



Texas A&M Forest Service Communications Action Plan 2023

In support of the Texas A&M Forest Service Strategic Communications Plan 2023 - 2026

Agency Strategy 1: Branding

Position Texas A&M Forest Service as the premier forestry, wildfire and incident management resource in the state, region and nation through communications, education, brand awareness and identity

Tactics:

- a. Initiate and maintain positive relationships with cooperators, stakeholders and the general public. Expand working networks to benefit the work and worth of the agency.
- b. Optimize, provide oversight and initiate best practices of journalism, marketing, public relations, media relations, photo editing, website content management social media, multimedia, digital communications.
- c. Cultivate interdivisional relationships, intra-agency relationships with colleagues and peers across TAMU System and industry cooperators.
- d. Optimize and initiate public relations opportunities.
- e. Develop, implement and optimize creative concepts.
- f. Provide creative quality control, agency brand standards.
- g. Guide content providers, approve content, teach and enforce communications best practices.

Agency Strategy 2: Outreach and External Communications

Understand key audiences

Identify, understand and reach new and non-traditional audiences

Consistently communicate key messaging across agency personnel and programs

Tactics:

- a. Conduct audience analysis – enabling us to create a strategic overview of brand strategy, messaging and outreach efforts grounded in insights and analytics that increase awareness and action
- b. Target outreach to key audiences – including landowners, homeowners, state and federal agencies, local government, cooperators, and elected officials, decision-makers – understanding their needs, and identifying shifting behaviors and attitudes
- c. Identify, understand and reach Spanish-language audiences, physically and mentally impaired, access-challenged audiences using tailored communications outreach means
- d. Explore, identify and implement innovative ways of reaching audiences through technology, partnerships, virtual communication, and other networks

- e. Personnel across the agency will share and amplify messaging using approved, consistent talking points and practices
- f. Increase use of social media and other digital communications media to support agency and program objectives
- g. Conduct media relations activities including writing news, pitching stories, giving interviews, developing media lists, disseminating news releases, responding to inquiries and tracking news coverage
- h. Assist programs in developing multi-audience messages to be used in communications and presentations – Conserve, Protect and Lead
- i. Continue to develop, design, maintain and update agency websites to engage primary audiences and increase traffic and use
- j. Coordinate with the Public Information Officer to ensure timely, accurate and consistent wildfire and all-hazard incident information flow

Agency Strategy 3: Internal Communications

Promote strong internal communications, positive agency culture, cohesiveness and pride

Promote diversity and cultural respect

Support the recruitment and retention of quality employees

Tactics:

- a. Train and assist employees on how to effectively communicate key messages to support agency and program operations, services and values
- b. Train and assist employees on effective, best practice use of social media
- c. Develop guidance and quality control measures for program-level communications activities
- d. Expand cross-communications, storage, access and retrieval of communications products
- e. Continue to develop processes for requesting, prioritizing, selecting, monitoring and delivering communications projects
- f. Increase agency cohesion, employee understanding of programs and positive internal interaction through use of internal communication tools
- g. Support of Director's leader's intent from field office visits and listening sessions
- h. Promote employee participation and positive messaging of employee engagement and satisfaction surveys

Agency Strategy 3: Legislative and Executive Communications

Ensure consistent messaging of legislative exceptional items through all relevant agency communications mediums

Tactics:

- a. Develop and review communications documents relative to agency Legislative Appropriations Request and Exceptional Items
- b. Promote internal awareness of Texas A&M Forest Service legislative process and items

- c. Develop legislative district briefings for members of key committees (House Ag & Livestock; Higher Education; House Appropriations; Senate Finance)
- d. Develop presentations and speeches for TAMUS, Legislative Budget Board and state cooperators to garner support for the Texas Wildfire Protection Plan