

Appalachian LCC Communications

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May 4th, 2011

Interim Steering Committee Meeting

Charleston, WV

Websites, Fact Sheets, and and Communications Strategies – Oh My!

- Ning Website: <http://applcc.ning.com>
- FWS Website: <http://www.fws.gov/science/lccs/alcc.html>
- Next steps:
 - Evaluate Ning – is this how the ISC would like to continue?
 - Move to .org domain name?
 - Collect photos from partners?
 - Video gallery?

Fact Sheets and Outreach Materials

- 1 Fact Sheets
- Monthly E-Newsletter and Update starting in June
- What are your needs?
 - PowerPoint?
 - Additional fact sheets?
 - Videos?
 - Presentations?

U.S. Fish and Wildlife Service

Appalachian Landscape Conservation Cooperative

Purpose

Initiated in fiscal year 2010, the Appalachian Landscape Conservation Cooperative (ALCC) will facilitate regional conservation planning and design to support existing conservation partnerships and promote innovative conservation approaches. Landscape-scale planning and design activities will identify priority conservation, monitoring and research needs for a wide range of priority species and their habitats. The Appalachian LCC will also serve as a coordinated mechanism to predict the effects of climate change on fish, wildlife and plant resources and assess those risks in combination over time with other conservation challenges, such as water quality and quantity, energy development, land conversion and exotic species.

The Appalachian LCC will provide scientific and technical expertise to support a landscape-scale collaborative approach that will assist the conservation community in carrying out conservation landscape-scale conservation.

As mandated by a September 2009 Secretarial Order, the U.S. Fish and Wildlife Service (Service) is collaborating on LCCs with Department of the Interior agencies, states, Tribes and other agencies and organizations within a region to establish functional frameworks for LCCs. An integral partner in the Appalachian LCC will be the U.S. Geological Survey's (USGS) proposed Northeast Climate Science Center and Southeast Climate Science Center, which will help lead assessments of regional climate change-related impacts and provide vital climate change resources to Appalachian LCC partners. The Appalachian LCC and the USGS Climate Science Centers will provide technical ability and



Cerulean warbler

consistent monitoring and modeling methods necessary to effectively apply emerging climate change knowledge to predict habitat and species changes, target conservation actions to address impacts, and monitor systems and conservation actions over time. However, the support provided by the Appalachian LCC will not be limited to climate change; rather, the partnership will work to address broad-scale changes anticipated to affect entire ecosystems, for example, development affecting water quality and quantity.

Geography

The Appalachian LCC extends from southern New York State to central Alabama, and from Southern Illinois to central Virginia, including all or portions of the Blue Ridge, Valley and Ridge, Appalachian Plateau and Interior Low Plateau physiographic provinces. The region supports some of the largest expanses of contiguous forest remaining in the eastern U.S., as well as thousands of miles of streams

and rivers, agricultural grazing land, rural communities, and large urban areas. Portions of the Appalachian LCC are recognized by the United Nations as biodiversity hotspots of global importance.

Conservation Opportunities

While overarching priorities have not yet been adopted by partners, the initial efforts of the Appalachian LCC will likely focus on conservation planning and design for priority species. As resources become available, the partnership will also develop the capacity to address other priority taxa or unique ecosystems such as karst communities or high-elevation forests. In the Appalachian LCC region, federal trust resources include more than 85 federally listed and 15 candidate species. The region's rivers support native brook trout and one of the most diverse freshwater mussel assemblages in the world. The Service's Northeast and Southeast Regions have designated in the Tennessee River basin three

Communications Strategy and Team

- Draft Communications Strategy
- Communications support team?
- Designate communications contacts?
- What are the Appalachian LCC's communications goals for 2011?
- Who are our primary audiences?
- What are the Appalachian LCC messages?
- What are the 2011 communications priorities?

Internal Communications: How do we talk to each other?

- What are other LCCs using?
 - Ning <http://www.southatlanticlcc.org>
 - SharePoint
 - Email + Traditional Websites
 - Webinars and WebEx
 - CMS sites <http://www.AmericasWildlife.org>

Moving forward, how do we want to communicate with each other? What do you need?