



2019 Texas A&M Forest Service Communications Action Plan

Objectives

- a. Position Texas A&M Forest Service as the premier forestry, wildfire and incident management resource in the state, region and nation through communications and education of key audiences – including landowners, homeowners, state and federal agencies, local government, cooperators and decision makes
- b. Train/inform/assist Texas A&M Forest Service personnel on how to effectively communicate key program and agency messages to support program operations
- c. Strengthen internal communications to promote a positive agency culture, cohesiveness and pride
- d. Ensure agency personnel, through personal conduct and communications products, promote diversity and cultural respect
- e. Support the recruitment and retention of quality employees

Implementation

Public relations, media relations, marketing and communications

- a. Increase utilization of social media and low complexity communication functions to support agency and program objectives, including:
 - Identify and train employees for program-level operation of social media and similar low complexity communications services
 - Develop guidance documents and quality control measures for program-level communications activities
 - Increase implementation of program-level communications functions through designated field personnel
- b. Expand cross-communications, storage, access and retrieval of communications products
- c. Continue to develop processes for requesting, prioritizing, selecting, monitoring and delivering moderate and high complexity communications projects
- d. Conduct media relations activities including news writing, giving interviews, developing media lists, disseminating news releases, responding to inquiries and tracking news coverage
- e. Assist program leaders in development of multi-audience messages to be used in communications and presentations – Conserve, Protect and Lead
- f. Continue to develop, design, maintain and update TFS websites to engage primary audiences and increase traffic and use
- g. Coordinate with Division-designated personnel to ensure timely, accurate and consistent wildfire and all-hazard incident information flow

Internal communications

- a. Increase agency cohesion, employee understanding of programs and positive internal interaction through use of internal communication tools, including:
 - Employee newsletter – Transitioning from Arbor Reader to Jostle.
 - Director’s blog
 - Video clips
 - Success stories (S2S and other program achievements)
- b. Support of Director’s field office visits and listening sessions
- c. Promote employee participation and positive messaging of employee engagement and satisfaction survey’s

Legislative communications

- a. Develop and review communications documents relative to agency Legislative Appropriations Request and exceptional items
- b. Ensure consistent messaging of legislative exceptional items through all relevant agency communications mediums
- c. Promote internal awareness of TFS legislative process and items
- d. Develop legislative district briefings for members of key committees (House Ag & Livestock; Higher Ed House Appropriations; Senate Finance)
- e. Develop presentations and speeches for TAMUS, Legislative Budget Board and state cooperators to garner support for the Texas Wildfire Protection Plan