

ROADMAP

1. What needs to be defined better in order to move these initiatives forward? (What is unclear?)

Keep it Simple – Why should it matter to me?

- Keep it simple
- Seek concise points for others to grasp
- Need to answer why should it matter to me
- Hard to keep all pieces together and know where they intersect – need visual, need flowchart / graphic

Timeline

- establish a clear timeline.

Scope – Desired Outcomes – Future State

- The scope of the roadmap should be narrowed at an appropriate point in the process
- Need defined goals, measurable metrics and actionable items
- Talk about desired outcomes
- What is the desired future? What don't we want?
- What are the most important initiatives to work on?
- Take a long view, What's the goal/end game?
- What are the deliverables?

Resource needs

- Need resources (e.g., Maine's version), examples of other roadmaps
- Utilize listening session material from REDs; don't reinvent wheel
- How to run faster to keep up with change

2. Who needs to be at the table?

Schools – Youth – Non-traditional programs

- Be open to involvement from rural schools, nontraditional students.
- How to get STEM schools/students involved?

Tribes

Government

- Cross state boundary's, Lake States ?
- Other state agencies - DOT, DATCP
- Legislators (funding); ones that don't know about forestry/economy connection (make connection their districts and heritage)
- Future of Forest Products industry,
- Needs to involve forest products lab specialists

Manufacturing

- Organizations, e.g., WI Paper Council, Lake States Lumber Association
- If an entity is currently part of the BBB grant does this mean they are at the table / a partner - assumes those parties would be engaged, but if grant isn't successful are they still on board to move this process forward?
- Identify potential missing and non-tradition industries - firewood/pellet/window (secondary manufacturing, Amish communities and wood products industry)

Consumers

3. What needs to happen, be created, or otherwise established for a road-mapping process to get started?

Budget

- Is a budget available for an educational/awareness campaign?

Outreach

- More intentional outreach to gain support

Lead

- Need to define a lead - need staff
- If left to council subcommittee - members lack time
- Need consultant to lead (i.e. Dovetail, Steigerwaldt)

Celebrate

- If the coalition's application (BBB grant) is selected, have a celebration (which doubles as a PR event).

4. What role can the Council on Forestry play to get these two initiatives off the ground?

Inform – Update Community

- Regular updates should be given to the CoF, and the CoF should produce regular press releases about the progress.

Convener

- Convener, bring people to the table (strength, but comes at a cost of taking too much time)

Advisors

- Advisory, support, keep process moving role (given the way the Council is structured it would be difficult to lead either effort)
- Consider smaller work group,
- Need additional resources

MARKETING

1. What needs to be defined better in order to move these initiatives forward? (What is unclear?)

Define the Message

- Messaging question - Support of industry or awareness of our products
- How to make the message accessible and bite sized, humanize it, why does it matter
- Bill: Concerned with mills closing, downsizing, and attracting workforce to our region. Hears concerns of inclusivity and diversity.
- How do we amplify the message in different venues and through WI's history and culture (e.g., PBS); education increases buy in

Who is the Audience?

- Unclear target audience
- Is this for WI or global marketing.

Message Ideas

- Increase language of how economy rests on ecology - understand how stresses to ecology can affect economy
- Message of how saving the forest and using the forest are part of the same vision for the future

2. Who needs to be at the table?

Urban

- Urban forestry reps should be at the table. Several references to social benefits, workforce, and partners all of which are closely related to our urban areas.

Government

- Legislators
- The Dept. of Workforce Development
- City of Milwaukee reps should be at the table to share apprenticeship success stories
- Who leads the forest products month in WI?
- Who is going to do it? Need a lead agency / facilitator (DNR, UW's or consulting / marketing firms)

Environmental "Green" Groups

- Southern WI green groups should have seat at the table, likely advocates for these efforts.

Other Groups Already Working on Similar

- Other organizations may be doing branding initiatives; partner with them/learn from them
- Milk marketing board – or equivalent campaign
- Other marketing campaign consultants that we can learn from

Non-industrial Private Forestland Owners

- Private woodland owners should be at the table, needed for additional wood supply if seeking additional mills

Consumers

- Forest certification entities could do more to promote products nationally and internationally

Youth

Tribes

3. What needs to happen, be created, or otherwise established for a marketing campaign to get started?

Define the lead

- Will a consultant guide the coalition through these efforts?
- Who's in charge?
- Who has capacity to do this work?
- Guiding committee
- Who are the decision makers?
- Who makes final choice of message?

Define Goals and Scope

- Need main objectives, goals, and timeline
- Brainstorming the breadth of topics we could address creates a huge menu to start
- Budget, rules attached to funds (sometimes need to find fund first because it influences the message)

Define audience

Define message

- Have a Council meeting discussion targeted on messaging
- Connecting forest products to management of resources
- Message needs to resonate with customer/audience - this will determine what messages to develop
- Customize message
- Social and Environmental messaging is key - plastic substitutions - good message to push
- Carbon another message that would play with general public
- Economic messaging good with business, investors, and legislators

4. What role can the Council on Forestry play to get these two initiatives off the ground

Find Partners to Help

- The CoF can seek partners in their region and/or professional organizations to promote this effort.

Inform - Network

- Bring awareness to legislators and help them promote forestry in their districts

Propose Message, Research, Seek Input

- Brainstorming the breadth of topics we could address
- Look into established marketing examples
- Get more input from stakeholder group and determine who CoF can go to release messaging

Advisory

- Assess who are the leads (i.e. WEDC, DNR, etc.) then recommend/ask them to lead
- Need defined leader or this effort will not go anywhere