

Illinois Wildlife Action Plan Relaunch

Final Report

Project Number and Title:

T-95-R-1 Technical Guidance on Partnership Structure and Communication Strategy to Support IWAP Implementation

- State Award ID: 14020705
- CSFA: 422-20-0114
- FAIN: F14AF00940

Bluestem Communications

Project Lead:

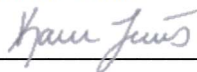
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FY18 Periodic Performance Report Report Transmittal

7/3/17

1. Grantee Name (per UGA): Bluestem Communications		2. Grant Number: 14020705		3. Grantee DUNS: 032075201	
		4. CSFA Number: 422 20 0114		5. Grantee FEIN: 391965183	
6. Program Name: (Per UGA:) State Wildlife Grant				7. CFDA Number(s): 15.634	
8. State Agency (Grantor): Illinois Department of Natural Resources					
9. Agreement Period			10. Report Period End Date		
Start Date (Month/Day/Year): 7/1/2018		End Date (Month/Day/Year): 3/31/2019	(Month/Day/Year): 3/31/2019		
11. Final Report? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		12. Report Frequency: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-annually <input type="checkbox"/> Other (specify) : Final Report		13. Prepared Date: 3/30/2019	
Responses to Sections 14 – 22 may be provided in a separate format. All grantees must complete Section 23. <input type="checkbox"/> Alternative file or database used.					
File Name or Database Source: <i>attached</i>					
14. Deliverable (if applicable):		15. Due Date:	16. Date Completed:	17. Deliverable Explanation:	
Separate line for each Based on UGA		Based on UGA			
18. Performance Measures:		19. Performance Standard / Frequency:	20. Results / Accomplishments in Reporting Period:		21. Required (R) or Inform Only (IO)
Separate line for each Based on UGA Exhibit E		Based on UGA Exhibit F			

22. Performance Explanation – Award to Date:		
<input type="checkbox"/> All performance accomplishments are on schedule with performance standards. <input type="checkbox"/> Not all performance accomplishments are on schedule with performance standards. Explanation required below: (Separate lines as appropriate.)		
23. Performance Accomplishments Correlated to Reported Expenses:		
<input checked="" type="checkbox"/> Performance is consistent with grant-to-date expected services and expenditures/earnings. <input type="checkbox"/> Performance is not consistent with grant-to-date expected services and expenditures/earnings. Explanation(s) required below: (Separate lines as appropriate.)		
GRANTEE CERTIFICATION (2 CFR 200.415)		
<p>By signing [authorizing] this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the [related] expenditures, disbursements, cash receipts and reported performance are for the purposes and objectives set forth in the terms and conditions of the award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).</p>		
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STATE AGENCY USE ONLY		
27. Name and Title of State Agency PPR Approver:	28. Date Received:	29. Date Approved:

Illinois Wildlife Action Plan Relaunch Final Report: Project Summary and Narrative

The Illinois Wildlife Action Plan (IWAP) was created to protect Illinois' wildlife and the various habitats upon which they depend. The Illinois DNR is responsible for developing and updating the Action Plan but relies heavily on conservation partners across the state to implement the hundreds of initiatives outlined in the IWAP. The Illinois Wildlife Action Team (IWAT) was created to facilitate this process. The Action Plan and the Action Team are divided into seven strategic Campaigns, largely based on habitat type. Each Campaign has its own small group of actively involved partners and a larger group of more casually involved partners, or associates. All these partners are vital to the success of the IWAP and ultimately to the protection of Illinois' wildlife. Regrettably, the IWAT has lost some momentum in recent years, due in part to the Illinois state budget impasse. As a result, conservation partners are not as engaged in or energized by the work of the IWAP as they could be.

The Action Team's recent dormancy provides a unique opportunity to rethink the way the DNR works with its partners; to restructure the way the IWAT functions; and to reintroduce a more vibrant IWAT to Illinois' conservation community. Bluestem has provided the DNR with the resources necessary to create a high-functioning IWAT that moves strategically on goals, keeps its vital partners engaged, and demonstrates action and progress to those partners.

The resources needed to reboot IWAT and its seven Campaign Teams (Objective 1) and to keep partners engaged through communications that foster meaningful work, demonstrate progress, and show results (Objective 2) are compiled into *Illinois Wildlife Action Team: Plan to Re-Engage*. (Appendix A)

Illinois Wildlife Action Team: Plan to Re-Engage is informed by partner feedback gathered through a 2014 survey and interviews with current and former Campaign Coordinators conducted in 2018. (Appendix B: 2014 IWAP Stakeholder Survey Summary, Appendix C: 2018 IWAP Campaign Coordinator Discussions) An assessment of the input gathered revealed several needs and opportunities to strengthen the IWAT. Previously, each Campaign functioned very differently and to varying degrees, due in large part to a lack of defined Campaign and Coordinator expectations. Further, Partners and Coordinators both expressed a desire for more meaningful work to be done during and between meetings. The review also revealed the need to keep Associates more consistently engaged through regular communications from IWAT leadership regarding not only IWAP updates, but with access to information and resources that will aid Associates in their own work to further the goals of IWAP. The assessment also revealed that attempts to collect measures of IWAP related work and progress from across the state were ineffective and uncovered the need for a more concerted collection effort and mechanism. *IWAT: Plan to Re-Engage* aims to build a stronger IWAT by capitalizing on the opportunities for improvement revealed in the stakeholder feedback.

IWAT: Plan to Re-Engage includes:

- Partner Engagement Plan
- Communication Plan
- Plan and Timeline to Reboot

Partner Engagement Plan

The Partner Engagement Plan defines the roles and responsibilities of each IWAT member and outlines a biennial plan that ensures that all Campaigns are high functioning and working meaningfully with partners to prioritize goals and develop strategies to achieve those goals. It also recommends a mechanism for collecting measures of progress and success with regards to these goals from the broad group of IWAT partners each year.

A plan to recruit new partners and expand the Campaign Teams each year is also included. It allows IWAT to grow organically by leveraging team members' existing networks through social media. To keep new and old partners engaged in IWAT and ensure that they see the benefits of participation, the Partner Engagement Plan includes a Partner Recognition Strategy and recommends an annual partner satisfaction survey. Survey feedback should be used to refine and adjust the Partner Engagement and Communication Plans in their pilot years and, moving forward, to assess the changing needs of partners.

Communication Plan

Regular communication is essential to keep partners, spread across the state, engaged in the IWAP. In addition, consistent communication on a multitude of channels and of varied subject matter will project an active, lively, and energized image of IWAT. The Communication Plan includes both a plan for communication with the entire IWAT and a Campaign Coordination Plan for communication within each Campaign. While the IWAT Communication Plan largely focuses on pushing information out, the Campaign Coordination Plan allows for a dialog between and among Campaign Coordinators, Partners, and Associates. This two-way communication is a vital element in the relationship between the DNR and its partners.

Both plans include content, timing, frequency and channels for communication. This information is presented in user-friendly charts that replace the calendar reminders originally suggested in the scope of work. The charts proved to be a more practical choice as Coordinators and Co-Coordination likely use and prefer a variety of online calendar platforms. In addition, the Communication Plan includes in-depth descriptions of and suggested uses for each Communication Channel.

Recommendations for IWAP's webpage and each of the Campaigns' landing pages were also developed. (Appendix D) They are intended to create a more vibrant and sophisticated web presence. Website recommendations were provided to the DNR in a separate document because unlike the Communication and Partner Engagement Plans, their implementation will not be ongoing. A schedule and content for regular website updates are included in the Communication Plan. The scope of work on this project did not allow for the development of website copy and content. However, this is



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something that should be considered moving forward, especially with regards to the newly created Campaign Story Maps.

Plan and Timeline to Reboot

IWAT: Plan to Re-Engage concludes with a Plan and Timeline to Reboot the IWAT and employs the strategies outlined in the Partner Engagement and Communication Plans. The reboot lays out a timeline from March to August 2019 that prepares Campaign leadership and communication infrastructure for IWAT's relaunch. To aid in this effort an email was sent to former IWAP partners inviting them to continue their partnership with the DNR. (Appendix E) Based on responses, an updated contact list including Campaign and geographical interests was provided to the DNR. (Appendix F) The Plan and Timeline to Reboot also provides a plan and messaging for announcing the relaunch to Illinois' conservation community.

Execution of the strategies outlined in *IWAT: The Plan to Re-Engage* by the DNR are the final steps in the relaunch of IWAT. A detailed project plan and timeline of the work completed by Bluestem follows.

Illinois Wildlife Action Plan Relaunch Project Plan and Timeline

Reboot Campaign Teams

Completed

	July-Sept	Oct-Dec	Jan-Mar	April-June
Review partner feedback from 2014	X			
Conversations with each Campaign Coordinator		X		
Invitation to each partner to re-engage or opt out			X	
Update partner lists and contact info			X	
Plan and timeline to reboot Campaign Teams			X	

Partner Engagement Plan

Completed

	July-Sept	Oct-Dec	Jan-Mar	April-June
Annual campaign and core partner expectations established			X	
Strategy for recruiting new partners			X	
Campaign coordination plan			X	
Plan for communication with all partners			X	
Establish means and frequency with which measures of success are collected from partners, compiled, and communicated			X	
Recommendations for web page clean up			X	
Web page communications calendar (included in Comm. Calendar)			X	
Partner recognition strategy			X	
Develop means of gauging partner satisfaction annually			X	
IDNR reviews engagement plan			X	
Partner engagement plan finalized			X	

Illinois Wildlife Action Plan Relaunch Project Plan and Timeline


Deliverables	Completed	
Summary of 2014 partner feedback	X	
Email invitation to partners to re-engage	X	
Updated partner list and contact information	X	
Kick-off plan and timeline for the reboot	X	Included in IWAT: Plan to Re-Engage; Plan & Timeline to Reboot
Annual Campaign and Core Partner Expectations	X	Included in IWAT: Plan to Re-Engage; Partner Engagement Plan
New Partner Recruitment Strategy	X	Included in IWAT: Plan to Re-Engage; Partner Engagement Plan
Campaign Coordination Plan	X	Included in IWAT: Plan to Re-Engage; Communication Plan
Plan for Communicating with all IWAP Partners	X	Included in IWAT: Plan to Re-Engage; Communication Plan
Plan to Collect, Compile and Share Partner Successes	X	Included in IWAT: Plan to Re-Engage; Partner Engagement Plan
Partner Recognition Strategy	X	Included in IWAT: Plan to Re-Engage; Partner Engagement Plan
Web Page Communications Calendar	X	Included in IWAT: Plan to Re-Engage; Communication Plan
Recommendations for a Web Page Refresh	X	
Partner Satisfaction Measure	X	Included in IWAT: Plan to Re-Engage; Partner Engagement Plan
Calendar Reminders for Communications		Replaced by Communications Plan. See project narrative for full explanation



Appendix A: Illinois Wildlife Action Team: Plan to Re-Engage

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Illinois Wildlife Action Team



Plan to
Re-Engage

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Illinois Wildlife Action Team

PARTNER ENGAGEMENT PLAN

Illinois Wildlife Action Team

Biennial Plan

Establishing & Expanding Campaign Teams

Partner Recognition

Measures of Progress & Success

Partner Satisfaction

Appendix A: Online Surveys

Illinois Wildlife Action Team

Farmland
& Prairie

Forest &
Woodland

Green
Cities

Invasive
Species

Campaign
Associates

Campaign
Partners

Lake
Michigan
& Coastal
Areas

Streams

Wetlands

Illinois Wildlife
Action Plan

Illinois Wildlife Action Team

Partners are vital to the success of the Illinois Wildlife Action Plan (IWAP) and ultimately to the protection of species of concern and the habitats on which they depend. The DNR's partners offer a necessary diversity of expertise, tools, and perspectives to the campaigns. Opportunities for conservation through land protection, restoration, and advocacy are available to partners that are not available to the DNR. Partners expand and strengthen the DNR's presence geographically through local outreach, education, and stewardship. The DNR can provide leadership, guidance, and resources in order to unify and direct efforts towards common goals and ultimately achieve more together than separately.

All productive partnerships require time, maintenance, and that all parties contribute to and benefit from the relationship. Clearly defined roles, expectations and responsibilities aid in this effort.

The Campaign Team = Coordinators + Partners + Associates

Coordinators & Co-Coordiators

- Each Campaign will be led by a Campaign Coordinator and two Co-Coordiators. The Campaign Coordinator will come from the IDNR Office of Resource Conservation (ORC), as will one of the Co-Coordiators. They will represent different divisions of the ORC. The second Co-Coordinator will come from a partner organization. This team of leaders will bring balance and a diversity of perspectives to the Campaign Team.
- Co-Coordiators serve for a minimum of two years.
- Coordinators and Co-Coordiators work together to divide work and responsibilities based on individual interest and ability.
- While Coordinators are ultimately responsible for leading the Campaign Team, the Co-Coordiators provide *significant* guidance and input to the direction and strategies of the Campaign.

Campaign Partners

- Driving each Campaign Team is a working group composed of roughly 10 strategic partners that represent a diversity of sectors and interests, strategic geographies, and can offer a variety of necessary resources, expertise, and access.
- Strategic partners are invited to participate in the Campaign based on the conservation needs and priority goals of the Campaign.
- Partners make a commitment to the team and agree to meet the expectations and fulfil the responsibilities of a Campaign Partner.
- Partners' two-year tenures are staggered so that the team never experiences a complete turnover.

- At the end of a Partner’s tenure, a review and assessment of the Partner’s suitability moving forward and past contributions will be conducted by the Coordinator and Co-Coordinators. Partners will be asked to serve again on the Campaign Team or encouraged to serve as a Campaign Associate until a time when the Campaign’s priorities, once again, more closely align with those of the Partner.

Campaign Associates

- A broader, less strategic group of Campaign partners with a lesser commitment to the Campaign Team. This group is open to anyone and Associates can participate as actively or passively as they desire.
- Over time individuals or organizations may move back and forth between serving as a Campaign Partner and a Campaign Associate.

Partnership Roles and Responsibilities

IWAP Coordinator

Role: To help the seven campaigns work in concert. To set Campaign and Coordinator expectations and ensure a level of consistency across the Campaigns. To support Campaign Coordinators in their work. To develop a strategy that guarantees progress is made on IWAP goals; that justifies the time and effort of the Campaign Teams; and ensures that more is accomplished together than separately. To implement a strategy that allows both the DNR and its partners to get what they need from the partnership.

Responsibilities:

- Facilitate projects and partnerships across Campaigns.
- Provide guidance to Campaign Coordinators.
- Facilitate communication between the seven Campaign Coordinators.
- Develop and communicate IWAP-wide strategies to the Coordinators, Partners, and Associates that outline and illustrate the big picture, reassuring people that progress on goals will be made and creating a sense of enthusiasm and optimism.
- Facilitate and guide implementation of the Partner Engagement Plan.
- Act as an IWAP ambassador to other DNR departments in order to encourage ownership and adoption of IWAP goals by other departments.

Campaign Coordinators & Co-Coordinators

Role: To provide LEADERSHIP to the Campaign. Lead strategic goal prioritization with Partners, be accountable for progress on goals, transparent in progress and process, demonstrate and expect follow-through, and ultimately show results.

Responsibilities:

- Cultivate a diverse Campaign Team of Partners representing various interests, sectors (public, private), and geographies, and bringing to the table the variety of resources needed by the

Campaign to make meaningful progress (expertise, experience, funding, opportunity, networks, etc.).

- Facilitate project implementation: keep Partners and Associates informed about funding opportunities; facilitate collaborative implementation efforts; connect partners to each other and additional resources.
- Provide Partners and Associates with technical assistance, information on best practices, and opportunities for professional development.
- Keep Partners engaged and informed by implementing the Partner Engagement Plan.
- Facilitate information and data sharing among Partners, Associates, and the Illinois Wildlife Action Team (IWAT).
- Uphold the DNR's end of the partnership. Listen to partners' concerns, be available and responsive. Support partners by attending and promoting events, serving on committees, and sharing accolades publicly and among peers. Check-in with Partners one-on-one to build relationships, gauge satisfaction, and get in-depth project progress reports.
- Recognize good partners for good work.
- Plan and facilitate WORKING meetings that are respectful of Partners' time and talents and achieve progress on goals.
- Maintain the information network created by and for the Campaign. Ensure that it is used, useful, and that information continues to flow.

Partners

Role: Demonstrate a commitment to the Campaign by contributing meaningful input, insights, participation, and resources to all aspects of the Campaign's work. Provide guidance regarding the direction of the Campaign, bearing in mind conservation needs and the big picture, as well as individual or organizational interests.

Responsibilities:

- Prioritize goals and establish measures of success for the near-term with the Coordinators.
- Generate plans and projects to strategically achieve goals.
- Bring opportunities for conservation to the attention of the Coordinators.
- Leverage resources to implement projects that further the goals of the Campaign.
- Communicate project needs and resource gaps to the Coordinators so that creative partnerships and team resources can be used to address these needs.
- Advocate for policies that further the mission of IWAT and the Campaign.
- Utilize network to disseminate information regarding the IWAP to the broader community and to identify projects and success outside of IWAP that make progress on the Campaign's goals so that true progress and conservation needs can be assessed.
- Identify and recruit strategic Partners and Campaign Associates.
- Demonstrate a willingness, ability, and commitment to follow through on work and action items between meetings.
- Monitor and report progress and successes.
- Attend 75% of Campaign meetings each year.
- Communicate concerns and emerging conservation issues to the Coordinators so that the Campaign Team can work proactively.

- Make at least a two-year commitment to serve as a Partner.

Campaign Associates

Role: Further the mission of the Campaign by working towards goals that compliment those of the Associate organization and reporting appropriate measures of success back to the Campaign. Assist the Campaign in its efforts to reach out to the broader community.

Responsibilities:

- Where possible incorporate IWAP goals into work plans and monitor and report progress on goals back to the Campaign.
- Inform the Campaign of opportunities for conservation, partnerships, and professional development.
- Serve as “eyes on the ground” for Campaign Coordinators by bringing emerging conservation issues and trends, best management practices, and innovative approaches to conservation to the Campaign’s attention.
- Utilize network to disseminate information regarding the IWAT to the broader community and to identify projects and success outside of IWAT that further the mission of the Campaign.
- Identify and invite additional Associates to participate in IWAT or the Campaign.

ILLINOIS WILDLIFE ACTION TEAM

BIENNIAL PLAN

A YEARS

CAMPAIGN TEAM
ESTABLISHED & EXPANDED
May - June

PARTNER MEETING:
PRIORITIZED GOALS &
MEASURES OF SUCCESS
July - August

PARTNER MEETING:
STRATEGY TO ACHIEVE
GOALS
August - September

PARTNER MEETING:
FACILITATE CAMPAIGN
PROJECTS, PLANS &
OBJECTIVES
October - November
*Meeting held prior to decisions regarding
upcoming funding cycle.*

REGIONAL PARTNER &
ASSOCIATES MEETING
December

ANNUAL MEASURES OF
SUCCESS
January - February
*Measures collected in January and results
reported in February.*

PARTNER SATISFACTION
April - May

2019 - 2020

Illinois Wildlife Action Team Biennial Plan

A Years

Campaign Team Established & Expanded. Strategic Partners invited to serve on the Campaign Team. Partners reach out to their networks to engage Campaign Associates. *May – June.*

Partner Meeting: Prioritized Goals & Measures of Success. Goals prioritized considering progress made in the previous year and where the greatest need and opportunity exist. The measures of success that will be monitored and reported throughout the year to track progress on these goals are selected. Measures of success that will be useful year after year, even as prioritized goals change, will be used whenever possible so that changes over time and cumulative effect can be tracked. Measures that can be used across all Campaigns are also included. Minor updates to the Action Plan are discussed at this time in order to keep it current and reflective of on-the-ground needs and concerns. Minor updates include changes to Species of Greatest Concern, Conservation Opportunity Areas, Focus Areas, threats, actions and the like. Although comprehensive updates will not be considered every year, these discussions should be used as an opportunity to prepare for major updates in terms of information gathering and developing elements that will eventually be included in major updates. When more extensive updates need to be made, additional meetings will likely need to be planned. Ideally, they should be scheduled from April to August to avoid derailing regular campaign work. *July – August.*

Partner Meeting: Strategy to Achieve Goals. Develop a strategy to achieve prioritized goals. Identify realistic and opportunistic objectives that will move the Campaign closer to accomplishing its goals. The strategy might include conservation projects, policy, environmental education, public outreach, professional development, or research. *August – September.*

Partner Meeting: Facilitate Campaign Projects, Plans & Objectives. Secure or facilitate the combination of resources to fill gaps that are impeding conservation or project implementation. Work in a similar manner to magnify the effects of projects. *October – November.*

Regional Partner & Associates Meetings. Regional, rather than campaign-based, meetings. These meetings allow the Action Team to establish a presence around the state and provide an opportunity for outreach to Associates and the broader community. The Illinois Wildlife Action Team’s big picture is presented. Success stories, the Illinois Wildlife Action Plan’s (IWAP) cumulative effects, and accomplishments are highlighted. Updates given on goals, projects, and progress. Associates will be encouraged to adopt goals and monitor and report measures of success. *December.*

Annual Measures of Success. Requested of Partners and Associates. Compiled by Campaign and across all Campaigns as a measure of the IWAP’s total impact. Reporting will cover the previous calendar year. Information compiled for State Wildlife Grant (SWG) annual reports (completed in December) can be used to report here. *January – February.*

Partner Satisfaction. Survey to collect and compile feedback from Partners and Associates regarding their experiences with the Action Team. Results used to adjust partner communication and engagement strategies. *April – May.*

ILLINOIS WILDLIFE ACTION TEAM

BIENNIAL PLAN

B YEARS

NEW PARTNERS &
ASSOCIATES INVITED TO
CAMPAIGN TEAM

May - June

PARTNER MEETING:
REASSESS PRIORITIZED
GOALS & MEASURES OF
SUCCESS

July - August

PARTNER MEETING:
CAMPAIGN STRATEGY &
PROJECT FACILITATION

September - November

Meetings held prior to decisions regarding
upcoming funding cycle.

PARTNER MEETING:
(IF NECESSARY)
FACILITATE CAMPAIGN
PROJECTS, PLANS &
OBJECTIVES

September - November

ANNUAL MEASURES OF
SUCCESS

January - February

Measures collected in January and results
reported in February and at the IWAP
Summit.

IWAP SUMMIT

March - April

PARTNER SATISFACTION

April - May

2020 - 2021

B Years

New Partners & Associates Invited to Campaign Team.

Strategic Partners invited to replace retiring Partners on the Campaign Team. Partners reach out to their networks to engage Campaign Associates. *May - June.*

Partner Meeting: Reassess Prioritized Goals & Measures of Success. Campaign priorities are adjusted to account for progress made and changing needs. Possible changes to the Action Plan and updates submitted to USFWS for approval are discussed. *July - August.*

Partner Meeting: Campaign Strategy & Project Facilitation. Strategy for the coming year is determined, adjusting for any changes in priorities. Identify new projects to replace those coming to an end or to add to the Campaign's portfolio. Project facilitation continues. *September - November.*

Partner Meeting (if necessary): Facilitate Campaign Projects, Plans & Objectives. *September - November.*

Annual Measures of Success. *January - February.*

IWAP Summit. Goals, progress, and results for each Campaign over the last two years reported; upcoming projects and initiatives highlighted to build enthusiasm. Speakers share success stories and research and offer opportunities for professional development. Breakout sessions also include regional meetings that illustrate the impact of the IWAP in each corner of the state. *March - April.*

Partner Satisfaction. *April - May.*

Partner Meetings

All Partner meetings are WORKING meetings with a set of tasks to be accomplished, decisions to be made, and issues to be discussed. They utilize the collective brain power of the group to set strategy and solve problems. Meetings frequently result in individual Partners accepting responsibility for tasks and work between meetings. Meetings are conducted in person or by video conference. At least one meeting a year is in-person. Agendas and materials for review and discussion are distributed ahead of time so that participants come prepared and ready to work. Project updates are framed in terms of the progress that has been made on prioritized goals. Updates are reserved for the end of the meeting after planned work has been completed. A record of each meeting is kept and distributed to partners after the meeting. Assigned work and other action items are “called out” specifically, by individual, and to the whole group, not just included in the meeting record.

On-Going Annually

Associate Outreach

Through implementation of the Communication and Engagement Plan, Associate outreach is on-going throughout the year. In order to keep Associates connected to the work of the Campaign special efforts regarding the following should be made.

- Campaign goals, prioritized goals, and measures of success are shared with Campaign Associates. They are encouraged to incorporate these goals into their work plans, where possible, and to monitor and report any appropriate measures of success.
- Associates are invited to share with the Campaign any projects that align with prioritized goals and to reach out for assistance of any sort.
- Associates are updated twice a year on the status of Campaign work and projects. Once passively through established communication channels and once in person at year-end meetings.
- Associates are invited to year-end meetings (geographically based in A Years and the IWAP Summit in B Years). This allows Associates an opportunity to network and collaborate with each other, Partners, and the DNR.

Partner Check-ins

Twice a year Coordinators will check-in with Partners by phone or in person to discuss project status and obstacles; satisfaction with participation in the Campaign; and concerns, ideas, and thoughts that the Partner may not be comfortable expressing in a group setting. One of these meetings will exclusively focus on the Campaign. The other check-in may be combined with other business, but time should be taken to specifically discuss the Campaign.

Coordinator Meetings

Coordinators will meet twice a year, or more if necessary, to learn from each other, coordinate the work of the seven Campaigns, and to plan and execute IWAP-wide work.

- Exchange ideas, successes, and failures regarding Campaign planning and strategy, as well as Partner and Associate relationship management.
- Identify and address the needs, problems, and obstacles that are common to all Campaigns.
- Identify and coordinate Campaign overlaps (goals, partners, projects, geographies).
- Capitalize on opportunities to work across Campaigns (join forces, connect partners, etc.).
- Identify and select measures of success that can be applied to all Campaigns and used to summarize the accomplishments of the IWAP as a whole.
- Plan year-end geographically based meetings and the IWAP Summit.

Establishing & Expanding Campaign Teams

Recruiting New Partners

Campaign Partners will dedicate a significant amount of time and effort to the Campaign and will develop personal relationships with the Coordinators and other Partners. Partner recruitment, therefore, is also personal and will be in the form of direct communications between Coordinators and prospective Partners.

1. Before extending invitations, Coordinators and Co-Coordiators **draft a list of potential Partners that would make up a well-balanced team**. Ideally, a diversity of sectors, interests, and geographies will be represented. Together the team offers the resources and expertise necessary to accomplish the Campaign's goals.
 - Partners can be drafted from the pool of Campaign Associates.
 - After the kick-off year, only the spots on the team vacated by "retiring" Partners will need to be filled.
2. Coordinators send a **personal email invitation** to serve as a Partner on the Campaign Team.
 - The invitation should describe the purpose and effect of the Illinois Wildlife Action Plan (IWAP); the impact that being in a leadership role on the Campaign can have; and why the invitee, in particular, is a good fit for the team.
3. Once the invitee has expressed interest in the Campaign, the **Partner Expectations should be shared** via email and discussed on the phone. Be upfront about the level of commitment required.
 - If over time you discover that it would be helpful to turn the Partner Expectation document into a "contract", have the new Partner sign it and keep a copy for themselves.
4. **Update Partner lists and logos** on the website's Campaign landing pages.
5. Make **new Partner announcements** on social media.

Recruiting Associates

Associate recruitment relies on the Campaigns' existing network and social media. In many ways, the Associates are the Campaigns' "public" so having a reach that is far and wide is important. However, Associates are also a pool of resources and expertise that might be tapped to further Campaign goals in the future. So, it is also important to know who they are individually.

1. Once the new team of Partners is established, all Partners (new and old) should **reach out to their networks to recruit Associates** (5-10 each). Potential Associates should be informed that they may participate in more than one Campaign and that involvement in one Campaign does not mean that they will receive all updates regarding other Campaigns.
2. Associates join a Campaign by **joining the Campaign's private Facebook Group**. The Campaign Coordinator (or other designated group manager) will have to approve requests to join the group.

3. When requesting permission to join the Facebook Group, Associates will be **asked to provide their contact information** or will be instructed to send their contact information in an email to the Coordinator. Contact information will be added to the master contact list.
4. In response, the Coordinator will send a **welcome email**. This opens a direct line of communication between the Associate and the Coordinator, that the Associate should feel comfortable using in the future, if the need arises. In the welcome email:
 - The Coordinator will introduce him/herself, the Co-Coordinators, the Illinois Wildlife Action Team (IWAT), and the Campaign. Co-Coordinators' contact information should be included.
 - Explain that the Facebook Group is used as an open forum for Campaign related discussions, questions, and concerns. Updates and announcements will also be made here.
 - Encourage Associates to invite others to join the Facebook Group. Once they are a member, there is a place to do this at the top of the group page.
 - Explain that via email Associates can expect to receive a quarterly newsletter, research links, and other updates and announcements.
 - Urge Associates to follow IWAT on Facebook, Instagram, LinkedIn and/or Twitter for IWAT-wide news and updates.

Partner Recognition

Partner appreciation will be expressed largely by simply being a good partner. However, it is also important to publicly acknowledge partners in authentic and meaningful ways. Recognition can be made genuine, by seamlessly weaving it into the regular business of the Illinois Wildlife Action Team (IWAT). Therefore, partners will largely be recognized through established and consistent channels, like the website, newsletter, and social media. There are four ways in which Partners and Associates might be recognized.

Website. Campaign Partners will be listed, with logos, on Campaign landing pages. The officiality of the website will lend legitimacy and weight to the Partners' role in the Campaign and acknowledge them as leaders.

Social Media. Repost Partner and Associate content at least three to four times a week, making sure to tag the partner. Featuring partners on social media not only helps drive traffic to your sites, it assists partners in their outreach efforts.

Newsletter. In each quarterly newsletter, one story should feature a Partner or Associate. The story should double as a success story and highlight the partner's impact on wildlife and/or innovative methods, partnering, funding, or similar. This forum allows partners to be recognized among their peers for their hard work and accomplishments.

- There should only be one article of this sort per newsletter. So, effort should be made to make sure that over time each Campaign is represented in this way.

Awards. This is the only effort made outside of regular IWAT business to recognize partners. Hopefully, that and the infrequency with which awards will be given will make it meaningful. Awards will be given once every two years at the IWAP Summit. The two-year time frame should allow partners to be recognized for high-impact and/or large-scale projects and work.

- An award given by each Campaign to Partners or Associates.
- Awards might be named "Streams Partner of the Year 2019-2021"
- Alternatively, awards might be named after species of concern.
 - Each Campaign can have an associated award. (The Wetlands partner is always awarded the Hines Emerald Dragonfly Award)
 - OR
 - There can be 7 awards that represent outstanding achievement in various arenas. (The Coyote Award for outstanding achievement in Outreach and Education) This is likely to result in more meaningful awards compared to the alternative.
- Selecting award recipients by committee (possibly the Campaign Partners) can lend added legitimacy and prestige to the awards.
- Awards presented at the IWAP Summit. The actual award should be a small statuette or framed certificate that can be displayed.
- Award winners featured or listed

- In the newsletter
 - On Campaign landing pages, with links on the IWAP homepage
 - On social media (1/day)
- A press release should go out to state and local papers. It should encourage stories on individual award recipients. Contact information for winning partners is provided. DNR is available for comment or Coordinators provide quotes about each award winner in the press release. DNR or Coordinator contact information also given.

Measures of Progress & Success

Tracking Progress and Collecting Measures of Success

Collecting annual measures of progress is not only necessary for evaluating success, but it also communicates to constituents accountability and intent to achieve and show results. Generally, there are three types of information that need to be collected, compiled, and reported – accomplishments, measure of progress that can be tracked over time, and data.

Accomplishments. Achievements that are not tracked over time, but rather are projects that have been completed or reached a significant milestone. Examples might be the roll-out of an education program; the completion of a research or restoration project; number of prescribed burn equipment pods added; or favorable policy changes.

Collection: Accomplishments for each Campaign will be compiled by the Coordinator annually.

Tracked and Monitored Progress. Measures of success that have been chosen by Coordinators and Partners to measure progress on Campaign goals and Action Plan-wide impact. These are the measures that are tracked throughout the year by Partners and Associates. Examples might be acres burned, number of education programs, volunteer stewardship hours, or number of wetlands restored.

Collection: Measures will be collected annually through an online survey. Although the Campaigns are on a biennial cycle, it is important to collect this information annually to prevent information from being forgotten or lost. Annual reporting will also help ensure that the reporting process is not too arduous.

- Campaign Associates will be informed of the measures that will be monitored early in the year, so that they can keep track of these metrics and be prepared to report.
- In order to share the survey with people and encourage them to participate a survey promotion plan is included in the Communication Plan. It allows the link to the survey to be shared on the website, through social media, and in emails.
- A suggested survey design and logic are included in Appendix A.
- Data collected through the survey can be analyzed by Campaign and for the entire Illinois Wildlife Action Team (IWAT).
- Results can be preserved and tracked year after year.

Data. There may be a need to collect more detailed data from Partners and Associates for research, as well as reporting purposes. Data collection might be on-going or as needed. There are two ways this data might be collected.

1. People can view and contribute data to a live, online database.
2. Data must be reported to a database manager, who then adds data to the database. In this case, data might be collected using any combination of the following.
 - Database is available online, and the web page contains a link to contact the database manager.
 - The Campaign can use established communication channels to ask for specific data to be reported.
 - Requests for data can be made at year-end meetings.

Reporting Progress and Successes

A Years

Measures of success will not be reported as fully as in B Years because A Years are a halfway point in the biennial cycle. A select combination of accomplishments and tracked progress will be reported for each Campaign in order to paint a picture or tell a story about each Campaign. Highlights from the IWAT-wide measures will also be reported. Information will be reported as PART of a quarterly newsletter and on the Illinois Wildlife Action Plan (IWAP) homepage and it can also be shared piece by piece on social media over the course of a few weeks. Any compelling results that can be combined to tell a story should also be shared through press releases.

B Years

Reporting in B Years will be a comprehensive account of accomplishments over the last two years and will show progress made on the goals prioritized at the beginning of the biennial cycle. Full 'stats' for each Campaign and the cumulative effect of the Action Plan over the last two years will be reported. Accompanying narratives will highlight major accomplishments and/or overall impact on habitats and wildlife. The quarterly newsletter should serve solely as a biennial report and results should also be presented at the year-end IWAP Summit, organized by Campaign and/or region. In addition, results can be reported on the IWAP homepage and on each Campaign's individual web page. Progress highlights will once again be shared on social media, piece-meal, over time. Any compelling results that can be combined to tell a story should also be shared through press releases.

Partner Satisfaction

Gauging partner satisfaction each year demonstrates a commitment to ensuring that the Action Plan and Team continue to meet the needs and expectations of Partners and Associates. By highlighting what is and is not important to partners' it will also allow staff to become increasingly efficient. The input gathered from partners can be used to adapt and refine the Partner Engagement Plan. A *short* online survey is a quick and easy way for partners to provide feedback and for staff to compile it. A sample survey is included in Appendix A. It includes the following sections:

- General information and overall satisfaction
- Action Plan goals and priorities
- Communications
- The experience of Campaign Partners (Associates will be able to skip this section)

Survey questions can and should be altered each year to answer specific questions the staff have about the way the Campaigns and communications are managed and received. For example, staff may question whether the time invested in the newsletter is worthwhile and include a survey question to gauge partners' perception of it. This sort of feedback will be especially important in the first few years as the Partner Engagement Plan is tested.

A plan to promote the survey and send out the web link is included in the Communication Plan. For more on online surveys, survey design, and analysis, or for tips on getting started in Survey Monkey, see Measures of Progress & Success.

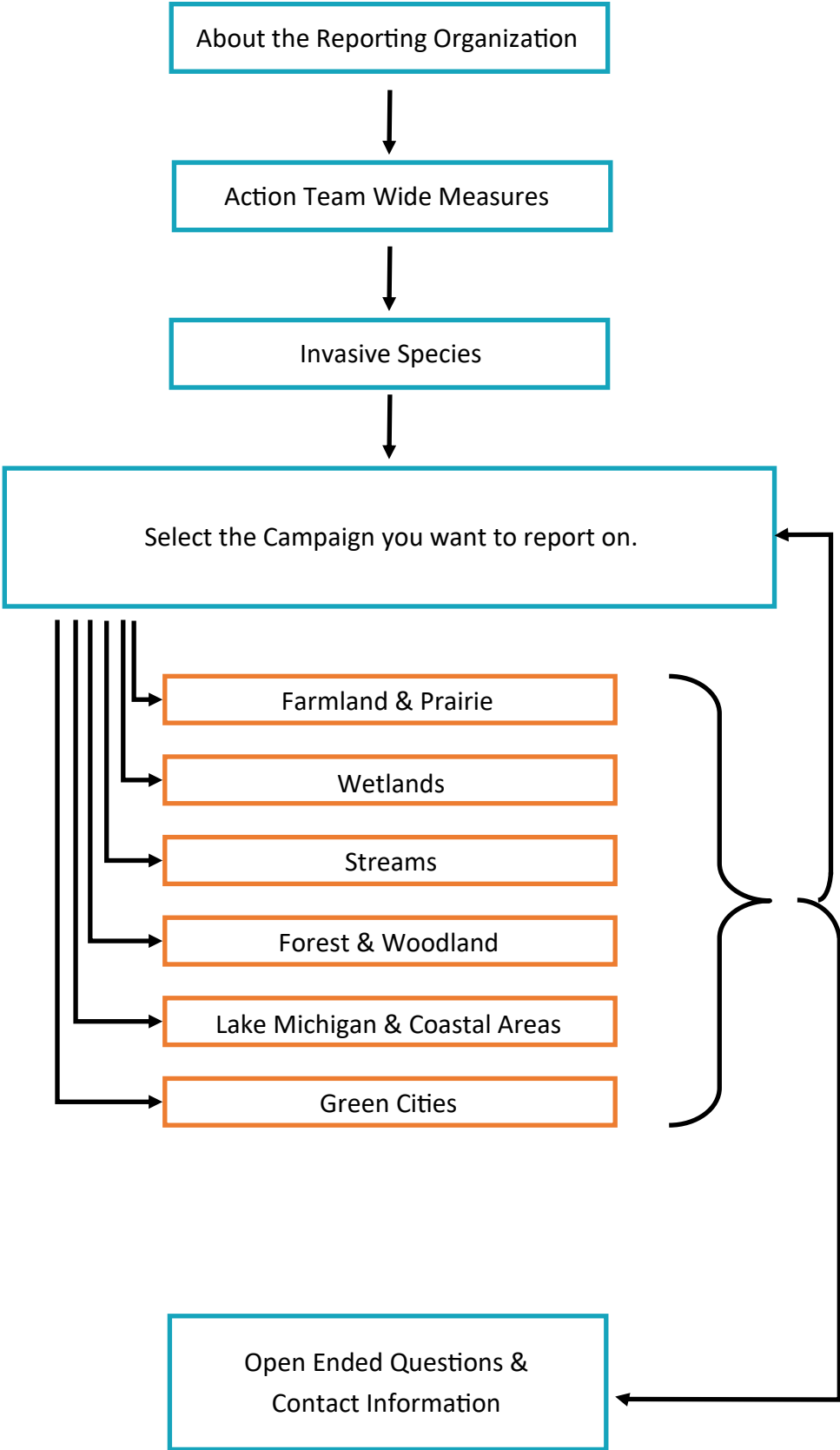
Appendix A:

Online Surveys

Online surveys, like those created in Survey Monkey, are easy to distribute and analyze. They are a good way to collect Measures of Progress & Success from partners and to gauge Partner Satisfaction. Survey links can be shared by the DNR, Partners, and Associates via email, websites, and social media. Therefore, they have the potential to spread and collect data from a large number of people with relative ease. By designing the surveys using logic that allows participants to bypass questions that are irrelevant to them, the same survey can be taken by all those reporting, regardless of Campaign affiliation. This makes both taking the survey and promoting and distributing it efficient. Similarly, results will automatically be compiled and analyzed or can be exported to other programs for further manipulation and analysis. In designing the surveys and drafting questions, it will be important to consider not only the information being collected, but the format of the results as well. Further, the time needed to complete the survey and the ease with which it can be completed should also be considered.

Survey templates for Annual Progress Reporting and Partner Satisfaction, as well as tips for getting started in Survey Monkey follow.

Measures of Progress & Success: Survey Design Logic



SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Thank you for participating in the Illinois Wildlife Action Plan Annual Reporting Process

Short welcome and introduction

- Thank participants for their time
- Quickly introduce IWAP and Campaigns
- Importance of reporting these measures
- How this information is used
- Brief outline of survey - general and campaign specific measures of success.
- Estimated time to take survey (hopefully no more than 30 minutes)

Thank you for taking the time to report on your organization's efforts to conserve Illinois wildlife and their habitats. The Illinois Wildlife Action Plan (IWAP) is a strategic plan to guide wildlife conservation and is administered by the Illinois Department of Natural Resources. The initiatives and goals laid out in the plan are executed by conservation partners, like you, across the state. The IWAP is divided into seven Campaigns, largely based on habitat.

The information collected here will help us identify where we are making significant progress and where more work needs to be done. It will be used to refocus our efforts moving forward. You will be asked to report on the work you have done that can be used to evaluate how much progress has been made on the broad goals of the IWAP. You will then have the opportunity to report work that more specifically relates to one or more of the Campaigns.

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Organizational Information

1. Please provide the following information about the reporting organization. *Among other things this might be used to identify two different people reporting the same information.*

Organization

Address

City/Town

ZIP/Postal Code

2. Please select the option that best represents your organization. *This question can be used to funnel certain respondents to a specific set of questions that are relevant only to them. For example, you may have questions specific to state and federal agencies.*

- Non-Profit
- State or Federal Government Agency
- Unit of Local Government
- Other (please specify)

3. Where in Illinois did the work you are reporting on occur? *The following are examples. Use the regions that will be most useful to you. Include a map illustrating the various regions.*

- Northwest IL
- Northeast IL
- North central IL
- South central IL
- Southern IL
- Statewide

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

IWAP Measures of Success

No more than 10 questions to collect IWAP wide measures of success.

There are a few sample questions sprinkled throughout the rest of the survey. They are intended to demonstrate the various formats you might use to collect information and can be adapted and used by any Campaign. The examples are not exhaustive nor are they intended to be used as is.

4. In the last year, did your organization do any of the following to improve water quality? Select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Adopt a watershed plan | <input type="checkbox"/> Bank or shoreline stabilization |
| <input type="checkbox"/> Restore a wetland or length of stream | <input type="checkbox"/> Invasive plant removal in a wetland or stream |
| <input type="checkbox"/> Complete a Total Maximum Daily Load (TMDL) plan | <input type="checkbox"/> Habitat enhancements in a wetland or stream |
| <input type="checkbox"/> Reduce sediment inputs through upland management | |

5. Did you incorporate any IWAP goals into your annual work plan?

- Yes
 No
 N/A

6. Do you monitor any focal wildlife species or species of greatest concern?

- Yes
 No

If yes, which species do you monitor?

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Invasive Species

Short description of Invasives Campaign.

Use the question below to allow people to skip this section if they don't have anything to report. Follow it with no more than 10 questions.

7. Do you have information to report on the control of invasive species?

Yes

No

8. Please rank the following invasive species in order of least concerning to most concerning. *A true ranking question. Participants can only rank one option in each column. For example, only one invasive can be ranked as "Very Concerning". Each column is weighted. So each invasive will have a score. The higher the score, the more concerned people are about it.*

	Least Concerning	Some what Concerning	Concerning	Fairly Concerning	Very Concerning
Garlic mustard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honeysuckle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buckthorn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teasel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purple loosestrife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Campaigns

Explain that the survey will now collect Campaign specific information and that participants will be able to choose which Campaign or Campaigns they report on. After reporting on one Campaign, participants will be able to return to this page and select another Campaign to report on if necessary.

9. Select the Campaign you want to report on. You will be able to return to this page and report on other Campaigns if needed. *Participants are sent to a series of Campaign specific questions based on their selection. After answering those questions they will have the option to come back to this page and make another selection. If needed they can report on every Campaign.*

- | | |
|--|---|
| <input type="radio"/> Farmland & Prairie | <input type="radio"/> Lake Michigan & Coastal Areas |
| <input type="radio"/> Streams | <input type="radio"/> Green Cities |
| <input type="radio"/> Wetlands | <input type="radio"/> I do not want to report on any of the Campaigns. Skip to the end. |
| <input type="radio"/> Forest & Woodland | |

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Farmland & Prairie

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

10. How many acres of prairie did you burn last year? *For these sorts of questions you can restrict the answers to numerical values only.*

* 11. Do you want to report on another Campaign? *Asterisks indicate that the question requires an answer.*

Yes

No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Streams

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

12. Have you done any of the following in the last year to enhance stream habitat? Check all that apply. *Can also be used to funnel people into a subset of questions. For example, you might have more questions for people who made substrate improvements.*

- | | |
|---|--|
| <input type="checkbox"/> N/A | <input type="checkbox"/> Restored a channelized stream to its natural course |
| <input type="checkbox"/> Substrate improvements | <input type="checkbox"/> Invasive control |
| <input type="checkbox"/> Native plantings | <input type="checkbox"/> Bank stabilization |

* 13. Do you want to report on another Campaign?

- Yes
- No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Wetlands

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

14. Last year did you restore any historic wetlands that had previously been drained? *To help prevent the same project from being counted twice, ask for the zip code or some other identifying information.*

- Yes
 No

If yes, what is the zip code where the wetland is located.

* 15. Do you want to report on another Campaign?

- Yes
 No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Forest & Woodland

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

16. In your experience, how much of a threat are each of the following to Oak Woodlands? *Columns are weighted 1-5. So each option will have a score. The higher the number the bigger the threat. Participants are NOT ranking threats against each other. In other words, a participant could select "Very big threat" for every option.*

	Not Much of a Threat	A Small Threat	A Threat	A Fairly Big Threat	A Very Big Threat
Browsing deer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buckthorn, garlic mustard, and other understory invasives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Absence of Oak saplings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of prescribed burning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of public support for proper management (deer cull, burns, tree removal, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 17. Do you want to report on another Campaign?

- Yes
- No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Lake Michigan & Coastal Areas

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

18. Last year how many environmental education programs did you conduct about Lake Michigan or on a lakeside preserve/park?

* 19. Do you want to report on another Campaign?

Yes

No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Green Cities

Short Campaign description, followed by no more than 10 questions to report on the Campaign. The last question allows participants to report on another Campaign or takes them to the last few questions of the survey.

20. Does the county you work in have stormwater ordinances?*Name of county allows duplicate reports to be discovered.*

- Yes
- No
- N/A

If yes, name of county or counties

* 21. Do you want to report on another Campaign?

- Yes
- No

SURVEY TEMPLATE: IWAP Reporting Measures of Progress & Success

Open Ended

22. Please share any projects or initiatives impacting wildlife and their habitats that we may be unaware of with us.

23. Comments, questions, or concerns?

24. In case we need to follow up with you, please provide a contact for your organization.

Name

Email Address

Phone Number

25. Would you like to receive regular updates regarding the Illinois Wildlife Action Plan?

Yes

No

26. Are there specific Campaigns you would like to be informed about?

Invasive Species

Lake Michigan & Coastal Areas

Farmland & Prairie

Streams

Forest & Woodland

Wetlands

Green Cities

None of the above

SURVEY TEMPLATE: IWAP Reporting Measures of Progress &
Success

Thank you!

SURVEY TEMPLATE: IWAP Partner Satisfaction

Thank you for taking the time to provide the Illinois Wildlife Action Team with feedback regarding your experience with the Team. The survey will take five to ten minutes to complete. Your input will be used to develop and refine more satisfying experiences for all of our valued partners.

1. Which Campaign or Campaigns are you most involved in? Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Farmland & Prairie | <input type="checkbox"/> Lake Michigan & Coastal Areas |
| <input type="checkbox"/> Wetlands | <input type="checkbox"/> Green Cities |
| <input type="checkbox"/> Streams | <input type="checkbox"/> Invasive Species |
| <input type="checkbox"/> Forest & Woodland | <input type="checkbox"/> None of the Above |

2. Which region do you work in? *Use the regions that make the most sense to IWAP. Include a map of the regions.*

- | | |
|------------------------------------|--|
| <input type="radio"/> North east | <input type="radio"/> West central |
| <input type="radio"/> North west | <input type="radio"/> South |
| <input type="radio"/> East central | <input type="radio"/> All of the above |

3. How long have you been involved in the Illinois Wildlife Action Team?

- | | |
|--|---|
| <input type="radio"/> Less than 6 months | <input type="radio"/> More than 3 years |
| <input type="radio"/> 1 year | <input type="radio"/> I am not involved |
| <input type="radio"/> 2 years | |

SURVEY TEMPLATE: IWAP Partner Satisfaction

4. How likely is it that you would recommend participation in the Illinois Wildlife Action Team to a friend or colleague?

NOT AT ALL LIKELY

EXTREMELY LIKELY

0 1 2 3 4 5 6 7 8 9 10

5. Overall, how satisfied have you been with your participation in the Illinois Wildlife Action Team?

- Very satisfied Somewhat dissatisfied
- Satisfied Dissatisfied
- Somewhat satisfied Very dissatisfied
- Neither satisfied nor dissatisfied

6. Do you plan to continue your involvement in the Illinois Wildlife Action Team?

- Yes
- No
- Not sure

SURVEY TEMPLATE: IWAP Partner Satisfaction

Mission & Goals

7. The Illinois Wildlife Action Plan's goals, priorities, and efforts closely align with those of my organization.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

8. Check all that apply. I use the Illinois Wildlife Action Plan and/or Action Team...

- to inform work plans.
- in pursuit of funding.
- to engage with other stakeholders.
- to stay up to date with best practices, research, and emerging trends.
- Other (please specify)

9. The Illinois Wildlife Action Plan has been an effective tool in the effort to protect wildlife and their habitats.

- Strongly agree
- Disagree
- Agree
- Strongly disagree
- Neither agree nor disagree

10. The Illinois Wildlife Action Team and its Campaigns are active in my region of the state.

- Strongly agree
- Disagree
- Agree
- Strongly disagree
- Neither agree nor disagree

11. Select all that apply. I use the Action Plan's prioritized goals...

- as a guide for and endorsement of protection and restoration efforts
- to identify and target species of concern
- when applying for funding
- N/A
- Other (please specify)

SURVEY TEMPLATE: IWAP Partner Satisfaction

Communication

12. The Illinois Wildlife Action Team and the Campaigns use a variety of channels to communicate with Partners and Associates. Which of the following channels do you use most often or prefer to use to receive Action Team and Campaign updates? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Illinois Wildlife Action Plan Website | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Newsletter (emailed) | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Campaign Facebook Group | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Illinois Wildlife Action Plan Facebook Page | <input type="checkbox"/> None of the Above |
| <input type="checkbox"/> Other (please specify) | |

13. How often would you like to receive information regarding each of the following?

	Less Often	More Often	No change. I am pleased with the current level of information.
Research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changes or Updates to the Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success Stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funding Opportunities and Updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best Management Practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Progress made on Goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for Training and Professional Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SURVEY TEMPLATE: IWAP Partner Satisfaction

* 14. Are you currently serving as a Campaign Partner? (Campaign Partners attend regular meetings in-person or via video; commit to two-year terms, and use their expertise to make strategic decisions regarding the direction of the Campaign.)

Yes

No

SURVEY TEMPLATE: IWAP Partner Satisfaction

Campaign Partners

15. As a Campaign Partner I have the opportunity to apply my talents and expertise.

- Strongly agree Disagree
- Agree Strongly disagree
- Neither agree nor disagree

16. The Campaign uses Partners' time wisely.

- Strongly agree Disagree
- Agree Strongly disagree
- Neither agree nor disagree

17. I feel that I have had an impact on the direction of the Campaign.

- Strongly agree Disagree
- Agree Strongly disagree
- Neither agree nor disagree

18. I feel that the work I have done as part of the Campaign Team will have a positive effect on wildlife in Illinois.

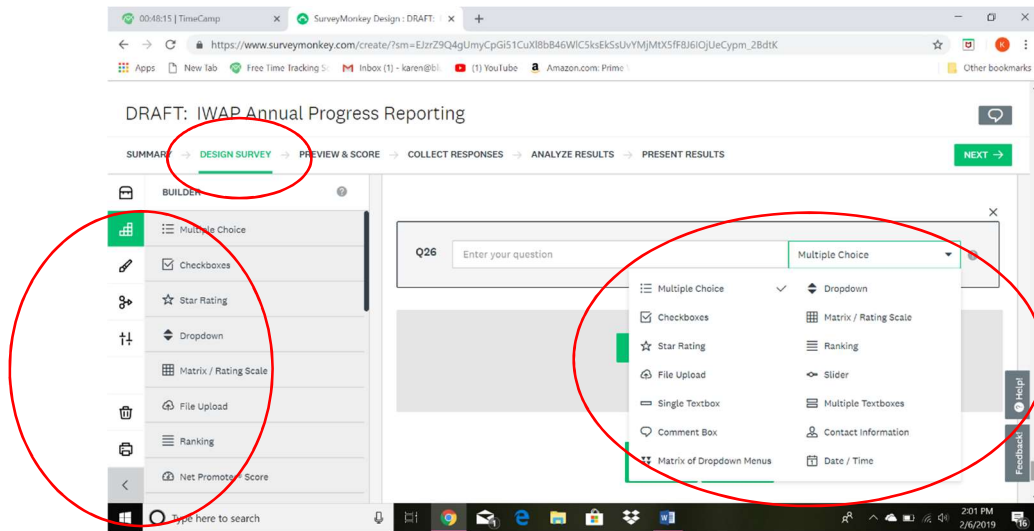
- Strongly agree Disagree
- Agree Strongly disagree
- Neither agree nor disagree

SURVEY TEMPLATE: IWAP Partner Satisfaction

19. Do you have any other comments, suggestions or concerns?

Getting Started in Survey Monkey

Designing the Survey



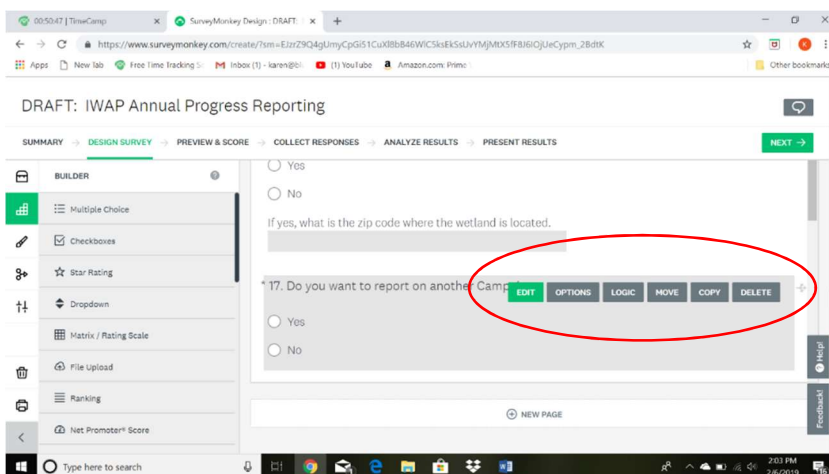
To create or edit a survey you must be in **Design Survey**, indicated at the top of the page. It is intuitive and user friendly.

To add a question:

1. Click the New Question Button



2. Use the drop-down menu or Builder bar on the left to select the type of question you would like to add. Or, if you start typing your question, Survey Monkey will suggest question formats.
3. After you have saved the question, hovering over it with your mouse will allow you to edit it, select options, or apply logic to it, among other things.

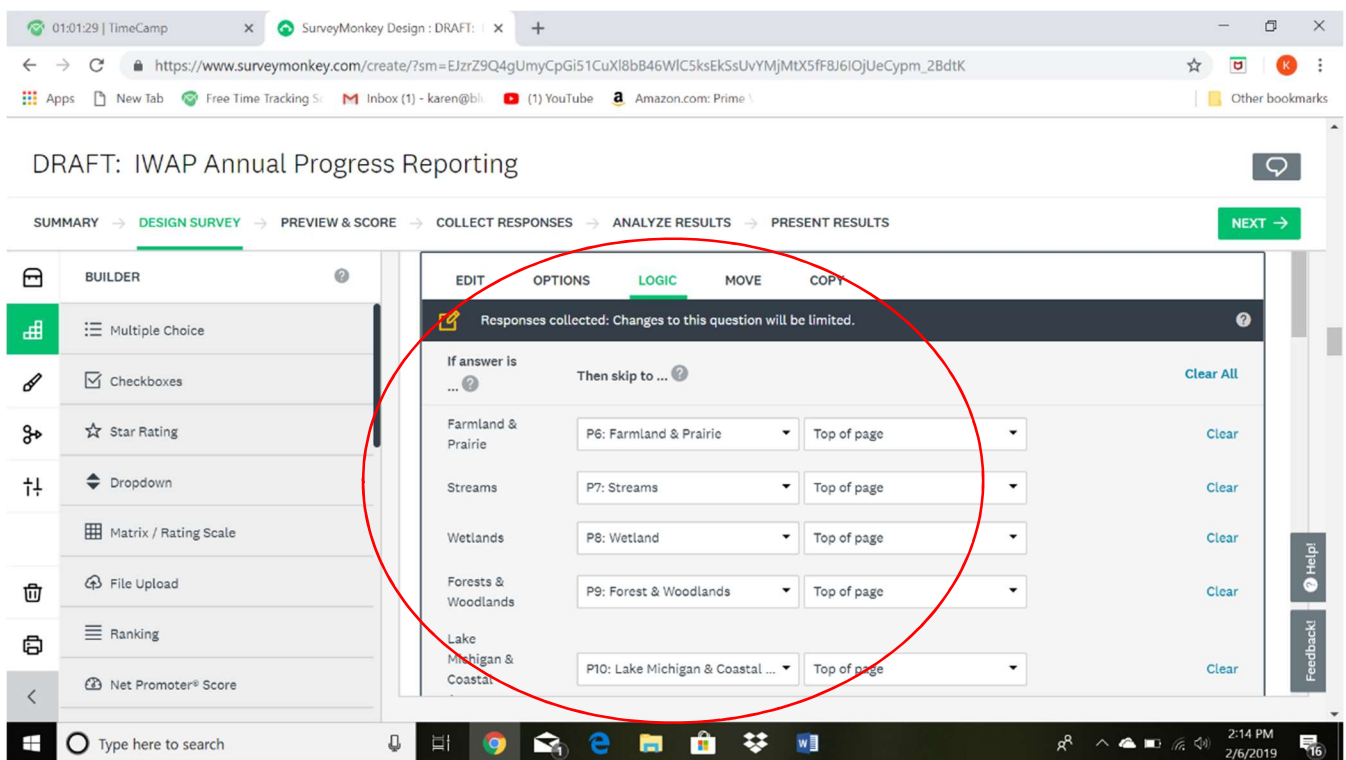


Edit allows you to edit the text or change the format of the question. Depending on the format of the question it will also give you the option to do things like:

- Apply or change weights to answers
- Force participants to rank options
- Add an “Other” comment option.

Options allows you to do things like require an answer to the question or require that the answer be in a specific formant (a number, valid email, etc.).

Logic allows you to use participants’ answers to send them to a specific subset of questions or allows them to skip over portions of the survey that do not apply to them.

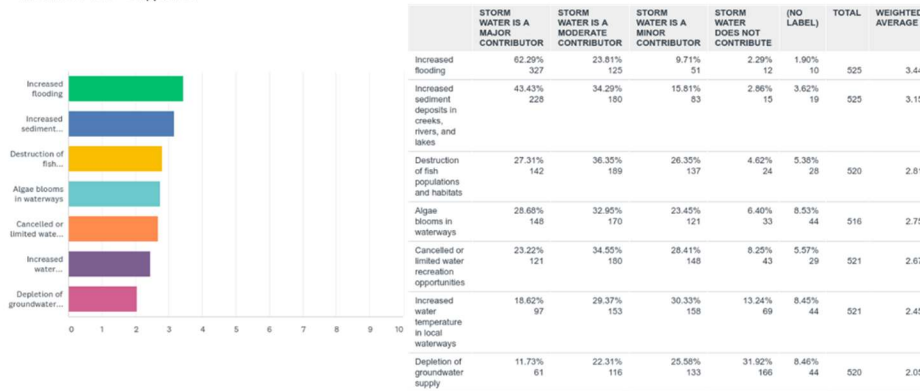


Results & Analysis

To see survey results, you must be in **Analyze Results**, indicated at the top of the page. Results will be summarized in a manner similar to the following examples, depending on the format of the question.

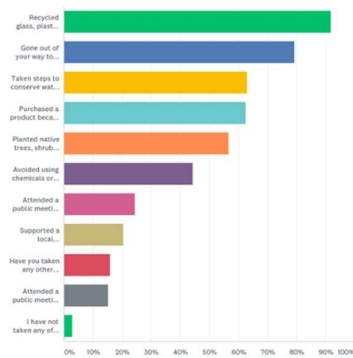
Q19: Please read each of the following potential environmental issues and indicate the level you believe storm water contributes to each problem.

Answered: 530 Skipped: 91



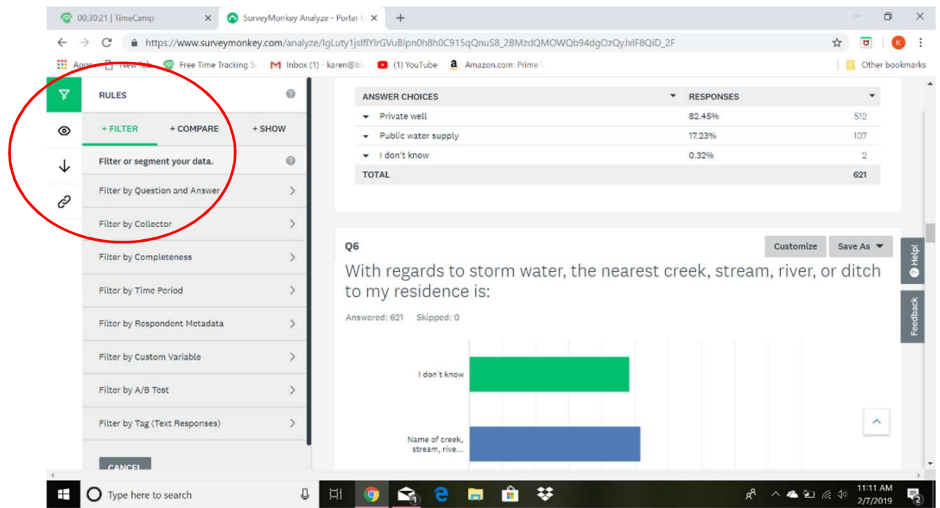
Q9: Have you taken any of the following actions in the last year? Select all that apply.

Answered: 585 Skipped: 36

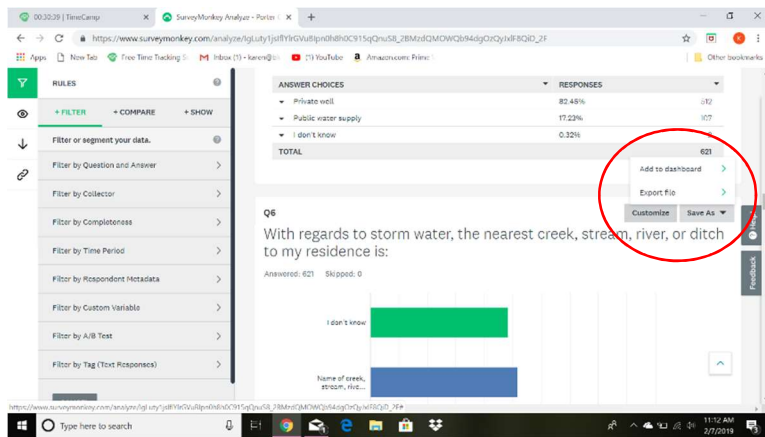


ANSWER CHOICES	RESPONSES
Recycled glass, plastic, or paper waste instead of sending it to a landfill.	91.79% 537
Gone out of your way to dispose of household or automotive chemicals safely.	79.32% 464
Taken steps to conserve water in yard or home.	62.91% 368
Purchased a product because it was environmentally friendly.	62.56% 366
Planted native trees, shrubs, or plants.	56.75% 332
Avoided using chemicals or fertilizers in yard or garden.	44.44% 260
Attended a public meeting about any topic.	24.44% 143
Supported a local environmental organization with time or money.	20.51% 120
Have you taken any other environmental actions not listed above? Please list them here.	15.90% 93
Attended a public meeting about an environmental topic.	15.21% 89
I have not taken any of these actions.	2.91% 17
Total Respondents: 585	

Filter results to show only a subset of respondents' answers. For example, the survey can be filtered to show the results of only those working in a certain region. For the most part, **Filter by Question and Answer** will be used to do this.

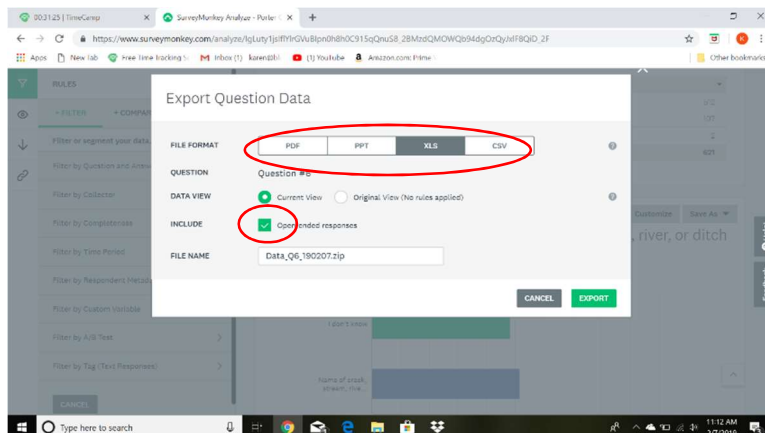


Export the results of the entire survey or a single question to a spreadsheet for further analysis.



To Export Results:

1. Click **Save As** and then **Export File**
2. Select the file format you want to export to.
3. **Including open ended responses** will allow numerical responses to be summed, averaged, etc. It will also allow text responses to be sorted, grouped, and summarized.
4. After you export, your files will be saved in Survey Monkey and can be downloaded.



Illinois Wildlife Action Team

COMMUNICATION PLAN

Communication Channels

Illinois Wildlife Action Team Communication Plan
Communications with the entire team

Campaign Coordination Plan
Communications to coordinate campaign activities

Communication Channels

There are a variety of communication channels that can be used alone or in combination to reach the appropriate audience for any given message. Some channels, like the newsletter and website, only deliver information. While the Campaign Facebook Groups, and to a lesser extent group emails, allow the audience to respond and be heard. Social media platforms exist somewhere in the middle. Some communication channels are geared toward the entire Illinois Wildlife Action Team (IWAT), some at the Campaigns, and others at the general public.

Campaign Facebook Groups

Private Facebook Groups can replace group emails and have the potential to grow the Campaign Team exponentially. They can be used by each Campaign to establish a two-way communication channel between Campaign Coordinators, Partners, and Associates. Facebook Groups are less formal, quicker, and easier than group emails. They are more conversational and connect Partners and Associates to each other in a way that email cannot. These groups have tremendous outreach potential because group members can invite others to join the group. Further, they allow videos and photos to be shared and viewed easily. Because the groups are private, they do not require the same maintenance, upkeep, and care that public-facing social media pages require.

- **Content.** Coordinators can use the page to share Campaign news, updates, opportunities, research, best management practices, success stories and the like. (Details are included in the Campaign Communications and Coordination Plan). Partners and Associates should feel comfortable commenting and sharing appropriate material, however the majority of posts should originate with the Campaign Coordinators.

Care should be taken to ensure that posts are substantive and that the Facebook group is a useful resource to its members. Initially it may take some effort to ensure that members are not posting content that deteriorates the value of the page, but once the culture of the page is established this should take care of itself. If the group feed becomes overrun by a side conversation between members, set them up in a group chat. This will allow them to keep talking without clogging up the group feed.

- **Posts.** Information can be shared with the group via hyperlink or video with little introduction, allowing it to be shared easily and therefore more frequently. Facebook Groups also allow users to upload files, create events, or start group chats on specific topics for interested group members. Unlike public-facing social media, posts that are exclusively text are acceptable. The visual presence of the page is not as important.
- **Frequency.** Post at least once every two weeks. However, do not post to the group just to post. There should be enough substantive content to post more frequently than the bare minimum of once every two weeks. The time of day at which content is posted does not matter. It will not be buried in members' news feed. They will receive a notification when someone posts to the group.

Initially, Coordinators should follow the other Campaign Facebook Groups. This will allow Coordinators to learn from each other, serve as a reminder to post, and facilitate the sharing of material as much of the research, best management practices, and success stories will be applicable to more than one Campaign. Some of this material can also be pulled for the IWAT public-facing social media channels.

Website

Although all Illinois Wildlife Action Plan (IWAP) related sections of the DNR's website provide an opportunity to inform and educate the public about the Action Plan, the IWAP homepage and each Campaigns' introductory landing page are the places on the website that will be updated regularly and used to communicate to Partners, Associates, and the public. Updating these sections of the website quarterly with stories and newsletter content will prevent the website from becoming stagnant, stale, or irrelevant to frequent visitors.

Email

Personal emails, group emails to Campaign Teams, and Action Team-wide emails are communication channels that can be deployed to establish more personal relationships or make especially important or lengthy announcements. Group emails should be used sparingly. Doing so will establish the few that are sent as important and worthwhile.

A contact list has been created to collect Partner and Associate contact information in one place. It will allow Coordinators to select by Campaign, region, Conservation Opportunity Area, or to email the entire Wildlife Action Team.

Newsletter

A quarterly newsletter can be used to share news and updates with the entire IWAT and keep the whole group up to date with the activities of each Campaign. The newsletter should be a HTML email sent to all Partners and Associates. An HTML will allow the full content of the newsletter to be visible as soon as the email is opened. If the DNR does not already have the ability to send HTMLs, there are several newsletter templates and resources available online.

- **Content.** Including the following in every newsletter lets readers know what to expect, while also ensuring that the content remains fresh. The newsletter should not feel like a Campaign update. It should contain information that is both interesting and applicable to the work of Partners and Associates. When necessary additional articles can be added to relay important or timely information. The newsletter should include several LARGE, engaging photos to draw people in and can contain links to further information.
 - **Article authored by a Coordinator.** The article should be informational or educational, rather than an update and should have some relevancy to all members of IWAT.
Examples:
 - How does hunting benefit species of concern
 - The role of environmental education in protecting wildlife
 - New invasive species, new management practices, and past successes controlling invasives
 - Reporting on recent research the Coordinator or Campaign has been involved in

- Painting a big picture of the Action Plan. What is possible when all partners and Campaigns are moving in the same direction.
- Wildlife in urban areas

These articles will also serve to introduce the Coordinators to the larger Action Team.

- **Partner or Associate Success Story.**
- **Campaign Highlights.** Presented in call-out boxes or graphically, not in large blocks of text.
- **Coming Up.** Reminders and announcements regarding upcoming funding opportunities, trainings, etc. Save the dates for IWAP Summit and regional meetings. Notices that survey links will be sent out soon to report progress or provide feedback.
- **Social Media Reminder.** Reminder to follow IWAT in order to stay up to date with news between newsletters.

Social Media

Social media is a quick, convenient way for Action Team members and the public to regularly connect with IWAT. It is vibrant and visual and can create enthusiasm for and excitement around IWAP.

- **Platforms.**
 - **Facebook:** Popular. Most partner organizations will have an account. Serves a wide demographic.
 - **Instagram:** Popular. Visual. Most partner organizations will have an account. Note that links cannot be embedded.
 - **LinkedIn:** Professional. Good for longer, more in-depth posts. Members can invite their network to follow.
 - **Twitter:** Posts limited to 280 characters. Pictures and video will use some of the characters.
- **Tools.**
 - **Hootsuite.** Manage all social media accounts in one place. Post to any or all accounts simultaneously. Schedule posts in advance.
 - **Canva.** Design visually pleasing posts. Especially good for turning text only posts into graphics. Can post directly to most social media platforms. Canva is just one of several online design tools available for free on the internet.
- **Posts.**
 - Every post, on every platform should include a **picture, graphic, or video**. Do not share text only posts.
 - **Tag** other organizations and individuals when reposting their content, in pictures, or in posts that reference them.
- **Content.** Material to be posted will have to be constantly collected. So, videos and pictures should be taken at every opportunity in the field, on site visits, or at events. Subject matter specifics are included in the Communication Plan.

- Requests for material to repost can be made by encouraging people to tag IWAT in a certain type of post or to include a specific hashtag that can later be searched. For example, in order to collect photos for Picture of the Week people might be encouraged to include the hashtag #wildIllinois or similar.
- Using hashtags on IWAT posts will make them more discoverable by the public. The following are already popular and are recommended.

#outdoorillinois	#illinoisnature
#illinoiswildlife	#illinoisdnr
#birdsofillinois	#natureinthecity
#lakemichigan	#waterquality
#illinoisfishing	#pollinatorgarden
#illinoisshunting	

- Hashtags can also be created specifically for IWAT and the Campaigns. They will need to be used consistently in order to become useful or relevant.
For example:

#IWAPstreams
#ILgreencities
#ILwildlifeactionteam

- **Frequency and Timing.** 1 post/ day on most platforms. Generally, the best times of day to post are between 8-9 a.m., 12-1 p.m., and 3-5 p.m. Schedule posts for the weekends and holidays, but don't bother to post on LinkedIn at these times. Post content aimed at Partners and Associates during the week and lighter material geared towards the general public at the end of the week and over the weekend.
 - **Announcements.** 1-2 posts/ week as needed.
 - Includes: Links to surveys; Meeting invitations; Funding opportunities; Professional development and Training opportunities.
 - **Reposted Content.** Repost the social media content of Partners, Associates and others 3-4 times/week.
 - Includes: Project descriptions; Project progress; Success stories; Research; Best Management Practices; Picture of the Week.
 - **Original Content.** 2-3/ week.
 - Includes: Plan updates; Award recipients; Reporting IWAT Progress & Success; News; Project descriptions; Project progress; Success stories; Research; Best management practices; Picture of the Week.
- **Followers.** In order to be an effective communication channel Partners, Associates and the public must follow IWAT on social media.
 - Take time to **follow others** – Partners, Associates, peer organizations, etc. They will likely follow IWAT back.

- Encourage and **remind** Action Team members to follow IWAT on social media in the newsletter, on the website, in the new Associate welcome email and in email signatures.
- **Tag** organizations and individuals in posts and reposts. If they are not already following you, they likely will begin.

IWAT Communication Plan

Content	Channel	Audience	Month												Frequency	Notes	
			May	June	July	August	September	October	November	December	January	February	March	April			
IWAP: The Big Picture																	
Plan & Plan Summary	Website	Public	[Blue]														
	LinkedIn	Public	[Teal]													Link to plan in profile	
Minor Plan Updates & Changes	HTML Email*	Partners & Associates				[Yellow]											Email to IWAT; updates broken out by Campaign. Direct people to website for full update or to access the plan.
	Website	Public				[Blue]											Plan updated
	LinkedIn	Public				[Teal]										2-3 posts over 2 weeks	Can post a lengthier explanation of updates and/or link to location on website
	Social Media	Public				[Teal]											Announce that updates have been made. Direct people to location on website.
Major Plan Updates	Website	Public	[Upon Completion]													Highlight update on homepage & Replace the old plan	
	Newsletter	Partners & Associates	[Newsletter following Completion]													Highlight large changes, need for update, and explanation of update process	
	LinkedIn	Public	[Upon Completion]												3-4 posts over 2 weeks	Post a lengthier explanation of update and link to location on website	
	Social Media	Public	[Upon Completion]													Announce that update has been made. Direct people to location on website.	
	Campaign Facebook Groups*	Partners & Associates	[Upon Completion]												2 posts over 2 weeks	Impacts on Campaign. Link to plan. Second post to remind people of update. Link to plan again.	
Policy, Decisions, etc. that Impact IWAP	Newsletter	Partners & Associates	[Red]			[Red]			[Red]				[Red]			Included in regularly scheduled newsletter as needed	
Big Picture	Newsletter	Partners & Associates	[Red]			[Red]			[Red]				[Red]				
	Website	Public		[Blue]			[Blue]			[Blue]				[Blue]			All 7 Campaigns are working TOGETHER to move the needle; work is vital and important; bring focus back to wildlife (not just habitat); cumulative impact.
Partner Recognition																	
List of Campaign Partners	Website* (Campaign Pages)	Public	[Blue]												Update every June		
Repost Partner & Associate Content	Social Media	Public	[Teal]												3-4/ week	Tag Partner/ Associate	
Partner/Associate Success Story	Newsletter	Partners & Associates	[Red]			[Red]			[Red]				[Red]			1/ Quarter	Partner/Associate successes. 1/ newsletter so not every Campaign will be featured every year. Same story used on IWAP homepage.
	Website	Public		[Blue]			[Blue]			[Blue]				[Blue]			
Biennial Awards (B Years)	Newsletter	Partners & Associates	[Red]														
	Website	Public		[Blue]										[Blue]			Feature on Campaign pages (with link to the feature on IWAP homepage). Add to website after IWAP Summit during regularly scheduled quarterly update. Depending on timing of Summit, that will be March or June.
	Social Media	Public												[Teal]	[Teal]	No more than 1 award recipient/day	Can also do a post featuring all 7 recipients
	Press Release	Public													[Blue]		After IWAP Summit
Regional Meetings (A Years)																	
Meeting Promotion •Link to RSVP included	Website	Public					[Blue]										Save the Date. Meeting schedule posted.
	HTML Email	Partners & Associates					[Yellow]										Invitation/ Announcement
	Social Media	Public						[Teal]	[Teal]								2 general announcements in November and a reminder before each meeting
	Campaign Facebook Groups	Partners & Associates							[Red]	[Red]							Also create an event. Invitation/ Announcement. Reminders before each meeting.
	Newsletter	Partners & Associates							[Red]								Save the Date. Meeting schedule posted.
IWAP Summit (B Years)																	
Event Promotion •Link to RSVP included	Website	Public								[Blue]				[Blue]			Save the Date.
	HTML Email	Partners & Associates									[Yellow]						Invitation/ Announcement
	Social Media	Public									[Teal]	[Teal]	[Teal]	[Teal]		1/Jan; 1-2 posts/ 2weeks for 6 weeks leading up to Summit	
	Campaign Facebook Groups	Partners & Associates										[Red]	[Red]	[Red]		1/ Month	Invitation/ Announcement. Followed by 2 reminders.
	Newsletter	Partners & Associates											[Red]				Save the Date.

*Also included in Campaign Coordination Plan

Measures of Success															
Collecting Measures of Success •Survey promotion •Link to survey & deadline to complete included.	Email request to Campaigns from Coordinator	Partners & Associates											Yellow		Send as soon as survey is available
	Campaign Facebook Groups	Partners & Associates											Orange	1/week	Every week survey is live, excluding the week the email to Campaigns is sent.
	Newsletter	Partners & Associates										Red			Look for opportunity to report in January.
	Website	Public											Blue		IWAP Homepage. Top.
	Social Media	Public											Teal	1/ week	Every week survey is live
	Regional Meetings (A Years)	Partners & Associates											Light Blue		Announcements at each meeting
Reporting Progress & Success (A Years)	Newsletter	Partners & Associates	Red												Portion of the newsletter. Selection of accomplishments and tracked progress reported. These are highlights, combined to tell a story of purpose and intended impact.
	Website	Public											Blue		IWAP homepage. Highlights combined to tell a story.
	Social Media	Public										Teal	1-2/ week	Post when results are compiled and continue to share, one at a time. Roughly 4 or 5 posts. Post only what is interesting.	
	Press Release	Public											Light Blue		If there is a compelling story to be shared.
Reporting Progress & Success (B Years)	Newsletter	Partners & Associates	Red												Entire newsletter dedicated to reporting results. Serves as a biennial report and is a comprehensive account of accomplishments and actual impact over the last two years. Complete Campaign 'stats' reported.
	Website	Public											Blue		IWAP homepage and each Campaign's page.
	Social Media	Public										Teal	1-2/ week	Post when results are compiled and continue to share, one at a time. Roughly 8-10 posts. Post only what is interesting.	
	IWAP Summit	Partners & Associates											Light Blue		Presented at Summit
	Press Release	Public											Light Blue		Pull results together to tell a story.
Partner Satisfaction															
Survey Promotion •Link to survey & deadline to complete included.	HTML Email	Partners & Associates											Yellow		
	Campaign Facebook Groups	Partners & Associates	Orange										Orange	1/ week	Announcement, followed by reminders
	Social Media	Public	Teal										Teal	1/week	As long as survey is live
	Website	Public											Blue		Link to survey or notice that survey will be distributed shortly if the survey is not ready.
	Newsletter	Partners & Associates										Red			Notice that survey will be distributed shortly
Social Media Outreach															
Reposted Content	Social Media	Public	1-2 Posts/ Day Total										3-4/week	Project updates; Success stories (Partner, Associates, outside of IWAP and/or IL); BMP's; Research; Picture of the Week	
Original Content	Social Media	Public	1-2 Posts/ Day Total										2-3/week	Plan updates; Awards; Reporting Progress & Success; News and information	
Announcements	Social Media	Public	1-2 Posts/ Day Total										1-2/week as needed	Survey & Meeting Promotions; Opportunities for Funding; Professional Development & Training; Plan Update Announcements; etc.	
Update Profile Pictures	Social Media	Public			Teal			Teal			Teal		Teal	Quarterly	

Campaign Coordination Plan

Content	Channel	Audience	May	June	July	August	September	October	November	December	January	February	March	April	Frequency	Notes	
Establish & Expand Campaign Teams																	
Invitation to potential Partners	Personal Email	Partners	■														
Partner expectations	Personal Email & Phone Call	Partners	■														
List of Partners updated	Website* (Campaign Page)	Public		■													
New Partner announcements	Social Media	Public	■	■											2-3/ week	Separate announcement for each Campaign	
Invitations to potential Associates	Personal email from Partners to their network	Associates		■	■												
Request for Associate contact information	Facebook Group	Associates	■														
Welcome to Associate	Personal Email	Associates	■														
Invitation to potential Associates	Associates invite network to join Facebook Group	Associates	■														
Priority Goals & Campaign Related Changes & Updates to the Plan																	
Campaign's Prioritized Goals	HTML Email	Partners & Associates				■											
	Facebook Group	Associates				■											
Minor Plan Updates	HTML Email*	Partners & Associates				■										Email to IWAT; updates broken out by Campaign. Direct people to website for full update or to access the plan.	
	Website (Campaign Page)	Public					■									Highlight summary of minor updates	
Major Plan Updates	Campaign Facebook Groups*	Partners & Associates	Upon Completion												2 posts over 2 weeks	Impacts on Campaign. Link to plan. & 2nd post to remind people of update. Link to plan again.	
Reporting Campaign Measures of Success																	
Measures of success to track and monitor throughout the year	Facebook Group	Associates				■										Shared with prioritized goals in the same announcements and email	
	HTML Email	Partners & Associates				■											
Funding Opportunities																	
Funding Opportunities	Facebook Group	Partners & Associates	As Available												EVERY time an opportunity arises		
Connecting Resources and Partners																	
Connecting Resources and Partners	Facebook Group	Partners & Associates	As Available												As opportunities arise; at least 4/ year	Support/ guidance from DNR staff; Opportunities to work with other partners to fill resource gaps (staff, equipment, etc.); Equipment sharing programs; Burn Co-ops...	
Project & Progress Updates																	
Strategic projects actively facilitated by Campaign.	Facebook Group	Associates	■												Use a combination of this content, along with other information, to meet the bare minimum of posting to the Facebook Group 1/2 weeks.	Project descriptions; how it advances Campaign strategy; progress; results. This is also an invitation for Associates to share similar projects with the Campaign.	
Related projects (not actively facilitated)	Facebook Group	Partners & Associates	■													Associate projects that further the Campaign	
Success Stories																	
Success Stories	Facebook Group	Partners & Associates	■													Partner and Associate successes. Successes outside IWAP and/or IL. Share links and take videos during any site visits.	
	Newsletter	Partners & Associates	■		■		■		■		■		■			Partner/Associate successes. 1/ newsletter so not every Campaign will be featured every year.	
	Website (Campaign Page)	Public		■		■		■		■		■		■		Partner and Associate successes	
Best Management Practices & Research																	
BMPs & Research	Facebook Group	Partners & Associates	■														Share links
Professional Development Opportunities																	
Workshops & Conferences	Facebook Group	Partners & Associates	■														

*Also included in Communication Plan

Illinois Wildlife Action Team

PLAN & TIMELINE TO REBOOT

Plan & Timeline to Reboot

Appendix B:
Setting up Campaign Facebook Groups

Appendix C:
Relaunch Announcements

Plan & Timeline to Reboot

2019

March

- Coordinators review the *Partner Engagement and Communication Plans*
- Campaign Facebook Group pages set up (*See Appendix B*)
- Evergreen updates to the website begin

April

- Campaign Coordinators and Co-Coordinator meet to review the *Partner Engagement and Communication Plans* and create a work plan.
- Coordinators draft an ideal list of Campaign Partners (*See Establishing & Expanding Campaign Teams*)
- Special email account set up to gather Associate's contact information (optional)
 - Set up a special email account, like IWAT@illinois.gov, that new members can send their contact information and campaign interests to. This is not necessary but will prevent staff inboxes from being overrun by these emails during the relaunch. This is a particularly good idea if new Associates are directed to email their contact info in to IWAT on the Campaign Facebook Group pages.
 - Set up an automated email response that welcomes new team members, tells them what to expect and encourages them to join Campaign Facebook Groups and follow IWAT on social media.
 - After the relaunch is complete, revert to the more personal process outlined in *Establishing & Expanding Campaign Teams*.
- IWAT social media accounts and profiles are set up.
 - Follow other organizations and individuals in order to gain followers for the IWAT accounts.
- Recruit Campaign Partners (*See Establishing & Expanding Campaign Teams*)

May

- Email a link to join Campaign Facebook Groups to team members on the updated contact list. The email should come from Campaign Leadership and be sent only to those members who have indicated an interest in their Campaign.
- List of Campaign Partners updated on the website.
- Campaign Partners recruit Associates (*See Establishing & Expanding Campaign Teams*)
- Begin adding to IWAT Contact List. Upkeep and additions are on-going.
- Begin to follow the *Social Media Outreach* section of the *IWAT Communication Plan*.
- New Partner announcements made on social media in late May.

- Feature one Campaign at a time, do not post more than one/day, and try to visually differentiate each post. This is all in an effort to bring attention to each Campaign and each Partner.
- Announce Illinois Wildlife Action Team Relaunch (*See Appendix C*)
- Invitation to Regional Kick-off Meetings/ 2nd Relaunch Announcement in late May – early June. (*See Appendix C*)

June

- Regional Kick-off Meetings (June-July)
 - Create enthusiasm for the new IWAT by sharing the big picture; focusing on benefits to wildlife; giving an overview of IWAP, the Campaigns, and explaining the changes that the team is trying to make; and/or sharing a past success story. The meeting should have a celebratory tone.
 - Meeting provides opportunity for networking, specifically an opportunity to meet the Coordinators.
 - Attendees have an opportunity to provide contact information in person and join the Team/ Campaigns.
 - Whenever possible, Campaign Coordinators should attend the regional meetings. This will aid in the effort to expand the geographic reach of each Campaign.
 - Following each meeting, pictures from the meeting are posted on social media. Attendees tagged.

July

- Begin following the *Biennial Plan*. Host first Partner Meeting: Prioritized Goals & Measures of Success. (*See Biennial Plan*)

August

- First newsletter sent, followed by the associated quarterly website update in September
 - This is the first opportunity to show, rather than tell, everyone that IWAT is new and improved. Include research and other useful information and articles. Avoid the temptation to do a “big picture” article at this point. Mention the kick-off meetings and include a picture, but don’t recap them. Basically, do not devote the newsletter to talking about the relaunch of the Action Team.
 - Include a different success story than the one that was shared at the kick-off meetings.
 - Refer to *Communication Channels* for newsletter details.
- Campaigns share prioritized goals and measures of progress and success with Associates through Facebook Groups and Campaign group emails.
- Begin to follow the *Campaign Coordination and IWAT Communication Plans*.

Appendix B:

Setting up Campaign Facebook Groups

In many cases, the Facebook Group will be Associates' first introduction to the Campaign and the Illinois Wildlife Action Team. The way the group is set up will establish the tone, culture, and rules of the group.

Setting up Campaign Facebook Groups:

Under **Admin Tools**:

1. **Rules.** Set up rules for the page. This includes what is and is not appropriate to post. Be sure to establish a rule regarding event promotion. For example, maybe professional development and training opportunities are appropriate, but fundraisers and public programs are not.
2. **Settings.**
 - a. **Membership:**
 - *Pending Membership Questions.* Facebook limits this to three questions. Request contact information. This will be added to the IWAT Contact List and will be used to keep track of Partners and Associates. Include an explanation of what the information will be used for – limited emails, newsletters, etc.
 - *Who can approve member requests.* Set to Admins and Moderators
 - b. **Discussion:** Settings here should be kept as open as possible
 - c. **Linked Groups and Pages:** Link to the other Campaign Facebook Groups
 - d. **Basic Info:**
 - *Name and Description.* The description will be evergreen on the group page under "About". Use this to introduce the Campaign and the intended use of the Facebook Group. Stress that this is where Campaign news and announcements will be shared. Encourage members to invite colleagues to the group. Don't forget to mention IWAP and the DNR.
 - *Photo.* Take the time to add a campaign related cover photo. Preferably wildlife.
 - *Privacy.* Set to closed
 - e. **Notifications**
 - *In app notifications.* Set to all
 - *Push notifications.* Set to highlight
 - Suggest that members set their 'in app' and 'push' notifications to the same so that they don't miss important updates.
 - *Membership request notification.* Set to on

Appendix C:

Relaunch Announcements

First IWAT Relaunch Announcement

Message:

We are pleased to announce a new, revitalized Illinois Wildlife Action Team (IWAT)! The Team works to protect Illinois' wildlife and their habitats through implementation of the [Illinois Wildlife Action Plan](#). Through restoration, preservation, education, and advocacy Action Team partners conserve natural communities across the state. The IWAT is a diverse group public and private organizations and is coordinated by the IL DNR.

[Join the Illinois Wildlife Action Team](#) as we reinvigorate our efforts to protect wildlife and wild places across the state.

- Stay up to date with changes to the Action Plan
- Learn about IWAT initiatives, projects' and opportunities happening across the state
- Collaborate with other partners
- Report on your organization's efforts
- Share your concerns and priorities with the Action Team and the DNR

Ensuring the future of wildlife in Illinois is truly a team effort. We hope you will join the Team

Goal: Recruit Associates to Campaigns

Channels:

The announcement should be visually similar on all channels. The audience should recognize it every time they see it. The announcement should also be made on all channels as close together as possible. (All in the same week for example.)

- Email to Partners, Associates, Professional Networks. Recipients encouraged to forward the email on to their networks.
- Campaign Facebook Groups. Members encouraged to share posts announcing relaunch.
- Social Media. Use abbreviated, "headlines only" message on Instagram and Twitter. Include link to Campaign Facebook Groups on Facebook.
- IWAP Homepage. Include links to Campaign Facebook Groups
- Other: DNR's homepage, social media, and/or newsletter; Coastal Management Program's Facebook page; Chicago Wilderness; Prairie State Conservation Coalition; and other professional organizations and coalitions that have membership and make announcements

Second Relaunch Announcement & Invitation to Regional Kick-off Meetings

Message: Same as above but framed as an invitation to learn more at one of the Regional Kick-off Meetings. Include the meeting schedule and links to RSVP to the various meetings.

Goal: Meeting promotion and recruit Associates to Campaigns

Channels:

The invitation should be visually similar on all channels. The audience should recognize it every time they see it. It should be similar to, but slightly different from, the first announcement. They should appear related, but clearly not the same. The invitation should go out on all channels as close together as possible.

- Email to Partners, Associates, Professional Networks, and Coordinators' networks. Recipients encouraged to forward the email on to their networks.
- Campaign Facebook Groups. Members encouraged to share.
- Social Media. Include links to RSVP where possible
- IWAP Homepage. Include links to RSVP



Appendix B: 2014 IWAP Stakeholder Survey Summary

2014 IWAP Stakeholder Survey Summary

Stakeholders are largely organizations that run county, state, or federal lands or are involved with land or habitat conservation and/or restoration. Many also do the above habitat work to support their mission of species conservation. The species are largely avian, but also include plants and hunter interests.

They are using IWAP to

1. Inform their work plans 78%
2. For funding opportunities 63%
3. Engage with other stakeholders 50%
- None are using it for training purposes

70% have incorporated IWAP goals into their work plans. They use the goals:

- as a guide for and endorsement of protection and restoration efforts
 - to identify and target species of concern
 - many note that the goals already aligned with their own
- *One organization uses it to rank funding applicants

Conservation Opportunity Areas

48% most work is in a Conservation Opportunity Area (COA)

29% most work is NOT in a COA

26% don't know

COA's have

- Agreed upon Conservation Purpose and Objectives - 75%
- Partners that will implement and evaluate conservation actions together – 81%
- Have the money and people to accomplish conservation – 81%

Value of working in a COA is:

- Clear conservation goals – 18%
- Diverse partners willing to work together – 27%
- It is helpful in acquiring funds – 27%

Relationship with IDNR

Organizations are not specifically reporting successes and work to IWAP. They may be reporting to IDNR through other programs or grants. Some are reporting to their boards or constituents. It does not seem that they have been specifically asked to report on their work regarding IWAP.

Needed from IDNR to support the implementation of IWAP

- 77% Funding
- 70% Staff Support
- 47% Best Management Practices (*can be incorporated into Communications Plan*)
- 37% Shared Success Stories (*can be incorporated into Communications Plan*)

Others noted needing leadership and guidance regarding collaborative implementation and the need for a summary of IWAP goals and objectives.

Communications

Stakeholders want to receive updates about:

- Changes and updates to the plan
- Metrics of change and of success; of the work being done, acres affected, changes in population numbers etc.
- Funding and support opportunities (partners, projects)
- Research and best practices
- Success Stories – can be used both to communicate success and progress and best practices (management, funding, partnering)

They want to receive updates about:

- 89% Funding Updates
- 81% Success Stories
- 78% Implementation Updates (?Metrics?)
- 64% Opportunities for reporting data
- 61% Best management practices
- 61% Campaign Status (?Metrics?)

The majority want to receive quarterly updates via email



Appendix C: 2018 IWAP Campaign Coordinators Discussions

2018 IWAP Campaign Coordinators Discussions

- A. Todd Strole – Invasives
- B. Chris Evans– Invasives (former)
- C. Brian Metzke– Streams
- D. Luke Garver– Forests
- E. Randy Smith– Wetlands
- F. Diane Tecic– Lake Michigan
- G. Lynn Boerman– Green Cities

Campaign Teams

Briefly tell me about the purpose and goals of your campaign?

- A. Joint effort among agencies to control invasive plants, animals and disease in part through early detection and policy.
- B. For other campaigns the purpose is habitat specific, but for Invasives it is threat specific and can be anywhere in the state. Prioritization is what is most relevant.
- C. Guiding mechanism for work in aquatic habitats and with aquatic species. A focusing mechanism.
- D. Quality and quantity of woodlands. Specifically Oak dominated forest decline and addressing invasives like bush honeysuckle
- E. Wetland conservation and prioritizing the use of limited resources
- F. To improve Lake Michigan and surrounding habitats for species
- G. Create partnerships in urbanized communities for restoration, open space and guidance on best management practices- what works. And, to let the world know about the high quality of natural areas in urbanized areas.

When was the last time your team formally met?

- A. Have not met and don't know who the partners are
- B. 2015
- C. 2010
- D. –
- E. 2013. Not much has been done since the current plan was approved. Have been working to fill research gaps and still sends notes out to update on projects. The plan has been updated since 2015 by Randy and the Core Team
- F. Last met to write the plan
- G. 2014

What are the top three research needs for your campaign?

- A.
 - 1. Where are introductions coming from?
 - 2. Means of stopping these introductions and how effective are these methods? Biological controls
 - 3. Predicting what is coming based on neighboring states. Proactive vs. Reactive.
- B.
 - 1. Which invasive species truly impact target wildlife species?

- 2. What are the management practices that will lessen that impact?
- C.
 - 1. Distribution and abundance of species in greatest need. And why are they on the list? How do we conserve them?
 - 2. Specific guidance for each species.
 - 3. Broad scale implementation guidance on a watershed scale.
- D.
 - 1. Management practices and timing of practices (Jeff Hoovers research project)
 - 2. Trends in the above
 - 3. Management recommendations
- E.
 - 1. Wetland hydrology
 - 2. Wetland quality (of existing wetlands)
 - 3. Statewide acreage (possibly)
- F. -----
- G.
 - 1. Sharing information on what has/ has not worked
 - 2. Find the resources needed for communities to do research

What are the top three stewardship needs for your campaign?

- A.
 - 1. Public land – understaffed
 - 2. Private land – education and funding
 - 3. Biological control research
- B.
 - 1. Invasive species control – increase and enhance management
 - 2. Mapping the distribution of species
 - 3. Identifying best practices
- C.
 - 1. Manage and protect habitat for species of greatest concern
 - 2. Bio criteria for water quality (not based on human consumption/ use)
 - 3. Propagation as a mitigation tool
- D.
 - 1. Fire
 - 2. invasive species
 - 3. Timber stand improvement and harvest
 - 4. PR related to tree cull and fire
 - 5. More communication with Forestry
- E.
 - 1. Still loosing wetland acreage and quality
 - 2. Wetland function
- F.
 - 1. Invasive species control
 - 2. Near shore quality improvement

3. Habitat management and expansion especially for species in need

- G.
1. Strengthen policy to protect natural resources
 2. Bring back funding to locally protect natural resources
 3. Program to encourage volunteers on public and private lands

What is the ideal number of core partners and partners for your team?

- A. 10-15 organizations
- B. In 2015 there were 7-8 Core Partners and a number of other partners
- Il Green Industry Association is a partner, but over all the team is a bit lopsided towards land managers
- C. Less than 10 statewide, regional partners
- D. Currently there are three including him. Wild Turkey Federation and Jeff Hoover (lead investigator on a research project with the Il Natural History Survey.
- E. There were 5 writers of the new plan and 10 that provided meaningful feedback. Include: DNR, FWS, SIU and U of I, Il Natural History Survey, Nature Conservancy and Ducks Unlimited
- F. 10
- G. 4-5; A representative from each region

- **Are there specific partners you would like on your team?**

- A. Agencies: agricultural, EPA, nurseries
- B.
- Native Plant Society
 - Turkey Federation
 - Morton Arboretum
 - Regional. Cooperative partnerships that can organize and rally locally
- C.
- Agencies – EPA, Natural History Survey, FWS
 - Private – Nature Conservancy, Sierra Club, maybe Trout Unlimited, watershed groups
- D.
- DNR: Forestry, Natural Heritage, Land Management
 - Non-Profit: National Turkey Fed, Rough Grouse Assoc., Audubon Society
 - For-Profit: Timber Assoc.
 - Maybe land trusts and NRCS
 - Team is currently a little lopsided towards public land
- E. Audubon and Prairie Rivers Network
- F. Happy with current group, but might change after goals are prioritized
- G. Yes, Chicago Wilderness

- **What are your expectations of core partners? Of partners?**
 - A. Decide on a metric of success & information from partners necessary to measure success.
 - B. Meaningful input into plan development. Never got to implementation when he was with the campaign.
 - C. -Help determining priorities
-Come with ideas and then get those ideas done
-Leverage funds. Use state funds to do research and partner with other's with funds to purchase land and implement the plan.
 - D. -Communication
-Regular project reports
-Annual meeting including core members and all campaign leads
 - E. Meaningful input to whatever we are working on. To be engaged and provide meaningful feedback.
 - F. -Active participation
-Selecting and playing a role in implementation
-Coordinating with other partners
-Actively monitoring success and reporting
 - G. -Share success stories
-Share information among partners
-Contribute and commit to follow up on work outside of meetings

How often do you meet? (in person or call?)

- A. ---
- B. Met quarterly with the IL Invasive Plant Council, largely about regulations, which resulted in the 2015 update. Different partners are interested in different parts of the campaign. Didn't meet as a whole group (the campaign team) often. Met based around issues. Meetings were ad hoc. Not many big, all partner meetings.
- C. Quarterly, but that may be too often. Progress is so slow on these big projects and issues.
- D. -
- E. -
- F. -
- G. -

- **Outside of those meetings, how often do you communicate with them and how? As individuals? As a group?**
 - A. ---
 - B. Ad hoc, by email
 - C. ----
 - D. Two way communication as needed
 - E. Run into members in the course of other work. See them about 2-4 times a year.
 - F. –
 - G. –

- **Ideally, how often do you think the team should formally meet?**
 - A. Ideally somewhere between annually and quarterly, maybe bi-annually. Don't want to waste peoples time. At least one meeting should be in person.
 - B. Quarterly to start and when there are big campaign issues
 - C. Annual meeting with quarterly communications. Meeting should include informational presentations from partners.
 - D. Twice a year with the campaign team and quarterly with each core partner.
 - E. Once a year – keep it productive and not meet just to meet. When needed quarterly meetings.
 - F. Quarterly or Semi-annually (with communications in-between)
 - G. One in-person meeting to set goals, with other types of meetings each quarter

Partners

What are the benefits of participation for partners? Core partners?

- A. -Shape strategies
 - In at ground floor of issues
 - Reputation building, legitimacy
 - Maybe help secure private grants?

- B. -Invasives jump across jurisdictional boundaries
 - Big benefits down the line. Allows prevention as opposed to remediation
 - Knowledge sharing – if your job is to map invasives, this campaign work is helpful

- C. Believes that people want to participate but are hesitant because of the slow pace of government. Also believes people may be worried that the state will “piggy back” on their work and take credit for it. He see's state funds as a benefit. Would like to get to a place where partners come to him when they have a grant looking for help developing a plan that fits into IWAP or looking to combine funds in order to accomplish more.

- D. -PR, signage at project sites as project is underway
 - Feature partners' work in presentations given at conferences and the like

-Attend partner events etc. – support them in this way

- E. Apply for competitive funding (grants)
- F. -Opportunity for grant funding. Get statewide funding to a project in the plan.
-Peer network that fills the Chicago Wilderness gap. And the resulting opportunities to share data and work together on projects
-IWAP track and monitor their needs
- G. -Information and successes
-Gratification of seeing a project through from start to finish; see progress and results
-Local impact, funds from IWAP to do work locally (not sure that people understand this)

Who are your partners constituents?

- A. May be land trusts, their funders and members; may be a nurseryman’s association and their member groups who would be interested in decisions and policies that might affect their businesses.
- B. The partners are agencies, universities (researchers) and non-profits. And the IL Green Industry Association (nurserymen)
- C. Partners can say that they work with the DNR for their constituents. (non profit and agencies)
- D. –
- E. –
- F. Tax payers, residents, members. (partners = museums, forest preserves)
- G. Partners are: government (forest preserves), a few non-profits, could re-engage friends groups and other stakeholders

What is the benefit of the partners to the DNR/IWAP? Of core partners?

- A. -Strength in numbers
-Dissemination of information to their networks
-Advocacy – particularly where government agencies can not
-By participating in the campaign, partners assume ownership of the ideas and initiatives.
- B. -Information from experts
-Mapping
-Joint projects – sharing resources: funding, equipment, joint work days, information and data sharing
-Outreach
- C. -Ideas
-Partners support the actions of the DNR. DNR can not give a lot of money or staff to any one project but can give a little and get more when it goes through a partner.

- D. -Fresh perspective and a diversity of concerns.
-Ability to expand the IWAP into other DNR departments (internal partners)
- E. -Expertise
-Management expertise
-Habitat Conservation (NGO's)
- F. -Land owners – especially important because this campaign deals with such a small geographical area
-Man power
- G. -They help the DNR to meet goals (especially through use of private land)
-More partners means a better chance of meeting goals

How do you think partners should be recognized? What do you think would be meaningful/useful to them?

- A. -Partnership of the month or similar
-Certification of some sort
-Highlight organization and their work on the website, possibly through a story map
- B. In the past there were awards. They are useful but limited. Seeing the work improving all around and on an individual basis is what is truly meaningful.
- C. -There are existing mechanisms in the DNR. What is meaningful/ useful will vary from partner to partner. There was an e-newsletter that gave accolades to partners in a forum that includes their peer group.
-Free PR
- D. -Signage at project sites
-A presence at their events
-Public workshops and educational event (for partners) and somehow publicize partners at events of this sort for broader groups.
- E. They should be mentioned up front in the plan, not just in the appendix
- F. Awards – partners can share the news with their constituents. Particularly special because statewide recognition, rather than regional
- G. Think they should be recognized – mention in newsletters
 - **How can the DNR share credit and accolades with partners?**
 - A. ----
 - B. Press releases – share credit and good will

- C. ----
- D. -----
- E. DNR press releases should be sent to non-profits to share with their constituents.
- F. ----
- G. On an active, up-to-date website. Currently it is too old and hard to navigate. An updated website would allow the campaign to collect information. In addition, a live, moving, on-line communication tool.

How would you keep people energized and excited in the Campaign?

- A. -Share news and successes from other states (for example Indiana’s use of NRCS funds)
-Share successes – both those of partners and non-partners
- B. More regularly communicate progress
- C. Communicate the reason for the campaign’s existence. Identify goals and objectives. Outline the financial support available and needed. Let partners know we need help identifying streams for protection, land for purchase, etc. Essentially “Here is our mission. Here is what we (the campaign team & partners) need. Who has resources that match those needs”
- D. Opportunity to be a part of a new, expanded team. This is a fresh start and valuable, meaningful input is needed.
- E. -Demonstrate accomplishments. Show progress on goals and objectives.
-Start with a group that already cares about the mission
- F. -Competitive funding opportunities
-In person event
- G. -Kick-off networking event
-Be ready to go when funding comes

How would you keep them engaged between meetings?

- A. Newsletter of some sort that includes a campaign blurb, success stories and happenings
- B. -Communication – formal and informal
-Share partnering success stories. Partnering to share grants. Grants received from other campaign partners
-Show that other people and organizations are working towards our shared goals and making progress.
- C. Quarterly updates on specific projects

- D. Through regular communication, progress reports and in person visits. Ideally establish one-on-one communications once up and running (visits and calls rather than emails)
- E. –
- F. Facebook page (Coastal campaign or IWAP). Currently using scheduled updates and pop-up funding opportunities.
- G. Check in with campaigns, share successes

What do you believe your responsibility toward partners and core partners is in exchange for their work and participation?

- A. -Accountability, follow through and communication
 - Results
 - Funding: state funds and/or connecting them to other sources
- B. Ensure that everyone’s voice is heard. Make sure that if someone is especially passionate about a particular topic, they don’t fall to the way-side.
- C. -Communication and engagement
 - Filter and pass projects up the chain to Leon
 - Connect partners to each other in order to share resources or utilize them together.
- D. Living up to what we proposed to do. Communicating every step taken in that work. And, addressing their concerns.
- E. -Be responsive to the needs of partners in terms of information
 - Lend support to partners, answer questions, serve on committees, be a good partner
- F. -Keep partners informed
 - Know about (and share) funding opportunities
 - Some funding
 - Good communication that does not waste people’s time
 - Leadership from the DNR (statewide) by way of raising their (DNR) visibility in Northeast IL and demonstrating a commitment to Northeast IL
- G. -Transparency in what is happening
 - Organization-clear expectations of team members. Want 80% commitment
 - Recognition
 - On-line data base that partners can hop on and see what is happening,

How can the DNR help partners with:

- **Funding?**
 - A. Partner to partner opportunities
 - B. SWIG & if partner work meets IWAP goals may help partners secure private funds
 - C. Making them aware of other pots of money
 - D. Connecting them to grants from other partners, like the National Turkey Federation. He regularly and easily comes across funding opportunities in the course of his work – would be easy to share.
 - E. Coordinate/facilitate multiple partners applying together for funding
 - F. –
 - G. –

- **Staff Support?**
 - A. DNR can help with land management (spray, burn, boundary signs) on private land that is designated as a Dedicated Nature Preserve.
 - B. ---
 - C. Technical experience and pointing to the right set of skills and experience in an outside contractor

- **Best Management Practices?**
- **Learning from other's successes?**

Goals

What are the goals for your team in the next year? Next two years?

- A. -Re-establish the exotic plant team (Todd is not sure of the name but thought Chris Evans would know. I believe it is the IL Invasive Plant Council)
 - Revisit state statutes that empower action. They are outdated.
 - Nursery engagement

- B. ----

- C. Make broad goals a little more specific for each year. Not sure if choose goals based on the partners or should identify goals and then choose partners based on the goals.

- D. Goals
 - 1. Year 1
 - Who is the team, establish communication
 - One on one with each. What are their goals.
 - Jeff Hoover's research project is in its 10th year. Identify trends and publish.
 - Re-evaluate via GIS the quality and quantity of forest land
 - Begin communication with focal sites
 - Identify relevant literature

- 2. Year 2
 - Use GIS to identify new/ additional focal sites
 - ID specific applied management techniques
 - Expanded use of prescribed burns, expand Southern IL Prescribed Burn Assoc. to other areas. It works like a co-op to share staff and equipment for burns on private land.
 - 3. Other and Long-term
 - Put together a list each year of who should report progress
 - Long-term – roughed grouse and early successional forests
- E. Will be opportunistic and fit them into broader goals
- F. 1. Prioritize goals and identify who can work on these goals
 2. Re-engage partners
 3. Buy-in from others, stay networked
 4. A monitoring structure
- G. 1. Prioritize places for work, where are they?
 2. Water Quality
 3. Integrate wildlife habitat into developed areas
 4. Promote green infrastructure planning
 5. Mandatory environmental education and not only in high income communities
- **What role will the partners play?**
 - A. -Legislative – help from partners to lobby and advocate
 -Nurseries – partners help to reach out and establish laws and guidelines
 -Eyes on the ground, front-line
 - B. Relies on them altering their actions to meet goals.
 - C. ---
 - D. -Identify additional goals
 -GIS work, coordinate with Natural Heritage Staff
 - E. -Bring opportunities to the attention of the coordinator
 -Participant in field trainings
 -In terms of grant opportunities partners offer on the ground implementation after funds are secured and lend their expertise to the application
 - F. -Help prioritize, identify where they can accomplish goals
 - G. –
 - **What will your team need to be successful?**
 - A. Partner facilitation & meetings
 - B. Needs buy in from partners (into the campaign and the outlined actions). Also needs active partners that are engaged and willing to reach out to others.

- C. After the goals are set, need to establish well defined actions and measures of success. Need funds and people to execute.
 - D. ---
 - E. Funding, new team but have made a lot of progress
 - F. –
 - G. -Structure of the team – who is selected and engaged
 - Reporting from partners
 - Funds back to communities
 - Maybe some for-profit partners, by region that want to give back to communities
- **How are you keeping track of your progress?**
 - A. ----
 - B. -----
 - C. If state funds are being used there is a reporting mechanism built in. Still want to see some way of reporting from partners not receiving state funds.
 - D. - Annual report for all campaigns, reach out to partners in preparation.
 - Trends in work from year to year
 - E. These goals are adopted by so many groups, it is a matter of coordination to collect and ensure that the same effort is not reported in duplicate by multiple groups
 - F. –
 - G. Number of contacts in local governments and at non-profits
 - **What would be the best way to measure the success of your team? (acres effected, changes in population numbers, man hours, ...?)**
 - A. Acres, man hours, outreach effort
 - B. In the plan – people, programs, acres
 - C. Number of projects, number of partners, number of species impacted. Most meaningful would be change in abundance of species on the list or number of species removed from the list.
 - D. Will focus on habitats, so number of acres restored or managed; number of events
 - E. Acres, quality of acres (quantitative measure), quality trends
 - F. It will depend on priorities. Also depends on what Leon wants to see, what FWS wants to see. Good idea to look at what other states are doing. Ideally it will be something meaningful, that is already being used and is useful in terms of changes to the species list. Can use trends data, acreage, number of people attending educational programs, number of projects...
 - **Is there statewide funding to monitor species statewide. Is anyone doing this monitoring?
 - G. Number of acres, programs. Green infrastructure

Who sets your campaign goals and decides how to achieve them? (annually, long term?)

- A. ----
- B. Core partners and Coordinator. As well as all the other campaign coordinators. The plan has input from all the other campaigns. The priority species of the invasives campaign are actually the priority species of every other campaign.
- C. ----
- D. ----
- E. ----
- F. ----
- G. Campaign leader should set the framework but the goals should be chosen by the team.

What do you need to better communicate with partners in order to accomplish goals?

- A. Coordination and prompting. Reminders
- B. To track accomplishments and help “publishing” success stories
- C. Who are the partners, how do they want to receive communications.
- D. Increased communications between Campaign Leads and/or Leon
- E. Broader geographical range (spread throughout the state). Need help finding local partners in a broader geographical area. Also need the big picture view so that it can be translated into smaller projects and communicated to partners capable of small, local projects.
- F. –
- G. –

• Do issues arise that is time sensitive or needs immediate attention? How often?

- A. Possibly legislative or outbreaks
- B. ---
- C. ----
- D. ----
- E. ----
- F. ----
- G. ----

Aside from your specific goals for the coming year, do you have any annual campaign expectations or annual core partner expectations?

- A. Input into annual schedule and agenda
- B. ---
- C. ----
- D. ----
- E. ----
- F. ----
- G. ----

Is there any sort of annual process that you go through with your team? Do you have any sort of schedule that you are following annually?

- A. Will establish an annual process that includes establishing goals and focus for the year.
- B. A research symposium every year and also invasive species awareness month (educational initiative)
- C. - Any sort of annual process could possibly get done at the annual meeting with partners.
- Or it might be based on the funding cycle. Ideas in and out. First goals would be set with the group → Then gather ideas from the group for projects → Project idea discussion with Leon. All timed to funding cycle.
- D. Want to set annual expectations and work towards something more strategic
- E. No
- F. Currently it is ad hoc. Ideally would set a plan – need to know what Leon’s expectations are first
- G. Create a work plan and re-engage core partners; ask them to recommend new people

In terms of your campaign and team, what is working? What is not? And where could you use some help?

- A. -----
- B. -----
- C. The partners like meeting, liked being there and sharing ideas and stories, but meetings were too frequent.
- D. Important to maintain a good line of communication. People seem to assume he knows what is going on with their projects. Would like to establish a personal line of communication with each core partner through phone calls and visits.
- E. Working: open, honest engagement. Communicating what the group is working on in the foreseeable future and essentially asking “are you interested or not?”
Not working: marginally engaged partners, single issue or individual interest (species and/or geographies) partners
- F. Structure, clarity and minimal work (not waste partners time). Want an easy way to communicate specific action items and ability to report into an online data base.
- G. Poor organization. If lacking communication and structure, can not be successful. Things unravel and fall apart. Need follow up and clarity in terms of expectations and benefits.

What message would you like to project about your campaign? (What is most important for the public/partners to know?)

- A. To the public he would like to convey the magnitude of the problem. Invasives are a huge and expensive (in terms of money lost or spent to remediate) problem. To conservation partners he would like to convey a message of hope.

- B. Whether you manage public or private land or are simply a homeowner there are a number of ways to be involved and have a positive impact.
- C. The importance of the Wildlife Action Plan as a mechanism for getting conservation actions done. Its ability to guide what we do, the species we focus on. Want to educate people on the relevance of the plan as a whole.
- D. Would like people to know that IL prioritizes forest/ woodland health. We are working towards increased quantity and quality of Oak Woodlands on public and private land. Public lands should serve as an educational tool and model for private lands.
- E. We are making strides towards reducing wetland deficit and improving the quality of acres we have. Also like to communicate the usefulness of hunting areas to conservation (money and driving these activities away from the habitats of species of concern). Finally, would like to communicate the big, statewide picture to individual partners to put their needs in context.
- F. Lake Michigan and coastal resources are vital to the state and as a part of the Great Lakes system (water, resources, rare resources and recreation). Must balance pressure on coast and Lake Michigan with high quality habitat and resources critical to the state and dependent species as these are relatively rare habitats. This also generates money.
- G. -The importance of the urban/rural interface.
 -That human and wildlife can and do cohabitate – wildlife survives in urban areas.
 -Strategies for deer hunting (cull).
 -The importance of open space and open water for education and recreation on public and private land.
 -Would like to focus on a Monarch Campaign in order to reach more private landowners and educate the public about conservation at home.

Coordinators

Taking into consideration *all* the responsibilities of your position with the DNR, how easy or difficult is it for you to stay up to date with current research and management practices?

- A. Catches up every couple of months
- B. It is easy because it is specific to his job
- C. ----
- D. ----
- E. Want access to peer reviewed literature. Otherwise it is not difficult
- F. Difficult to keep up to date with research because of the focus of other work. Best management practices might be easier. May be easier to keep up on research through conferences and meetings.
- G. Use Chicago Wilderness to stay current

In the course of your day to day responsibilities, how often do you come across success stories that would be worth sharing?

- A. They are easy to find, hard to “publish”. This is an area he could use some help.

- B. It was easy to come across stories from people he worked with regularly, not so much from the broader group.
- C. ----
- D. Easy to come across
- E. Easy, need internal help turning it around to share with group.
- F. Takes more effort, but it is worth it. Would want help turning it around for partners.
- G. Ideally this responsibility would not just fall on the lead, but would receive help from other team members

- **What would be the best way to share them?**

- Email (E)
- Would like success stories to be shared across ALL campaigns (F)

What would you like to hear from your core partners and partners? What do you want them to bring to your attention? Why is that important?

- A. -Challenges and struggles
-Their concerns and worries
- B. -Needs
-Issues of invasive change
-Data – regarding distribution
-Which problems are bubbling to the top
- C. -Project ideas, opportunities for conservation
-When they need technical assistance on a project
-Let him know when funds have been secured and ask if the state has any funds they can contribute.
- D. -Research findings; what type of management is working; what are they finding
-From the National Turkey Federation would like to hear about funding opportunities and events – so that he understands what turkey hunters are concerned about.
- E. Success Stories
- F. -Other projects and efforts related to IWAP that are relevant, can't connect with everybody. Help DNR count work toward IWAP goals they are not yet aware of
-New Partners
-Research
-Successes
-Best Management Practices
- G. –

How much of your time is currently allocated to Campaign Coordination and Facilitation (working with partners)?

- A. –
- B. –
- C. –
- D. –
- E. Very little, unless prepping for a field day or something similar. When we were writing the plan he spent a lot of time on the campaign
- F. –
- G. –

• **Is it part of your annual work plan or do you fit it in around your other duties?**

- A. Plan to budget time regularly
- B. ---
- C. Not part of plan, do it ad hoc
- D. Overlaps with other responsibilities, but should have some separate time specifically set aside. Ideally like to get to a 50/50 split between IWAP and other responsibilities
- E. Included some time for it (5-10 days)
- F. Some of her staff (Lisa) has it on her plan, but Diane hasn't included it yet
- G. It has always been part of work plan. Before becoming the campaign lead it was 5% of time. Now will increase it to 15-20%. Likely will need more time in the reboot year.

• **Is it enough time to do everything you want to do with regards to the campaign?**

- A. It will be a squeeze
- B. ---
- C. Project management takes time and communication. Want to have a good framework for meetings with specific outcomes. He will make time.
- D. Would like to spend a portion of each day on IWAP
- E. Not quite, Campaign is a side gig
- F. This particular group has a responsibility to grant funders (NOAA) that takes up a lot of time. Don't want to devote a lot of time if the plan does not seem to produce results. If the DNR doesn't see IWAP, specifically, as a priority they will not accomplish much through ad hoc work and program overlap.
- G. Sometimes it is a stretch. Will be more successful with help from Leon.

Would it be helpful to have a co-coordinator? Who do you think would be a good co-coordinator for your campaign?

- A. A co-coordinator would be helpful in addressing the "fire drills" that arise. Suggestions: the new invasive species coordinator or someone outside of the DNR – possibly from the Botanic Garden or at Shawnee or with one of the forest preserves.
- B. Sounds like too many cooks in the kitchen. Maybe assistance? Sounds challenging

- C. It would be nice to have help from outside any state agency. No specific ideas on who would be good, but when looking for a dedicated individual it will be important to be upfront about the time commitment.
- D. Yes- Forest Wildlife Program Manager (currently vacant)
- E. Might like a co-coordinator. Want to retain oversight, have to be on the same page. Ideal if co-coordinator did on the ground implementation. Good candidate: Il River Habitat Biologist (currently vacant)
- F. Would be great to have a co-coordinator. One of the partner organizations or in the interest of a more balanced group, maybe the fisheries folks.
- G. Does not think a co-coordinator would be helpful.

What would you like to hear from Leon?

- A. -How do the individual campaigns roll into one? Put the big picture together.
 -Funding: Demystify where the money is going. How is it split among the campaigns? Is any research being funded?
 -Would like a meeting with the other coordinators to trouble shoot and share successes.
- B. ----
- C. -What is his vision? What are his thoughts on what Brian should accomplish annually?
 -What is Leon's annual schedule? The logistical structure of getting things done. What is the timing of proposals, funding, etc. Wants specific calendar items.
 -What are Leon's priorities for IWAP internally? Share with the coordinators.
 - What are the boundaries? i.e. no more restoration or no more land buys
- D. What are Leon's goals & expectations of Coordinators – short- and long-term?
- E. –
- F. -What does he really want us reporting on? Clarity needed. Species, habitat...? Want to be efficient.
 -Realistic expectations regarding partner interactions
- G. –

How can Leon be of help to you in your work? In your work with partners?

- A. ----
- B. There is some partner overlap between campaigns. Need higher level help to put your campaign in context in order to maximize the partnership.
- C. -Leon's timeline will help re-engage partners by adding legitimacy.
 -Coordinators need to know how to be successful at this job. [What does success look like in Leon's view]
 -Reporting and proposal structure made available and list of criteria.
 -Formally outline what a project manager needs to do
- D. From the other Coordinators – want to know what has/ has not worked.
- E. -Heads up when stuff is coming from the Feds, when updates are due
 -How to pull together information of progress
 -Marketing to bring the plan to people. Raise awareness of the plan with new people
 -Coordinate when campaigns overlap and align

- F. -Provide understanding of new administration. Will there be more resources for IWAP? Is this a guiding document for the department OR is it a piece that gathers dust? Either way is fine but need to know what expectations are.
 - Is Leon an ambassador of the plan to land managers and other departments?
 - At the site level, guidance from land managers and resource conservation, needs to be part of site plans.
- G. -Define campaign lead expectations
 - Where does Leon hope each campaign goes
 - An open line of communication



Appendix D: IWAP Website

Bluestem Communications
Final Report: 7/1/2018 -3/31/2019
Grant Number: 14020705
DUNS: 03 20 75 201
FEIN: 391965183

IWAP Website

The website will be many people's first impression of the IL Wildlife Action Team. For those that are already a part of the team it will be the place they come to locate guiding documents and other resources. It is important that the website appear vibrant and is not allowed to become stagnant. The IWAT Communication Plan provides information regarding quarterly website updates. Large pictures, story maps, and regular updates will help enliven the site and prevent it from becoming stale.

IWAP Homepage: Recommended Content & Presentation

1. Campaign Page Links.

- Consider replacing the scrolling pictures with 8 stagnant pictures (of good size) arranged 4 across x 2 down.
- One picture representing each Campaign and the eighth picture being the IWAP logo. These are linked to the story maps or in the case of the logo to IWAP information that does not need to be immediately accessible, like background on the development of IWAP or similar.
- The clickable pictures (either stagnant or scrolling as they are now) need to be more obviously links to the Campaigns. Currently they don't necessarily appear "clickable".
- Alternatively, you might display 9 clickable pictures (arranged 3 x 3). The ninth being a link to the most recent newsletter, more background info, the Action Plan or Implementation Guide.

2. IWAP/IWAT Introduction. Suggested text attached.

3. Drop Down Menus. If possible, the information at the bottom of the current page should be presented as drop-down menus in a side bar on the page. The following categories should be included in the sidebar.

- Species we Protect (change from current heading)
- Where we Work (change from current heading)
- The Action Plan (change from current heading)
- Putting the Plan into Effect (change from current heading)
- Progress and Success. New – links to annual or biennial progress reports.
- Resources. Optional. Include if you discover the need to link to research, guidelines, or related state or federal programs.
- Contact Us.

4. Feature "Article". Updated quarterly. Includes a picture or graphic. Content can frequently be taken directly from the newsletter.

- Newsletter content: Articles, Success Stories, Progress & Success Results
- Other content: Updates to the IWAP, Biennial Award Recipients

5. On the Horizon. Brief announcements, promotions, and associated links.

- Content includes: Regional meetings and IWAP Summit (include links to RSVP); Measures of Progress & Success and Partner Satisfaction Surveys (include survey links)

6. **Social Media Reminder.** Encourage visitors to follow IWAT on social media. Use social media channel logos/ icons. Bottom of the page.
- “Keep up with the Pack! Follow the Illinois Wildlife Action Team” Paired with a picture of a coyote or wolf and logos.
- OR
- “Don’t be left Behind! Keep up with the Illinois Wildlife Action Team. Follow us.” Paired with a turtle picture and logos.

Campaign Story Maps: Suggested Content

- **Introduction**
- **Goals**
- **Focus Areas**
- **Focal Species**
 - Consider reorganizing the order so that Focal Species and Threats come before Focus Areas. The ultimate goal of the Campaigns is to protect wildlife. Working in the Focal Areas is a way to achieve this goal. Moving the Focal Species up to a more prominent place in the story will help to establish it as more important than the areas.
- **Threats**
- **Success Story**
- **Campaign Info**
 - **Campaign Action Plan.** Link to the Campaign’s section of the Action Plan. In story map text, tell readers explicitly that they are opening the Campaign’s section of the IWAP. Many visitors will be looking for this document.
 - **Campaign Progress & Success.** Link to annual or biennial progress reports. Include “To report your conservation efforts, [join the Campaign](#)” or similar (hyperlinked to Facebook Group)
 - **Join the Campaign.** Join the Campaign by joining the [Streams Campaign Group](#) on Facebook and discover what is being done around the state to protect the wildlife that depend on our rivers and streams. (Group name hyperlinked)
 - **Partners.** Brief description of Partners’ role in the Campaign and list Campaign Partners. Do not use abbreviations or acronyms.
 - **Contacts.** Include Coordinators and Co-Coordinators
- **Campaign Resources.** Include links to any guidelines, research, education and outreach resources, groups and networks, or related regional, state, and/or federal programs.
- **References**

Feature “Article”. Updated quarterly. Includes a picture or graphic. Content can frequently be taken directly from the newsletter or from the Campaign Facebook Group.

- Newsletter content: Campaign relevant articles (not concurrently being featured on IWAT homepage); Success Stories; Campaign Progress & Success; Campaign Highlights

- Facebook Group content: Projects & Progress; Success Stories; Research and Best Management Practices
- Other content: Minor plan updates

**This section was developed for the original Campaign web pages. The Campaign Coordination Plan does not rely heavily on the web pages as a communication channel. This can be omitted from the Campaigns and absorbed by the Feature Articles on the IWAT homepage or the information can be provided via a link in the story map that is updated quarterly.*

IWAP Website

Suggested IWAP/ IWAT Introduction

Illinois is home to diverse wildlife populations. There are red-headed woodpeckers nesting in our woodlands and smooth green snakes nesting in our grasslands. There are trout spawning in the waters of Lake Michigan and river otters playing in the waters of the Mississippi. The diversity of habitats and wildlife in Illinois is one of the state's greatest assets. However, declining habitat health and availability threaten many of our native wildlife species.

The Illinois Wildlife Action Plan (IWAP) strategically guides the conservation of wildlife and their habitats for the people of Illinois. The plan focuses primarily on non-game species and in particular, on especially vulnerable species, or the Species in Greatest Conservation Need (SGCN). The IWAP is organized by habitat into seven Campaigns, each with its own strategic plan for increasing the quality and quantity of wildlife habitat in Illinois. These plans are implemented across the DNR and by partner organizations and agencies, collectively known as the Illinois Wildlife Action Team (IWAT).

Through the Campaigns, the Action Team coordinates conservation efforts across the state, amplifying the impact on wildlife. IWAT facilitates and provides guidance to projects and programs that further the goals of the IWAP. The team also works to identify and address research gaps; conducts conservation status reviews of the SGCN; monitors progress and impact; re-evaluates needs and priorities; and revises the IWAP as needed.

Website Notes

- **Keep the amount of text to a minimum.** Large blocks of text are intimidating, and many people won't bother to begin reading if it appears too long or dense. To avoid this, information can be provided through links in the side bar. Text variation, subtitles, and other formatting devices can also help to break up text.
- **Pictures** communicate a lot to viewers, frequently more than the accompanying text. Good, engaging photos will convince people to read the text or to explore the site further.
 - The Campaign link pictures are beautiful and should be used somewhere on the site, but they are all landscape shots. Mix in A LOT more wildlife. We want to communicate that ultimately this is the purpose of IWAP. Throughout the site and story maps aim for at least a 60:40 mix of wildlife: landscape.
 - Don't be afraid to mix in pictures of people in nature – doing restoration work, volunteering, conducting research, engaged in recreation, etc. People respond most strongly to pictures that show faces. Avoid pictures of people giving indoor presentations, at meetings or planning sessions, or in posed indoor group photos.
 - Try to present a variety of animals – mammals, birds, herps, insects and other invertebrates, fish, etc.
 - Include a diversity of seasons and weather
 - Present a variety of photo compositions – close ups (faces – even animal faces draw people in), groups of animals, animals in action, landscapes and distance shots. Also, overall, make sure there are a variety of colors. Nature photos tend to be green and brownish. Animals and flowers will help with this.
 - Generally, include more photos. No matter how far down you scroll on the page there should be a large, engaging photo on the screen.
- **Edits**
 - The scrolling picture at the top of the homepage is jumping and causing the text below to also jump, making it difficult to read.
 - Pictures throughout should be formatted the same – get rid of the boarder around the Farmland & Prairie picture or choose a new photo. Some of the photos elsewhere also have this boarder. They too should be changed. Additionally, you might consider a Farmland & Prairie photo that shows more biodiversity.
 - There is a link to a page for Team Member Contacts. The formatting does not look good as I'm sure you are aware. Is this information even necessary? If not, get rid of the page all together. Partners will be listed on the Campaign pages or in the story maps. If needed, contact information or links to organizational websites can be provided there. However, this seems unnecessary as Associates can reach out to Partners through the Facebook Groups.
 - Leon's email contact is not hyperlinked on the homepage.

Story Map Notes

General

- Although the story maps are broken into sections, the text should flow to some degree and be presented in a logical order. The logic of the order should be obvious in the text.
- Add “Illinois Wildlife Action Plan” to the titles. It can be added at the very top of the story map where there is currently a link back to the IWAP homepage. Keep the link, just change the wording.
- No need to explain IWAP in length in the story maps.
- Story maps should be written in common language. The audience is not your peers, it is the general public. A 6th grader should be able to understand it AND it should be interesting to your peers. You do not have to include *everything* there is to know about the Campaign, the habitat, and species. Only the things that help you make your case or tell your story. Make sure that you know what your point is or what your story is.
- Review the on-screen appearance – what is on the screen together at the same time. For example, in the Wetlands Story Map under Focal Species, animal photos appear on screen just above the highlighted name of another animal. Nothing about it is “wrong” but it is misleading upon first glance.
 - Similarly, when the black map is on screen it might be nice to occasionally have a photo on screen with it in the text.
- Choose a “color scheme” for each story map (colors of a similar tone). This will help them appear more professional. It includes everything from background colors, to the colors used in the legend and on the maps, to the color of clickable bubbles in the text. Some of the story maps already do a good job of this.
 - The color scheme can be the same for all the story maps, they can each be different, or you could use two or three color schemes.
- The line spacing changes in the Lake Michigan story map and likely others.

Photos

- The notes on IWAT homepage pictures apply here as well.
- Avoid reusing the Campaign picture on the homepage in the story map.
- Consider more pictures in the scrolling text area and more wildlife pictures in the larger photo area (where the maps are)
- In addition to providing photo credits, caption the photo with subject matter – location for landscapes, name of animal, what it is doing if appropriate.

Focal Species

- Provide a photo of every focal species. It can be in the scrolling text, hyperlinked within the text, on the map, appear when you click on the legend or data points.
- It would also be nice to include a little natural history on these species. Further, explain why they are so vulnerable and why this makes these species a good proxy for other wildlife species, if applicable.
- In many of the maps - clicking on the hyperlinked species name causes only data points for this species to be displayed on the map (good). It also causes the map to zoom in on one area (bad).

Seeing the data points in relation to the entire state illustrates isolation, distribution, rarity – let people see and discover these patterns.

- *What* these data points represent needs to be labeled on the map or legend. Are they the locations of breeding populations? Where a single individual was observed?... In addition, tell us somewhere what is being displayed when an individual data point is clicked on.

Success Story

- Make sure these are stories
 - Some background on the species and the reason for its declining population numbers. Get the reader to care. Why is the species important, relatable, special.
 - What was done to help the species recover. Focus on methods used and who did the work. Methods might include outreach, fundraising, forming partnerships, as well as actual restoration and conservation.
 - Then present the outcome.

References

- Some of the citations seem unnecessary and immediately stuck out to me. I don't think it is necessary to cite widely known natural history, like the diet of a species.

Legends

- Overall the legends need a lot of work. Currently they are not particularly useful and/or are technically incorrect. (For an example see notes on Wetland Success Story)
- If possible, don't reuse legend colors on the same map. (For example, in the Wetlands story map some focal species and natural divisions use the same colors. It is just not as clear as it could be.)
- Point source maps and legends need to offer more explanation. Why is it in the story map? For use by who and for what?
- Consider changing the color of the gray legends to a brighter background color. The maps are so dark already. (Lake Michigan story map has a nice bright legend)

Farmland & Prairie Story Map Notes

Photos

- Diversity brought by farm photos is good. Overall not enough diversity. Include prairies in bloom, flower closeups (possibly with a pollinator), wildlife.

Focus Areas

- Data points labeled well

Threats

- Consider rewriting this section. Especially the paragraph on disturbance. Describe original disturbances (herds of buffalo and fire) and link the lack of these disturbances to settlers. Explaining this in a story format will make it easier to read and understand.
- The conversion of prairie to woodland also needs a little more explanation. (Prairie plants are shade intolerant; Woody plants are largely fire intolerant, while prairie grasses and flowers thrive in these conditions etc.) Be explicit in stating that this is a problem. Share a statistic about how much original prairie remains in the state (I think 1/10th of 1% is left). Link this loss back to the threats.

Success Story

- Tell this story in more of a chronological order to build interest and some suspense.
- Tell the reader HOW 40 nests in 5 years were established. This will be the important part for IWAT members.

Forest & Woodland Story Map Notes

Photos

- Need more wildlife photos mixed in to the main portions of the story map.
- This is a good example of photo composition diversity – all the pictures are of forests but the perspective changes from picture to picture and keeps it interesting.

Focus Areas

- Love the photos of primary sites but make them easier to get to and view. The photo title and credit are covering the entire picture and viewer must enlarge the photo to see it.
 - Recommend: Click on the primary site → Map highlights with data points → Click on a point → Picture pops up
- Something like this would be nice in some of the other story maps as well.

Focal Species

- Focal species picture is great. Should not have to click to see it!
- Describe graphs in text. These should be the clickable pop ups, not the photos.

- Graphs should have a title and need axes to be to be labeled better, what is the index? The explanation is buried and is not as clear as it could be. Use common language.
- Add a summary of what the graphs are telling us in the text. “Breeding populations of these birds have been in steady decline over the last 50 years.”

Green Cities Story Map Notes

Photos

- More pictures in general – especially for this Campaign you need to illustrate urban wildlife for readers.
 - For example, the Chicago River picture is great. It would be even better with turtles, waterfowl, or a heron.
- Include photos of people

Goals

- Suggested Change: “The primary goals of the Green Cities Campaign involve integrating wildlife and habitat conservation into local and regional planning. The Campaign also aims to increase ecosystem function in urban areas through habitat conservation, restoration and connectivity.”

Focus Areas

- Colors used are too similar, don’t differentiate enough
- Legend – if possible, get the text and icon on the same line so that more of the legend is visible at once
- Not sure that the clickable links are helpful. They do not seem to add any additional information and there is no need for the zoom-in. It causes the viewer to lose the relationship to the rest of the state.

Focal Species

- Clickable Chicago Metro Area is good. It really illustrates what is being said.
- NEED pictures of the species listed AND a link to a list of all 19 species

Success Story

- No success is demonstrated here. This is just an organizational description. What have they *actually* accomplished? Their existence alone is not a success. Provide an in-depth example related to the stated Campaign goals.

Lake Michigan Story Map Notes

Photos

- There is not a single wildlife photo
- Use some people pictures
- Use photos of ravines, bluffs and streams leading to the lake to lend more landscape diversity

Focus Areas

- Overview map is unnecessary
- Clickable bubbles are not in line with text
- Clickable bubbles
 - IL portion of Lake Michigan is unnecessary – just tell us coastal areas and water.
 - Present the others consistently (outline or shaded)
 - Map is zoomed-in too much to be useful. It doesn't help place these areas in relation to each other
 - For ravines, mention their rarity on Lake Michigan and highlight the region where they occur (Waukegan to Glencoe I believe) to further illustrate how special they are
 - Provide pictures of these places

Focal Species

- I like that the clickable bubbles are animal groups. It conveys some natural history and illustrates diversity
- NEED pictures of the animals on the map and a full list of focal species to be available

Threats

- Better title on graph. Reader should be able to understand it with out reading any of the text.

Success Story

- Calumet Conservation Compact. This needs more. It is not a story. What was the original need? Why is it important? Why should the reader care? What is the expected effect on wildlife? What is the larger impact?
 - I recommend omitting this and focusing on Bull Creek
- Bull Creek. More about how rare ravines are and how important they are. In addition to supporting truly unique natural communities, they are “gateways” to the lake capable of protecting the quality of water entering Lake Michigan.
 - Relate all of this to effects on wildlife. Focusing on one species will help readers sympathize.
 - Replace the current picture with pictures of the ravine and affected wildlife.

Streams Story Map Notes

Focus Areas

- Writing in this section needs to be clarified. Terms need more explanation. Make sure the text can only be interpreted one way. Uninformed readers might misunderstand the nutrient loss section.
- Integrity map needs an explanation. What are good scores? What are bad scores? Can these be color coded on the map and listed in the legend? This will give the average reader an idea of the of water quality in the state.
 - The same is true for the Diversity map.
 - BSS – be more consistent or clarify what this is. In one section it says this is a rating system and in another it says rivers are “deemed BSS”. Is it a rating or a classification?

- Maybe the clickables should say “integrity rating” and “diversity rating”
 - People will be very interested in this, be clear
- Zoom into the Cache River Basin more slowly so that the viewer can orient the area in relation to the rest of the state.

Focal Species

- The text is telling us where species are located in the state, but that information is already communicated through the map. Use the text to draw some conclusions. For example, “Soft shell turtles are a good focal species because they are found throughout the state.” Or, “The Hines Emerald Dragonfly is a SGCN because its range is so limited.”
 - This is likely a problem in other story maps as well.
 - **Maps should illustrate or support a point made in the text.** The text should not describe the map.
- Too many clickables mixed into the text. It is unreadable.
- Don’t zoom-in on anything
 - Dragonfly – seeing the data points against the whole state illustrates the rarity
 - Mackinaw and Kankakee - don’t zoom, if anything just highlight the area

Threats

- Point source map needs an explanation
- Paragraph on development and pollution is a great example of common language and *explaining* cause and effect to the uninformed reader.

Success Story

- Add something about how old these turtles can be into the natural history section. It’s impressive and leads the reader to sense of awe and respect.
- The tongue picture doesn’t really show the tongue. It does show the turtle sitting and waiting to catch prey. Find a better picture or highlight a different word in the text. Needs one more sentence to finish explaining the hunting strategy. This is a memorable piece of natural history. Be sure to finish it out for the reader. End with a fish coming in for the “worm” and getting caught by the turtle.
- Could also include more pictures in the text. Try to find a picture that shows how big the turtles can be.
- “Union County” and “hatchling” are really good examples of how clickable bubbles should be used.
- Add into the last paragraph: Will recovery of the turtle somehow increase biodiversity beyond the addition of the turtle itself? Do they somehow significantly effect the distribution and/or abundance of other species? In terms of recovery – Where are we now? When might we know if the reintroductions were successful? Do the prospects look good? Did the majority of released individuals survive?

Wetlands Story Map Notes

Focus Areas

- Natural divisions map is good, but the text is unrelated
- I like the incorporation of photos into the text, but these photos are too small
- Problem with text and clickable link Illinois River and Mississippi River Sands Area.

Focal Species

- Lists 8 species, then says there are 9
- Why can the reader only click on one of the three places where they all occur? Does this add any new information? Why not just highlight all three areas.
- Move the text about the focal species UNDER the associated picture

Threats

- Use a picture without the black boarder
- Need point source map explanation. All the story maps with a point source map should have a brief explanation of what point source is. At least use the term point source *pollution* once. It will help uninformed readers.
- Legend and data points on the point source map don't appear unless you click on the legend.

Success Story

- Wetlands: Chorus Frog range map. The legend lists the names of counties which are all coded green, in actuality the green areas represent the frog's range, (not different counties) and that is what the legend should say. In addition, the names of counties already appear when they are clicked on.
- Better chorus frog pictures
- Odd choice of natural history to share. I suggest mentioning their small size and loud call and providing audio of the call instead.
- This is a good example of writing to tell a story.

References

- This picture of birds taking off is one of the best in the story map. Move it to a more prominent location.



Appendix E: Email to Partners

Good Afternoon,

I am writing on behalf of the Illinois Wildlife Action Team, which implements the state's Wildlife Action Plan in coordination with the IL DNR. Since the IL state budget impasse, the Action Team has been inactive, although the DNR and its partners have continued to work to protect Illinois' native species and their habitats. The DNR is planning to relaunch a new and reenergized Action Team later this year. In preparation we are updating our contact lists. Our records indicate that you were a part of the team in the past.

If you would like to be part of the team moving forward, please provide the following contact information. Doing so will allow you to receive updates to the Action Plan; stay up to date with Action Plan initiatives and progress; receive meeting invites; report on your efforts to protect IL wildlife and habitats; and share your concerns, obstacles, and priorities with the DNR.

1. Contact Name and Title
2. Name of Organization
3. Email
4. Phone number
5. Region of the State and Conservation Opportunity Area (COA) in which you work or are interested in (if applicable). A map illustrating the regions is available at <https://www.dnr.illinois.gov/conservation/IWAP/Pages/ConservationOpportunityAreas.aspx>. By clicking on a region, you will be able to view the COAs within that region. If you are unsure of the appropriate COA, let us know which county you are working in instead.
6. And indicate which Campaign or Campaigns you are interested in
 - Farmland & Prairie
 - Forest & Woodland
 - Green Cities
 - Invasive Species
 - Lake Michigan & Coastal Areas
 - Streams
 - Wetlands

If you are in a new position, please forward this email to the appropriate person and/or let us know if you would like to be removed from our list.

Looking forward to working with you to protect Illinois' wildlife and wild places.

Stay tuned for more on the Action Team relaunch later this spring.....



Appendix F: Updated Partner Contact List

Bluestem Communications
Final Report: 7/1/2018 -3/31/2019
Grant Number: 14020705
DUNS: 03 20 75 201
FEIN: 391965183

Last	First	Organization	Title	Campaign (read note)	Phone	Email	Region (read note)	COA (read note)	County
Example				Prairie			NW	Kishwaukee River	Included exclusively to help team members identify appropriate COA. If COA provided, this is not necessary.
Example				Forest			NE	N/A	
Example				Green Cities			WC		
Example				Invasive			EC		
Example				Lake Michigan			S		
Example				Streams			Statewide		
Example				Wetlands					
Example				All					
Example			Multiple Campaigns entered like this-->	Wetlands, Streams, Lake Michigan			Multiple COAs entered like this-->	LaRue Pine Hills, Eastern Shawnee, Cache River Cypress Creek	
Anderson-Cruz	Jennifer	NRCS/USDA	Biologist	Prairie	217-353-6636	Jennifer.Anderson@il.usda.gov	Statewide		
Brangenberg	Jane	Calhoun County Farm Bureau	Manager	Prairie, Forest, Invasive, Streams	618-576-2233	cxfb@frontiernet.net	WC		
Brinkman	Elliot	Prairie Rivers				ebrinkman@prairierivers.org			
Budd	Mike	U.S. Fish & Wildlife Service	Private Lands Coordinator	Prairie, Wetlands	217-557-4474	michael_budd@fws.gov	Statewide		
Chard	Steve	Association of Illinois Soil & Water Conservation Districts	Special Projects Manager	Prairie, Forest, Green Cities, Streams, Wetlands	217-744-3414	steve.chard@aiswcd.org	Statewide		
Diebal	Jamie	USDA Farm Service Agency	Conservation Program Specialist	Wetlands	217-241-6600 ext 6872	jamie.diebal@il.usda.gov	All		
Evans	Chris	Illinois Forestry Extension			618-695-3383	cwevans@illinois.edu			
Fitzgerald	Jane	Central Hardwoods Joint Venture		Prairie, Forest, Wetland	417-231-2994	jfitzgerald@abchirds.org	S		
George	Nick	U.S. Fish & Wildlife Service	Private Lands Biologist	Forest	618-998-5902	nicholas_george@fws.gov	S, WC		
Grycan	Zach	Natural Land Institute	Director of Stewardship	Invasive	920-912-4338	zgrycan@naturaland.org	NW	Wisc. Driftless Forest, Apple River, Lost Mound. Suear Pecatonica. Rock	
Hansberger	Adam	Rocky Mountain Elk Foundation	Regional Director IL & Southern WI	Forest	224-281-4888	ahansberger@rmef.org	Statewide		
Hammer	Grant	Association of Illinois Soil & Water Conservation Districts	Executive Director	Prairie, Forest, Green Cities, Streams, Wetlands	217-744-3414	grant.hammer@aiswcd.org	Statewide		
Herkert	Jim	Illinois Audubon							
Hofmann	Dr. Joyce	Illinois Endangered Species Protection Board	Chair			DNR.Espb@illinois.gov			
Jablonski	Cindi	McHenry County Conservation District	Wildlife Ecologist	Streams, Wetlands	815-678-4532 ex. 8147	Cjablonski@mccdil.org	NE		
Johannsen	Jim	Jo Daviess Conservation Foundation	Director of Land Conservation	Prairie, Forest, Invasive, Streams, Wetlands	815-858-9100	landprotection@jdcf.org	NW	Wisc. Driftless Forest, Apple River, Lost Mound. Inner Mississippi	
Kane	Dan	Boone County Conservation District	Executive Director	All	(815) 547-7935	dkane@bccdil.org		Kishwaukee River	
Grant	Hammer	Illinois Association of Soil and Water Conservation Districts	Executive Director	Prairie, Forest, Green Cities, Streams, Wetlands	217-744-3414	Grant.Hammer@aiswcd.org	Statewide		
Lechner	Matthew	Shawnee National Forest	Natural Resource Program Manager	Prairie, Forest, Invasive, Streams, Wetlands	618-253-1016 or 618-499-5964	mlechner@usda.gov		LaRue Pine Hills (29), Eastern Shawnee (30), Cache River Cypress	
Leigh	Kerry	Natural Land Institute	Executive Director	Prairie, Forest, Streams, Wetlands	815-964-6666, office 847-609-1292, cell	kleigh@naturaland.org	NW	Wisc. Driftless Forest, Apple River, Lost Mound. Suear Pecatonica. Rock	
London	Ryan	Lake Forest Open Lands Association	Director of Preservation Programs	Prairie, Forest, Green Cities, Invasive Species, Lake Michigan	847-234-3880	rlondon@lfola.org	NE		Lake
Lurkins	Lauren	Illinois Farm Bureau			309-557-3153	llurkins@ifb.org			
O'Leary	Chip	Forest Preserves of Cook County		All	708-771-1008; 312-909-3351	Charles.Oleary@cookcountyl.gov	NE		
Sentell	John	Lake Forest Open Lands Association	President & CEO	Prairie, Forest, Green Cities, Invasive Species, Lake Michigan	847-234-3880	jsentell@lfola.org	NE		Lake
Sertle	Mike	Ducks Unlimited	Regional Biologist III	Wetlands	(734) 476-3316	msertle@ducks.org	Statewide		
Schenck	Eric	Illinois Conservation Foundation	Executive Director		217-785-2003	eric.schenck@illinois.gov			
Surroz	Sarah	Openlands	Director of Lake County Programs	All	312.863.6285	ssurroz@openlands.org	NE		Lake
Ramsey	Lyndsey	Illinois Farm Bureau							
Thomas	Trent	IL Chapter of American Fisheries Society	Rivers & Streams Fisheries Biologist	Invasive, Lake Michigan, Streams, Wetlands	(217) 784-4730 ext. 230	trent.thomas@illinois.gov	Statewide	All	
Vukovich	Mark	Shawnee National Forest	Wildlife Biologist	Prairie, Forest, Invasive, Streams, Wetlands	618-658-1017	mvukovich@usda.gov		LaRue Pine Hills (29), Eastern Shawnee (30), Cache River Cypress	
Walk	Jeff	The Nature Conservancy	Director of Conservation Programs	All	309.636.3327	jwalk@tnc.org	Statewide	All, Nachusa Grasslands, Middle Illinois river, Kankakee Sands.	
Wahlgren	Susan	Cosley Zoo	Cosley Zoo Director	Prairie, Forest, Green Cities, Invasive, Streams, Wetlands	630.510.5035	swahlgren@wheatonparks.org	NE		
Wasmuth	Doug	US Army Corps of Engineers - Carlyle Lake / Kaskaskia River Project	Natural Resource Specialist	Prairie, Forest, Invasive, Streams, Wetlands	618-594-2484	Douglas.E.Wasmuth@usace.army.mil		Kaskaskia River Basin, Carlyle Lake	
Weck	Bob	Illinois Speological Society	Professor of Biology	Forest, Streams	618.222.5607 (office) 618.363.6831 (cell)	Bob.Weck@swic.edu		Hill Prairie/ Sinkhole Plain	