

RMCG information and Education Committee
Conference Call
Minutes – January 26, 2011

Participants:

Lynn Barclay, BLM
Larry Helmerick, Fairmount Fire Protection District
Sheryl Page, USFS
Cathy Lujan, Wyoming State Forestry Division
Bob Vogltance, Nebraska Forest Service
David Eakers, National Park Service
Traci Weaver, National Park Service
Katherine Timm, Colorado State Forest Service
Gaylene Rossiter, Colorado State Forest Service
Laura McConnell, Boulder County
Linda Hecker, USFS

Topic: 1. Mission and purpose of the Rocky Mountain Wildland Fire website.

What is our mission?

- The website is a mechanism to reach our target audiences with information and education; one-stop shop for fire information/education.
- We are The Center for Wildland Fire Information and Education...
- Our mission is to provide a one-stop center for wildland fire information and education.
- Providing a central location for wildland fire information and education.

Who is our audience and are we satisfying everyone's needs?

- General public – recreationists, homeowners/HOAs, landowners, educators, kids
- Landowners/homeowner groups
- Professionals – agency personnel, firefighters, prevention teams, fire information, partnership groups, prevention coops, fire protection districts, mitigation specialists, FMOs
- Media
- Can also be used to advertise and promote prevention tips, resources, training opportunities, media tools, presentations, etc.
- Should be a one-stop shop for wildland fire information

Name of Website – Do we need to change the name? Suggestions?

- Does the current website name explain what the site is?
- The header can be more descriptive.
- Need to make apparent what states represent the Rocky Mountain Region.
- Make header more geographical with graphics.
- Create map showing the five-state area and hyperlink each state map to respective websites to help serve audiences in each state.

Suggested Website Names:

- Wildland Fire Information/Education Center
- Plains to Mountains Wildfire

- Grasslands to Forests
- Grasslands to the Plains Fire Information & Education
- Fire Information & Education
- America's Heartland Fire Educational Information Center

Suggested Domain Names:

- wildlandfireinformationandeducation.info
- fireinfoeducenter.info
- wildlandfire.info
- wildlandfireed.info
- wildfireinfoedcenter.info
- wildfireresource.info
- wildfirepie.info
- wildlandfirepie.info

Other Discussion

- We need to be committed to keeping the website updated.
- Should we rename the site? **Yes**
- Does the group want to invest time and energy on the site? **Yes**
- Should we look into getting an intern to work on the site with GayLene? **Yes**
- Each state needs to provide information to keep the state viable.
- Those on the call were supportive of redesigning and keeping the site.
- Need to identify key words, which are essential in getting audiences to the right pages on the site.
- Need to integrate site with social media; the most successful sites take information created for the web and post it directly to Facebook/Twitter.
- Develop a section for kids and link to existing sites that have extensive materials for kids.
- Think of the site from a marketing standpoint, not a bureaucratic standpoint.
- Still need to consider the geographic region because we are a part of the RMCG – illustrate the five states on a map in the masthead.
- Need to illustrate the diverse topography of the area.
- Navigation needs to be more intuitive for the public; it's currently not very intuitive, but there are great tools and it would be nice to get that information out to landowners. For example, where do they go to get ready for fire season or get a burn permit?
- Grants database is unique and a good tool.
- Need to archive dated materials to keep the site looking fresh and timely.
- Some of the material/headers/links/screens on the current site might just need to be retitled.
- Include regional fire prevention information; events and training; capture all the links in one spot.
- Mention that it is the official site of the Rocky Mountain Coordinating Group Information and Education Committee (perhaps across bottom of page).
- How useful is the media resources page? Duplicate? Maybe just link to other sites? **No**, we have PSAs that are unique to the site; wildfire glossary.
- GACC website has press releases, but doesn't link to our site.
- Drop media page and replace/repackage with a professional toolbox?
- What about when prevention teams are working in the area? Can we post media info on the site then? **Yes**, could be a good tool and avoid duplication of effort, bring more traffic to the website.
- Can we link to Yellowstone and Teton sites? Consensus is **yes** – makes it easier for public.

- We need to review the existing promotional brochure and revise it to reflect changes to the site – description is still good.
- What about partners? Do we need to contact them to see if they still want to be involved? **No**, just make a courtesy call to let them know that we are taking the site in a different direction. Change current home page to highlight “Learn before you burn” campaign; d-space this spring. Timing? Length of time it occupies the home page.
- Once we get further along, need to develop a storyboard for the home page.

The following committee members were on the call and voted yes to moving ahead with site, provided it can be updated regularly and be kept current): Bob Vogltance; David Eaker; Lynn Barclay; Sheryl Page; Linda Hecker; Larry Helmerick; Traci Weaver; Katherine Timm; GayLene Rossiter.

Action Items

- Lynn will send note to the rest of the group not on the call to ask their opinion about keeping the site going.
- Lynn will contact John Bear and Lynn Pedigo; Katherine will contact Marti Campbell and Sue Pinkham to let them know that we’re changing direction/redesigning the site. (We will reconstruct board members from agencies involved now.)
- Submit ideas for home page; if committee members have canned info, send it to GayLene now and suggest a time for posting it on the home page – be sure to send photos.
- **By March 1**, provide feedback on and provide suggestions for new domain name, mission statement, tagline; submit ideas for draft storyboard.
- **By March 15**, GayLene will check availability of domain names.

Topic: 2. Spring Fire Prevention PSAs

- Sheryl suggested posting spring fire prevention PSAs, such as the “Learn Before You Burn” campaign that was developed by the committee last year on the website
- Are there other spring debris/agricultural campaign materials to post and share?

Next conference call is at 1000 on April 27, 2011; 1.877.428.9134, passcode 170902#.