opinions related to WFEC activities <u>Reference Material:</u> 1. TBD	Public
1150 – 1200	10	<input type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	Closeout <u>Description:</u> 1. Review the outcomes of this meeting 2. Review decision and actions 3. Identify potential agenda items for September 16 <u>Outcome:</u> 1. Agreement on decisions and actions 2. Agreement on focus for next meeting	Tom Harbour
1200	11		ADJOURN	



Status Report

Date: September 2, 2011

Subcommittee: Cohesive Strategy Subcommittee (CSSC)

Accomplishments Since Last Report:

- Roles/Responsibilities - The CSSC has developed a draft Roles and Responsibilities document that lists the key areas that the group believes it can make the greatest contribution to the CS for the remainder of Phase II and into Phase III. The draft roles and responsibilities were developed from the CSSC Charter and building on previous CSSC work in Phase I. The draft is attached for WFEC review and concurrence.
- National Report Outline – The CSSC developed a draft National Report Outline that it proposes using to pull together all of the region reports into one document. It is attached for WFEC review and concurrence.

Planned Activities for Next Reporting Period:

- Finish editing the podcasts and get them posted on the website
- Continue work on the Communications Strategy
- Begin reviewing preliminary information coming in from the regions and developing a process to pull all of the information into one report.
- Begin discussion on designing the Phase III process

Issues Identified:

None

WFEC Decisions/Approvals Needed:

Concurrence with CSSC Roles and Responsibilities draft

Concurrence on the National Report Outline

References:

Contact Information:

Kirk Rowdabaugh, Director, Office of Wildland Fire Coordination
WFEC liaison to the CSSC
202-606-3447



Status Report

Date: August 29, 2011

Subcommittee: Western RSC and Working Group

Accomplishments Since Last Report:

Since the last report we have completed the combination WG and RSC meeting in Denver from August 15-19, 2011. The two groups produced the first working draft of the Template and made significant progress in completing the various sections of the template and refinement. There are several “homework” assignments that various members of both the WG and RSC are working on to produce a revised template by the 7th of September.

Planned Activities for Next Reporting Period:

From that point we plan to have the final working draft on September 16, 2011. A small “final scrub team” will meet for two days the week of September 19th and complete the Western Assessment in the WFEC Template. The plan is for all members of the RSC to sign the document and on September 27th, a final conference call will be held for any last minute adjustments. We will deliver the product to the WFEC the following week. We will continue implementing our Communication Plan for the West providing feedback to all members of the WG and RSC and our stakeholder regarding our progress. We will continue the every other week update to our stakeholders until the final handoff to WFEC and WFLC in November

Issues Identified:

Key issue: Continue working with the communications/implementation strategy team for the overall CS effort.

WFEC Decisions/Approvals Needed:

References:

Contact Information:

Joe Stutler, Joe Freeland and Alan Quan



Status Report

Date: 09/02/2011

Subcommittee: NERSC

Accomplishments Since Last Report:

- Met with Karin and Steve from METI to discuss alternative development.
- Received content analysis from METI (8/29).
- Working session 8/30-8/31 in D.C.

Planned Activities for Next Reporting Period:

- NE RSC working meeting in Milwaukee 9/7 – 9/9.
- NE RSC Draft available to RSC for final edits.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Matt Rollins
703.648.5861
mrollins@usgs.gov



Status Report

Date: August 19, 2011

Subcommittee: Southeast Regional Strategy Committee

Accomplishments Since Last Report:

- The Working Group completed their final SE Regional Assessment draft report and forwarded it to the SE RSC for review and comments.

Planned Activities for Next Reporting Period:

- The SE RSC will meet on September 7 - 8 in Asheville, NC to discuss and edit the draft. They are on track to deliver a final SERegion Assessment to WFEC by September 30.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Mike Zupko - sgsfexec@zup-co-inc.com; Kevin Fitzgerald – 865.436.1202; Sandy Cantler – 202.205.1512



Status Report

Date: September 2, 2011 (*Submitted 8/30/2011*)

Tasked Committee: Cohesive Strategy Communication Workgroup (CS-CW)

Accomplishments Since Last Report:

Topics on WFEC September 2, draft agenda distributed August 26, 2011:
(Cross reference items 1-3 found under draft Agenda Item #4.)

1. Address the Western Region's communication concerns, agenda item #4. (*Addressed on the August 19, 2011 phone call, this item is complete. Information repeated here for documentation purposes.*)
 - On Monday August 8, Mary Jacobs and Roberta D'Amico met with Joe Stutler by phone to listen to concerns and learn about the successful communication efforts in progress via the WRSC. Joe shared the WR's Communication Plan which has subsequently been shared with the CS-CW. Suggestions shared with CS-CW members.
2. Identify key questions and develop answers, agenda item #4. (*Addressed on the August 19, 2011 phone call. Information gathered from WFEC contacts will be addressed in the Communication Framework. No further updates will be presented on this issue.*)
 - CS-CW discussing Cohesive Strategy messages and need to identify overarching themes. Workgroup representatives will initiate contact with WFEC members to engage in discussions to listen and identify frequently asked questions (FAQ's) in order to develop FAQ's and overarching themes / messages.
3. Identify the support needs to finalize the report to WFEC, agenda item #4. (*Addressed on the August 19, 2011 phone call. This issue is also addressed under "Issues Identified" section below. No further updates expected.*)
 - On the inaugural CW-CS call (see below) and on the CSSC call, Mary Jacobs clarified that the CS-CW can provide suggested options on how CSSC can complete the report. This request was separate from the Communication Tasking discussed on July 15, 2011 WFEC call. Examples on how the support can be provided include contracting support services (enterprise Teams, Government Service Association or private contractors).

Reference agenda item #5 on draft agenda. Clarification: the framework is the product due to WFEC by October. At the WFEC September 2, the *Tasking for Cohesive Strategy Communication Workgroup* needs to be finalized. (Versus the framework.)

- An action item identified at the July 15, 2011 WFEC meeting was to develop a tasking for the communication effort. A draft tasking memorandum was presented on the August 5, 2011 WFEC meeting. Subsequently the tasking was shared with Cohesive Strategy Sub Committee (CSSC) on August 10, 2011 and with the CS-CW members on August 15, 2011.
- The Cohesive Strategy Communication Workgroup's revised tasking was presented to WFEC for August 19, 2011 meeting. WFEC verbally approved the Tasking with the following modifications:
 - Add: *The group comes together and functions as a group of peers* under the Tasking section



Status Report

- NGO's (Non-Governmental Organizations) will be included in audience section of the Communication Framework.
- Deletions: On page 3, delete top delete two bullets, under Roles and Responsibilities, delete first three sections.
- Timeline, add working draft will be ready for review at the WFLC meeting in November. (This requires a draft plan to be presented to WFEC at the October meeting.)
- The edited final tasking to be presented and approved at the September 2, 2011 meeting.

Reference item presented in the August 19, 2011 Status Update:

- Develop a proposal for WFEC on how to enhance the knowledge and understanding of WFEC's role in the Cohesive Strategy and to better meet the intent of the Federal Advisory Committee Act (FACA) which states: ". . . to ensure that advice by the various advisory committees formed over the years is objective and accessible to the public." The intent is enhance the perception of WFEC activities as an open to the public which will serve to enhance communication short and long term communication and collaborative efforts.
 - A draft release titled "Wildland Fire Executive Council to meet on Friday, xx date" presented as a method to share the meeting information.

New activities:

- Roberta D'Amico, Judith Downing and Sarah McCreary met in person at the NASF offices in Washington, DC on August 24, 2011. Follow-up actions included:
 - Develop an outline for Communication Framework (in progress)
 - Initiate calls with WFEC members, re: (in progress)
 - Garner Lessons Learned on public perception of wildland from the Partners in Fire Education effort, which was a follow-up to "A Collaborative Approach to Reducing Wildfire Risks to Communities and the Environment" - Ten Year Strategy and Implementation Plan, specifically Goal 3, Task 2 which states: *Further develop and implement a public education campaign such as the National Wildfire Coordination Group (NWCWG) Wildland Fire: A Natural Process, to complement Smokey Bear's message of fire safety. The campaign will emphasize fire's role in ecosystems and the benefits of fire management to ecosystems and public health and safety.* (Research summary submitted to CS-CW for review. Additional information is available from the Joint Fire Science Program will be shared with the CS-CW group.)
 - Discussed draft messages, review and discussion continues. Discuss message map concepts to facilitate ease of message use and understanding.
 - Noting due date of draft communication document to WFLC by November meeting, the draft communication document will be due to WFEC by the October meeting. Timeline is being developed working backwards from the October WFEC meeting.
 - Agreed upon "buddy system" to keep other CS-CW team members updated on discussions when the full group is not in attendance.
 - Discussed Google Docs as a method to share information and products. Orientation scheduled for CS-CW team members the week of August 29.
 - Discussed "branding" need for products, group agreed upon similar graphics used in previous Cohesive Strategy documents.
 - Podcast review continues, group to discuss appropriate opening and closing for current and future podcasts. report we can say we are



Status Report

- Group continues to work on audio podcasts which are 1-4 minutes in length. Two have been developed featuring Dan Smith, NASF with several more are in development. Topics include goals of the Cohesive Strategy, stakeholder engagement and the Phases of the Cohesive Strategy. The first set of podcasts are targeted to agency administrators, agency and other organizations personnel who are stakeholders.
- Currently develop a list of resources for writer editors to support overall efforts.

Planned Activities for Next Reporting Period:

- Continue actions on new activities listed above.

Issues Identified:

- There is a continued need to clarify the CS-CW's role and responsibilities of developing a strategic communication framework and the research and time required to develop such a document. The finalization and distribution of the final tasking will assist in clarifying the group's role along with serving to inform about the framework itself.
 - In order to facilitate the writer-editor needs of the other groups involved in Phase II of the Cohesive Strategy, the CS-CW will follow-up with suggested options on how groups can complete the report via various sources. Examples on how the support can be provided include contracting support services (enterprise Teams, Government Service Association or private contractors). This response was addressed previously by Mary Jacobs.

WFEC Decisions/Approvals Needed:

- Approval of the CS-CW Tasking Dated September 2, 2011
- Distribution of CS-CW approved tasking to various workgroups.

References:

- CS-CW Status Update dated September 2, 2011
- WFEC Tasking for Cohesive Strategy Communication Workgroup, September 2, 2011
- Draft Release titled, *Wildland Fire Executive Council to meet on Friday, xx date*

Contact Information:

- Roberta D'Amico, Email: roberta_d'amico@nps.gov
- Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov



Status Report

Date: 8/29/2011

Subcommittee: National Science and Analysis Team (NSAT)

Accomplishments Since Last Report:

The NSAT sub-teams continue to work together on their topical areas via the web portal, conference calls, webinars, and emails. A series of conference calls and webinars have been held involving the sub-team leaders to gain insight into progress, coordinate our work, and track progress. On August 25, for example, sub-team leaders were involved in a five-hour call in which they were briefed on progress regarding the development of regional objectives and alternatives, presented overviews of the NSAT sub-team efforts, discussed progress on the NSAT Phase II reports, and received a briefing on the LANDFIRE effort which might be relevant to their work. All sub-teams are making good progress reviewing literature, developing conceptual models, and identifying data sources. All expect to deliver draft reports on September 23. A conference call will be held on September 26 to review the draft reports and begin compiling an integrated NSAT report to be delivered in October.

The NSAT Co-Leads also participated in various meetings of the RSC's and their respective Working Groups. Both Tom Quigley and Danny Lee participated in the recent Western RSC meeting in Denver. Next week, Tom Quigley will join the SE RSC in their meeting, while Danny Lee participates in the NE meeting to be held at the same time.

Planned Activities for Next Reporting Period:

Continued coordination with the RSC/Working Groups, CSSC, and NSAT sub-team leaders, and completion of the NSAT report.

Issues Identified:

No specific issues have been identified.

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

NSAT Co-Leads: Danny Lee, dclee@fs.fed.us and Tom Quigley, tkquigley@gmail.com



Proposal

Date: 29 September 2011

Subcommittee: Cohesive Strategy Subcommittee

Description of Issue or Assignment:

Development of outline for final report and assessments to WFEC

Discussion of Proposed Recommendation(s):

Recommend that WFEC accept report outline noting that the “National” report will include all issues, values, actions, etc. that are common among the regions and also highlight regional uniqueness. Each Regional report will be included as an appendix as well as each region’s content analysis of comments from outreach.

Identify Considerations:

Rationale for Recommendation(s):

WFEC tasked CSSC with the development of the outline.

Recommendation(s):

Accept as is or recommend changes.

Decision Method used:

- Subcommittee Consensus
- Modified Consensus (explain, i.e. majority, super-majority)
- Chair Decision

Contact Information:

Sandy Cantler, SE Regional Coordinator, Alan Quan, West Regional Coordinator, or Gus Smith, NE Regional Coordinator.



Proposal

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

DRAFT OUTLINE PHASE II DOCUMENT TO WFEC

Version 8/30/11

- I. **Executive Summary** (2 page maximum summary of Phase 2) of entire document highlighting regional similarities and differences

- II. **Introduction**
 - A. **Foundation** – National Framework documents and FLAME Act
 1. 1995 Federal Fire Policy and Program Review; National Fire Plan-10 Year Comprehensive Strategy; QFR, Call to Action, Mission Report, Mutual Expectation
 2. Guiding Principles – Cohesive Strategy Phase I, Part 2 (page 6)
 - B. **WFLC Decision for a 3-phase process** – brief overview of each phase and Congress/GAO requirements
 - C. **Phase I Governance changes and new organization chart**
 - D. **Phase II report** (includes discussion of regional assessments and strategies) – qualitative

- III. **Collaboration and Outreach** – general description of what was done
 - A. **Northeast** (specific outreach done – perhaps tables of affiliations, groups, listserves, etc.)
 - B. **Southeast** (specific outreach done – perhaps tables of affiliations, groups, listserves, etc.)
 - C. **West** (specific outreach done – perhaps tables of affiliations, groups, listserves, etc.)

- IV. **Policies and Regulations – general enabling policies and regulations**
 - A. General policies and regulations common to all regions
 - B. Policies and regulations that limit or create barriers or conflicts across all regions
 - C. and conflicting policies and regulations unique to each region
 1. Northeast
 2. Southeast
 3. West

- V. **Values, Trends, and Risks**
 - A. Values, trends and risks common to all regions (define values, trends and risks *censu* *CRAFT*)
 - B. Values, trends and risks unique to each region
 1. Northeast

2. Southeast
3. West

VI. **Goals, Objectives, Performance Measures, and Actions Overview** (*NOTE: these goals, objectives and actions are formatted under the alternatives – this will take some work to bring forward by WFEC*)

A. Commonalities Among the Regions

1. Restore and Maintain Resilient Landscapes
2. Fire-Adapted Communities
3. Wildfire Response

B. Goals, Objectives and Actions Unique to Each Region

1. Restore and Maintain Resilient Landscapes
 - a. Northeastern unique goals, objectives and actions
 - b. Southeastern unique goals, objectives and actions
 - c. Western unique goals, objectives and actions
2. Fire-Adapted Communities
 - a. Northeastern unique goals, objectives and actions
 - b. Southeastern unique goals, objectives and actions
 - c. Western unique goals, objectives and actions
3. Wildfire Response
 - a. Northeastern unique goals, objectives and actions
 - b. Southeastern unique goals, objectives and actions
 - c. Western unique goals, objectives and actions

VII. **Describe an initial set of broad alternatives** that explore achievement of regional objectives and national goals ((Define “broad alternatives” *censu* CRAFT)

- A. Northeastern alternatives
- B. Southeastern alternatives
- C. Western alternatives

(there may be several alternatives per region, and *NOTE: this section may need to be restructured based on what we receive from the regions*)

VIII. **NSAT** - Brief summary of what was accomplished in Phase II.

IX. **Phase III Process/Timeline** –Include a brief outline of major outcomes and *describe potential role of NWCG in implementation phase*

X. **Communication Plan** – Discuss

XI. Conclusions

XII. Appendices

Appendix A – List of Terms and Acronyms

Appendix B – List of RSC, WG and support staff from all regions and committees and subcommittees

Appendix C – Northeast Report

Appendix D – Southeast Report

Appendix E – Western Report

Appendix F – Outreach Documentation (This Appendix may not be necessary if the outreach documentation is included in each of the regional reports above).



Proposal

Date: August 19, 2011

Subcommittee: Cohesive Strategy – Communication Workgroup

Description of Issue or Assignment:

Background:

In order to effectively implement the National Cohesive Wildland Fire Management Strategy process (hereafter referred to as the Cohesive Strategy) the development of a unified communication guidance and direction document is critical.

On July 15, 2011 the Wildland Fire Executive Council (WFEC) recognized this need and accepted a proposal to develop a cohesive communication document which will complement the overall Cohesive Strategy process. The Lead Coordinator and group members are listed below.

Tasking:

The WFEC is requesting that an interagency communications group, with members from the Department of the Interior, US Forest Service, and state and local government serve as the Cohesive Strategy Communications Workgroup.

Recommendation(s):

Cohesive Strategy Communication Workgroup (CS-CW) Members:

- Roberta D'Amico, Lead Coordinator, Department of the Interior (NPS)
 - Judith Downing, US Forest Service (FS)
 - Sarah McCreary, National Association of State Foresters (NASF)
 - Shawn Stokes, International Association of Fire Chiefs (IAFC)
- WFEC Liaison: Mary Jacobs, Assistant City Manager, Sierra Vista, AZ National League of Cities.

Outcome / Deliverable:

The group is tasked with developing a communication framework which will serve as communication guidance and direction for agencies, organizations, individuals and interested stakeholders involved in the Cohesive Strategy communications effort. The document will address three critical communication goals.

1. Keeping stakeholders, interested parties, and the public informed of progress in the development of the Cohesive Strategy. (Information)



Proposal

2. Developing and implementing organizational communication processes that enhance and sustain collaboration among stakeholders toward development and implementation of the Cohesive Strategy. (Organizational Communication and Collaboration)
3. Future Implementation, management and oversight options for communication efforts. (Implementation)

Information:

- Establish the overarching message/themes for collective use.
- Determine various audiences, prioritize information needs for identified audiences, and establish a minimum level of success for outreach and engagement activities for each audience while seeking maximum contact.
- Provide various methods and mediums to effectively communicate the messages.
- Develop practices, policies and other key procedural aspects of the unified Cohesive Strategy communication effort.
- Identify a specific time table indicating milestones, due dates and action items and present to WFEC no later than 4 weeks after the initial meeting of the CS-CW.
- Recommend documentation and evaluation methods for all users.

Organizational Communication and Collaboration

- Create and maintain an active exchange of ideas and information among stakeholders leading to shared ideas and understandings contributing to the Cohesive Strategy.
- Disseminate the results of collaborative efforts back to stakeholders and other interested parties. For example, disseminate the themes resulting from content analysis of the focus groups and related processes used in Phase 2.
- Listen to stakeholder ideas through continuation of the focus groups used in Phase 2 or other improved processes as appropriate. Inform Cohesive Strategy Framers of the emerging ideas and issues identified by these processes.
- Encourage energetic and constructive conversations and exchanges about the Cohesive Strategy among stakeholders and improve the capacity of communication networks linking stakeholder groups and other interested parties. This will involve establishing bridges and liaisons between different stakeholder networks and motivating exchanges across boundaries among stakeholder groups and interests.



Proposal

Implementation:

- Recommend to the WFEC future implementation, management and oversight options for the final communications strategy for the duration of the plan, up to and including the initial five years following adoption of Phase 3 of the Cohesive Strategy to ensure continued input, involvement and relevance nationwide.
- Establish designated point of contacts that will facilitate knowledge and implementation practices established in the of the communication framework, i.e. guidance and direction.

Operating, Meeting and Reporting Procedures for the CS-CW:

- The committee reports directly to WFEC and the Lead Coordinator will organize and facilitate response to WFEC.
- The Lead Coordinator or a designated member will represent the committee and provide a progress report at the bi-weekly WFEC meetings until the task is completed.
- The CS-CW shall meet as necessary to conduct business.
- Since established via this Tasking, the group is not subject to Federal Advisory Committee Act (FACA) procedures.
- Meetings are not subject to the FACA public meeting and public notice process.
- Reports submitted to WFEC are public documents and are available to the public.

Roles and Responsibilities:

WFEC members:

- Provide guidance and support to the CS-CW.
- Be available and responsive to CS-CW during the compressed time period in order for CS-CW to garner individual and group knowledge, concerns and feedback.
- Recognize the need for each organization (including the organization members represent) to be committed to the communication and outreach efforts.

WFEC liaison to the CS-CW:

- Serve as main contact for the Lead Coordinator and the CS-CW.

WFEC DFO:

- Serve as WFEC contact for the Lead Coordinator.



Proposal

- Provide oversight to Lead Coordinator and CS-CW on implementation of specific strategies designed to ensure momentum of the various committees and subcommittees working on the effort remain interested, engaged and informed, provided such strategies are consistent with guiding principles and tasking.

CS-CW Lead Coordinator:

- Ensures interagency and collaborative process.
- Ensures committee completes task on established timeline.
- Communicate progress and status to WFEC on a regular basis.
- Identify and troubleshoot emerging issues.
- Develop and implement interim methods of communicating with various committees and subcommittees in order to keep groups positively engaged in the process.

Team Members:

- Address tasking using their expertise and professional judgment.
- Participate in CS-CW telephonic meetings at a 90% participation rate.
- Complete or facilitate tasks as assigned.
- Communicate progress and status to Lead Coordinator on a regular basis.

Participants in the Cohesive Strategy Process:

- Regardless of their individual or group role, all participants in the CS process are established leaders known for their expertise and commitment to the CS process. As such, participants are requested to assist in the cohesive communications effort by recognizing and supporting that communications is the responsibility of all individuals locally, regionally and nationally.
- Recognize and respect diverse organizational missions, cultures, and opinions.
- Facilitate effective working relationships within and outside of the CS-CW in order to meet the defined task.

Timeline:

- Status reports will be provided to WFEC on a bi-weekly basis.
- Final draft document will be shared with WFEC members prior to the presentation of the final document.
- Final document is due on **December 9, 2011**.

Decision Method used:

- Subcommittee Consensus
- Modified Consensus (explain, i.e. majority, super-majority)



Proposal

- Chair Decision

Contact Information:

- Roberta D'Amico, Email: roberta_d'amico@nps.gov
- Judith Downing, Email: jldowning@fs.fed.us
- Sarah McCreary, Email: smccreary@stateforesters.org
- Shawn Stokes, Email: sstokes@iafc.org
- Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

Questions/concerns/issues/thoughts identified

Beth: none

Bill: thumbs up

Ryan: sounds great

Jim E: comfortable with it – appreciate Ann's comments that Joe wanted to share with us

MAC: lots of good work. Question related to membership. Should we consider NGOs as a member since a lot of the communication is going to be done along those lines.

Mary – the NGOs are part of the regional groups and are included in that way



Proposal

Roberta – no objections. Have reached out to some folks that she has worked with in the past. Definitely works with the folks as part of the regional groups.

Bill – Asked if they would be considered a point-of-contact as they are in the Roberta – we definitely need them and they

Mary – would prefer that we think about it and don't want to bog down the plan with the implementation of the plan.

Roberta – need to educate everyone on what this group is doing now.

Kirk: the first two pages and fourth page is great

Page 3 – there are 4 bullets – omit 2 and 3 from the tasking

Reports will be submitted to the WFEC and are made public.

Don't want to redefine in a tasking the roles and responsibilities of WFEC – they are identified within the WFEC charter

Recommend that the WFEC members, WFEC Liaison to the CS-CW and WFEC DFO be removed from the tasking memorandum itself

Tom: on the first page – put a clause, sentence, or something to reiterate that we come together as peers

Second – with the final document due on December 9 – heard an understanding that we need some kind of draft at WFLC – include a more overt bullet in the timeline that acknowledges some type of document being ready for the WFLC meeting.

Mary and Roberta concur with changes

Validated the following

Page 1 – reflect words related to peers

Page 3 – second and third bullets be removed

Page 3 – WFEC responsibilities be removed – all three paragraphs

Page 4 – Additional item for deliverables and timelines – substantive draft be ready for WFLC

Page 3 – team members – stay as is with the understanding that NGO are a critical part of this outreach

WFEC members – approval with amendments

Mary – Good

Beth – Agree

Bill – OK

Ryan – Agree



Proposal

Jim E – OK

MAC – OK with changes – may indicate that there will be other Points of Contact – this will be incorporated with the page 1 modifications

Kirk – made a good draft better

Tom – Don't delay the work that you are doing. Prepare a final document with the above modifications to return to WFEC in two weeks.

Tentative approval until next meeting.



TASKING MEMORANDUM

September 2, 2011

Subject: Cohesive Strategy Communication Workgroup (CS-CW)

Background:

In order to effectively implement the National Cohesive Wildland Fire Management Strategy process (hereafter referred to as the Cohesive Strategy) the development of a unified communication guidance and direction document is critical.

On July 15, 2011 the Wildland Fire Executive Council (WFEC) recognized this need and accepted a proposal to develop a cohesive communication document which will complement the overall Cohesive Strategy process. The Lead Coordinator and group members are listed below.

Tasking:

The WFEC is requesting that an interagency communications group, with members from the Department of the Interior, US Forest Service, and state and local government serve as the Cohesive Strategy Communications Workgroup. The group comes together and functions as a group of peers.

Cohesive Strategy Communication Workgroup (CS-CW) Members:

- Roberta D'Amico, Lead Coordinator, Department of the Interior (NPS)
- Judith Downing, US Forest Service (FS)
- Sarah McCreary, National Association of State Foresters (NASF)
- Shawn Stokes, International Association of Fire Chiefs (IAFC)
- WFEC Liaison: Mary Jacobs, Assistant City Manager, Sierra Vista, AZ National League of Cities.

Outcome / Deliverable:

The group is tasked with developing a communication framework which will serve as communication guidance and direction for agencies, organizations, individuals and interested stakeholders involved in the Cohesive Strategy communications effort. The document will address three critical communication goals.

1. Keeping stakeholders, interested parties, and the public informed of progress in the development of the Cohesive Strategy. (Information)
2. Developing and implementing organizational communication processes that enhance and sustain collaboration among stakeholders toward development and implementation of the Cohesive Strategy. (Organizational Communication and Collaboration)

3. Future Implementation, management and oversight options for communication efforts. (Implementation)

Information:

- Establish the overarching message/themes for collective use.
- Determine various audiences, prioritize information needs for identified audiences, and establish a minimum level of success for outreach and engagement activities for each audience while seeking maximum contact.
- Provide various methods and mediums to effectively communicate the messages.
- Develop practices, policies and other key procedural aspects of the unified Cohesive Strategy communication effort.
- Identify a specific time table indicating milestones, due dates and action items and present to WFEC no later than 4 weeks after the initial meeting of the CS-CW.
- Recommend documentation and evaluation methods for all users.

Organizational Communication and Collaboration

- Create and maintain an active exchange of ideas and information among stakeholders leading to shared ideas and understandings contributing to the Cohesive Strategy.
- Disseminate the results of collaborative efforts back to stakeholders and other interested parties. For example, disseminate the themes resulting from content analysis of the focus groups and related processes used in Phase 2.
- Listen to stakeholder ideas through continuation of the focus groups used in Phase 2 or other improved processes as appropriate. Inform Cohesive Strategy Framers of the emerging ideas and issues identified by these processes.
- Encourage energetic and constructive conversations and exchanges about the Cohesive Strategy among stakeholders and improve the capacity of communication networks linking stakeholder groups and other interested parties. This will involve establishing bridges and liaisons between different stakeholder networks and motivating exchanges across boundaries among stakeholder groups and interests.

Implementation:

- Recommend to the WFEC future implementation, management and oversight options for the final communications strategy for the duration of the plan, up to and including the initial five years following adoption of Phase 3 of the Cohesive Strategy to ensure continued input, involvement and relevance nationwide.
- Establish designated point of contacts that will facilitate knowledge and implementation practices established in the of the communication framework, i.e. guidance and direction.

Operating, Meeting and Reporting Procedures for the CS-CW:

- The committee reports directly to WFEC and the Lead Coordinator will organize and facilitate response to WFEC.
- The Lead Coordinator or a designated member will represent the committee and provide a progress report at the bi-weekly WFEC meetings until the task is completed.

- The CS-CW shall meet as necessary to conduct business.
- Reports will be submitted to WFEC and will be public documents available to the public.

Roles and Responsibilities:

CS-CW Lead Coordinator:

- Ensures interagency and collaborative process.
- Ensures committee completes task on established timeline.
- Communicate progress and status to WFEC on a regular basis.
- Identify and troubleshoot emerging issues.
- Develop and implement interim methods of communicating with various committees and subcommittees in order to keep groups positively engaged in the process.

Team Members:

- Address tasking using their expertise and professional judgment.
- Participate in CS-CW telephonic meetings at a 90% participation rate.
- Complete or facilitate tasks as assigned.
- Communicate progress and status to Lead Coordinator on a regular basis.

Participants in the Cohesive Strategy Process:

- Regardless of their individual or group role, all participants in the CS process are established leaders known for their expertise and commitment to the CS process. As such, participants are requested to assist in the cohesive communications effort by recognizing and supporting that communications is the responsibility of all individuals locally, regionally and nationally.
- Recognize and respect diverse organizational missions, cultures, and opinions.
- Facilitate effective working relationships within and outside of the CS-CW in order to meet the defined task.

Timeline:

- Status reports will be provided to WFEC at their bi-weekly meetings.
- Final draft document will be shared with WFEC members prior to the presentation of the final document. A working draft will be ready for review and at the full WFLC meeting in November 2011, requiring a draft to WFEC at the October 2011 meeting.
- Final document is due on **December 9, 2011**.

Approval:

This tasking is in effect on the date of approval (noted above) by the Designated Federal Official. This task shall sunset by January 6, 2012.

Contact Information:

- Roberta D'Amico, Email: roberta_d'amico@nps.gov
- Judith Downing, Email: jldowning@fs.fed.us
- Sarah McCreary, Email: smccreary@stateforesters.org
- Shawn Stokes, Email: sstokes@iafc.org
- Mary Jacobs, Email: mary.jacobs@sierravistaaz.gov



DRAFT 8-29-2011

Contact: xxx xxx at xxx.xxx.xxxx

Wildland Fire Executive Council to meet on Friday, xx date

Washington, DC: The Wildland Fire Executive Council (WFEC) will be holding its regularly scheduled meeting on **Friday xx, 2011**, from 10:00 a.m. to 12 noon Eastern Time. This is a virtual meeting and participation is open to the public.

The meeting agenda includes:

1. Welcome and introduction of Council members;
2. Overview of prior meeting and action tracking;
3. Members' round robin to share information and identify key issues to be addressed;
4. Wildland Fire Management Cohesive Strategy;
5. **Wildland Fire Issues**;
6. Council Members' review and discussion of sub-committee activities;
7. Future Council activities;
8. Public comments; and
9. Closing remarks.

Comment [CMB1]: Is this generic issues or is there some document that's being referenced here? If the former is the case, it should be "Wildland fire issues"

Due to a finite number of lines, members of the public who wish to have access to the meeting along with individuals who would like to present comments must notify Shari Shetler at Shari_Shetler@ios.doi.gov no later than the Friday preceding the meeting. For the meeting scheduled on **XX date**, submit your request via e-mail by **XX date**.

Depending on the number of people participating and the time available after the scheduled agenda items, time for comments may be limited. All participants should dial into the call approximately 5 minutes prior to the start of the call. For documentation purposes, each caller will be asked to provide their name during the public comment period.

The WFEC is established as a discretionary advisory committee under the authorities of the Secretary of the Interior and Secretary of Agriculture, and in accordance with the provisions of the Federal Advisory Committee Act (FACA). The Federal Advisory Committee Act was enacted in 1972 to ensure that advice by the various advisory committees formed over the years is objective and accessible to the public.

more

The purpose of the WFEC is to provide advice on coordinated national-level wildland fire policy and to provide leadership, direction, and program oversight in support of the Wildland Fire Leadership Council. For additional information about WFEC, see: <http://www.forestsandrangelands.gov/strategy/wfec.shtml>. For more information about FACA groups, see: <http://www.gsa.gov/portal/content/104514>.

WFEC holds virtual meetings on the first and third Friday of each month from 10 a.m. to 12 noon Eastern Time. For the remainder of the 2011 calendar year, the following dates are scheduled for virtual meetings: September 16, 2011; October 7, 2011; October 21, 2011; November 4, 2011; November 18, 2011; December 2, 2011; December 16, 2011. WFEC's in-person meeting is scheduled to be held October 11-13, 2011 in Washington, D.C.

###

Draft 8-29-11



Proposal

Date: September 2, 2011

Subcommittee: None

Description of Issue or Assignment:

October Face to Face WFEC Meeting

Discussion of Proposed Recommendation(s):

The primary purpose of the October WFEC meeting is for the members to be briefed on the deliverables for Phase 2 of the Cohesive Strategy. Through a transparent deliberative process WFEC will identify any issues with the deliverables, agree on the way forward for Phase 3, and develop a recommendation to go forward to WFLC.

In order to accomplish the objectives of this meeting, an agenda with clear expectations and outcomes along with the flexibility to ensure that items are fully discussed must be developed and followed.

Identify Considerations:

WFEC needs to be sufficiently briefed by each of the regional strategy sub-committees to be able to deliberate and develop the council's advice to the Secretaries of Agriculture and Interior through WFLC. This will require that each of the sub-committees as well as the Science and Analysis Team have sufficient time to present the process that was used, who participated, their regional objectives, values, and strategies along with their considerations and rationale to meet the national goals of the cohesive strategy.

Rationale for Recommendation(s):

The meeting must begin by establishing agreements on the meeting objectives and protocols being followed. Since this council is established under FACA, public participation is encouraged and adequate time throughout the meeting needs to be set aside for that purpose. Three days are necessary to have sufficient time for presentations and the development of the council's advice to go to WFLC. All regions were allotted four hours which should be adequate for presentation and deliberation.

Recommendation(s):

The following general meeting format is being suggested.

Tuesday, October 11

08:00 – 09:00	Introductions, Agenda Review, Meeting Protocols
09:00 – 10:00	Introduction to the Cohesive Strategy, Philosophy, Guiding Principles and Expectations



Proposal

10:00 – 12:00 Western Regional Strategy Committee to include: Presentation, WFEC Discussion, Identification of Follow-up actions needed
12:00 – 13:00 LUNCH
13:00 – 15:00 Western Regional Strategy Committee continued
15:00 – 17:00 Northeast Regional Strategy Committee Presentation
17:00 ADJOURN

Wednesday, October 12

08:00 – 10:00 Northeast Regional Strategy Committee continued
10:00 – 12:00 Southeast Regional Strategy Committee Presentation
12:00 – 13:00 LUNCH
13:00 – 15:00 Southeast Regional Strategy Committee continued
15:00 – 17:00 Cohesive Strategy Sub-Committee Presentation
17:00 ADJOURN

Thursday, October 13

08:00 – 10:00 Cohesive Strategy Sub-Committee Presentation continued
10:00 – 12:00 National Science and Analysis Team Presentation to focus on what tools have been developed to be used going into Phase 3
12:00 – 13:00 LUNCH
13:00 – 14:30 Phase 3 discussion – setting expectations, deliverables, process – determine the next steps and timelines for phase 3. Identify how the phase 2 deliverables are to be used going into phase 3.
14:30 – 16:00 Summarize recommendations to go forward to WFLC
16:00 – 17:00 Closeout – critique process – set agenda for next meetings – agree on follow-up actions identified.

Public comment periods need to be built into the agenda. At the end of each day? At the end of each presentation? At the end of the deliberation? Prior to the development of the council's recommendations?

Suggested participants:

- Sub-Committee Chairs
- Communication Working Group Lead
- Sub-Committee Coordinators
- National Science and Analysis Team Co-Leads
- WFEC Members, support staff and advisors

The meeting will be in Washington, DC. The Interior Operations Center in the Main Interior Building has been reserved for October 11-13.

Need to publish all of the October meetings in the Federal Register by September 10.



Proposal

Decision Method used:

- Subcommittee Consensus
- Modified Consensus (explain, i.e. majority, super-majority)
- Chair Decision
- Not Applicable

Contact Information:

Roy Johnson – 208-334-1550

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:



Proposal

Date: September 2, 2011

Subcommittee: None

Description of Issue or Assignment:

Quarterly Face to Face WFEC Meeting

Discussion of Proposed Recommendation(s):

One of the principles in establishing the Wildland Fire Executive Council as an advisory committee is to be transparent and inclusive in stakeholder input to the issues the council addresses. The public has access to the agendas, notes and handouts via the www.forestsandrangelands.gov website and the meeting notice is published in the federal register. Although this meets the requirements of FACA, meeting face to face in each region would increase the public's accessibility to the WFEC meeting and provide the opportunity for WFEC to hear directly from the regional cohesive strategy stakeholders.

Identify Considerations:

The current WFEC meetings twice a month are not effective in gaining public and other stakeholder participation. However, until the phase 2 deliverables are completed and WFEC deliberates and develops its advice, the interest and applicability of public comment is minimal.

Beginning with Phase 3, the semi-monthly meetings held in Washington, DC are not adequate to gain stakeholder involvement.

Increase the use of GoToMeeting Web Conferencing. This gives the moderator the ability to manage the conversations by acknowledging participants by opening up their microphones one at a time. It also provides the means to visually share documents and presentations.

Rationale for Recommendation(s):

Meeting face-to-face quarterly in one of the Cohesive Strategy regions will:

1. Enhance the interaction between WFEC and its stakeholders.
2. Increase accessibility to the WFEC public meetings
3. Provide WFEC with direct, regional issues to consider as they deliberate regarding their advice to WFLC and the Secretaries of Agriculture and the Interior.



Proposal

Recommendation(s):

The WFEC will meet face to face on a quarterly basis. For 2012, WFEC will meet once in each of the regions. The locations will be determined by the regional coordinator and the regional strategy committee chair. The proposed schedule is as follows:

February – West
April – Southeast
June – Northeast

Decision Method used:

- Subcommittee Consensus
- Modified Consensus (explain, i.e. majority, super-majority)
- Chair Decision
- Not Applicable

Contact Information:

Roy Johnson – 208-334-1550

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision: