

**Current LCCMR Communications and Outreach Goals:**

- Ensure public awareness and understanding of the LCCMR and the ENRTF, and their shared mission.
- Increase public awareness about ENRTF funding opportunities and the funding application process.
- Inform the public about how ENRTF money is being spent (i.e. projects being funded and their accomplishments) and what benefits the public is gaining from those expenditures.
- Ensure the LCCMR prioritization and decision-making process is transparent and understandable to the public.
- Achieve timely and effective communication with LCCMR members regarding LCCMR processes, meetings, and expectations.

**Current LCCMR Communications and Outreach Strategies:**

- Provide direct and regular communication to general public about LCCMR process, meetings, and decisions.
- Keep project proposers informed about every step of the RFP process, with an emphasis on clarity and transparency.
- Compile and promote accomplishments and benefits of ENRTF-funded projects through LCCMR communications channels as well as earned media.
- Implement standardized protocols for staff communication and coordination with LCCMR members.
- Bolster RFP outreach to ensure an accessible and transparent process that more Minnesotans feel comfortable navigating.
- Explore ways to better communicate the accomplishments of ENRTF-funded projects to our varied audiences, including different methods of measuring/quantifying impacts.
- Strengthen MN's environmental and natural resource community of practice by finding meaningful ways to disseminate methods, outcomes, and impacts of ENRTF-funded projects.