



Communication Strategy

Introduction:

The purpose of the Fire Program Analysis (FPA) System is to provide managers with a common interagency process for wildland fire management planning and budgeting. Managers will be able to use the FPA system as a tool to evaluate the effectiveness of alternative fire management strategies, to meet land and fire management objectives.

This plan outlines the FPA team's communication and outreach activities. The plan's primary goal is to inform the fire planning unit's agency administrators and fire managers about the FPA system so they can prepare for implementation in June 2008.

Communication actions are discussed for the development, training, and implementation phases of the Fire Program Analysis system. Focused outreach will be designed to facilitate line officer's and fire manager's understanding of FPA, implementation plans which includes training strategies.

Goals:

- 1) Develop and implement a coordinated, proactive outreach program which supports the development and implementation of FPA.
- 2) Improve employee understanding of how the FPA system will support wildland fire management planning and budget formulation locally and nationally.
- 3) Communicate the benefits of wildland fire management partners working together; sharing data, and developing an interagency analysis.
- 4) Clarify expectations about what can, and cannot, be accomplished with the FPA system.

Objectives:

- 1) Provide fire management leaders and line officers with appropriate information, talking points, briefing papers, etc, at regular intervals and as requested for special events or meetings.
- 2) Provide timely and appropriate information to sponsors and end-users to ensure active participation required to meet project objectives and timelines.
- 3) Establish feedback loops for field units to provide the FPA team comments, such as active prototyping, workshops, and conference calls to improve the utility of the new Fire Program Analysis process.

Target Audiences:

- 1) The Wildland Fire Leadership Council
- 2) Wildland fire partners (including, nonfederal partners)
- 3) Scientific or research and academic communities
- 4) Executive Branch (OMB) and Congress
- 5) Agency personnel

- a. State wildland fire agencies
- b. Line officers and wildland fire and fuels managers
- c. FPA Geographic Area coordinating leads
- d. FPA Prototype Fire Planning Unit team members
- e. Wildland fire and land management planners
- f. Fire Planning Unit (FPU) personnel
- g. Agency fire budget personnel

Key Messages:

These key messages are a separate outcome of the communication plan and will be updated as needed. Key messages will be developed based on the following themes:

- FPA supports interagency wildland fire planning
- FPA provides data for developing the national fire management program out year budgets
- FPA provides local and national fire managers and line officers with tools for analyzing a mix of investment alternatives to display program trade-offs.

The FPA Organization.

The FPA organization is divided into the seven components shown below.

Organization	Description
1. Executive Oversight Group (EOG)	High-level agency executives that provide guidance and direction to the FPA project
2. Management Advisory Team (MAT)	An interagency team representing agency line officers that provides advice and feedback to the FPA team through the business Leads
3. Interagency Science Team (IST)	Provides science support and guidance to the FPA project.
4. Project Management	Executive Project Manager, Senior Project Manager, and USDA Forest Service and Department of the Interior Business Leads.
5. Development Team (Includes Implementation Coordination Group to facilitate development and communication)	An interagency application design and development team. Coordinates with subject matter experts and assists with training development, documentation and help desk. Divided into functional groups to facilitate FPA Prototype development
6. Implementation Coordination Group (ICG)	An interagency team that works closely with field personnel to implement FPA. Develops and coordinates training and assists with the help desk and documentation.
7. Communications, Training and Support	Communications Director, two Training Specialists and Staff Administrator

FPA Communication Plan Matrix

Audience	Communication Vehicle	Delivered by	Medium	Frequency	When Delivered	Expected Result
Wildland Fire Leadership Council (WFLC)	Primarily briefings and teleconferences	Project Manager, USDA Forest Service and DOI Business Leads. Subject matter experts as needed.	Hardcopy briefing materials	At regularly scheduled meetings and conference calls – generally quarterly	As needed or requested	Continue to build understanding of the utility of the system and support for the project.
Executive Oversight Group	Briefings, newsletters, face-to-face meetings, teleconferences	Project Manager and USDA Forest Service and DOI Business Lead.	Hardcopy materials	As scheduled	One week prior to meeting and as requested	Project understanding, issue clarification
WO Liaisons	Expenditure Reports, Quarterly Reports	Project Manager and Senior Project Manager	Hardcopy and electronic spreadsheet	Monthly and Quarterly	Monthly and Quarterly	Monitor expenditures to ensure the project stays within budget.
Elected Officials (Interior Appropriations) and Members of the Executive Branch (OMB and GAO)	Briefings, hearings, and teleconferences	EOG with assistance from Project Manager, USDA Forest Service and DOI Business Leads and WO liaisons.	Hardcopy materials, testimony and quarterly reports	As needed or requested	When requested	Continue to build understanding of the utility of the system and support for the project.
Management Advisory Team	Monthly telecons, quarterly report, newsletters, FPA list service and website, TechNews, meetings, phone calls, issue papers and e-mails.	Business Leads with Project Manager and technical specialists.	Hardcopy materials, PowerPoint presentations, e-mail, and FPA list service and website	As scheduled and as needed	One week prior to meetings and when requested	Frequent two-way communications Receive advice regarding system development and implementation. The MAT will be a first level "sounding board" for emerging issues and prospect solutions.
National Fire and Aviation Executive Board (NFAEB)	Primarily briefings and issue papers	Project Manager and USDA Forest Service and DOI Business Lead. Subject matter experts as needed.	Hardcopy briefing materials or handouts	At their quarterly meeting	One week prior to meeting Issue paper for timely decisions	Continue to build understanding of the utility of the system and support for the project.
Interagency Science Team	Meetings, e-mails, system documentation papers, and teleconferences. Coordination through IST leads and Science Liaison	Project Manager and USDA Forest Service and DOI Business Lead. Subject matter experts as needed.	Hardcopy documentation as needed, spreadsheets, etc.	Scheduled and other meetings as needed	One week prior to meeting or when requesting feedback	Obtain feedback on the system development including concepts and operational design.

Audience	Communication Vehicle	Delivered by	Medium	Frequency	When Delivered	Expected Result
Project Management Team including IST leads, IST liaison and WO liaisons	Bi-weekly Project Status Teleconferences	Project Manager, USDA Forest Service and DOI Business Leads, WO Liaisons and Interagency Science Team Leads.	Hardcopy agenda and supporting documents as needed.	Bi-weekly on Wednesday @ 0730 MT	Agenda distributed Monday prior to call.	Discussion of project status, issues, policy and emerging issues
Geographic Area Leads	Monthly teleconferences, quarterly reports, newsletters, FPA list service and website, TechNews, meetings, phone calls and e-mails.	Implementation Coordination Group and Business Leads and Project Manager	Hardcopy materials, presentations, e-mail, and FPA list service and website	As scheduled and as needed	Teleconferences first Thursday of month and as needed	<ul style="list-style-type: none"> - Continue to build understanding of the utility of the system and support for the project. - GA leads will assist in gathering and disseminating information throughout their geographic area.
Prototype FPU Participants - both Federal and Nonfederal	Workshops e-mails, teleconferences, quarterly reports, newsletters, TechNews, FPA list service and website, face-to-face meetings, one-on-one phone calls and e-mails	Prototype leads with FPA Team	Hardcopy materials, presentations e-mail, and FPA list service and website	frequently	As needed	<ul style="list-style-type: none"> Frequent two-way communications -Work closely with FPA team and design and build contractor(s). -Test and provide feedback to FPA development team. -Advise and validate the FPA business process and model outputs. -Assist with presenting training materials and coaching.
Other National groups and projects such as: Fuels, Budget Leads, EMDS, LANDFIRE, WFDSS etc.	Teleconferences, face-to-face meetings, phone calls and e-mails	Business Leads, Project Manager and subject matter experts	Hardcopy materials, presentations, meetings, e-mail, and FPA list service and website	Schedule as needed	As needed or requested.	<ul style="list-style-type: none"> - To gain information about other national projects, to explain the FPA system and how it "fits" into the wildland fire management program. - To collect information from national subject matter groups and projects.

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FPU planners, Line Officers, Fire Management Officers,	Briefing materials, quarterly reports, newsletters, FPA list service and website	USDA Forest Service and DOI Business Leads, Project Manager and Communication Director	Hardcopy briefing materials, e-mails, teleconferences, presentations	As needed and as identified by staff and at regularly scheduled meetings	As scheduled and when requested or in preparation for a meeting.	Frequent two-way communications Continue to build understanding of the local utility of the system and support for the project. Reinforce guidance and direction from WFLC
FPU field personnel and Fire Planners	Quarterly reports, newsletters, FPA list service and website, TechNews, face-to-face meetings, one-on-one phone calls, e-mails, and training workshops	USDA Forest Service and DOI Business Leads, FPA team and Project Manager.	Hardcopy materials, presentations, e-mail and FPA website	Frequently and as needed	As scheduled and when requested or in preparation for a meeting.	Continue to build understanding of the utility of the system and how it will be implemented. Provide the training to fully implement the FPA system when directed.
Partners - Nonfederal wildland fire management agencies Such as: Tribes, NASF Nat'l Assoc. of Counties International Assoc. of Fire Chiefs, etc.	Quarterly reports, newsletters, FPA list service and website, TechNews, face-to-face meetings, phone calls and e-mails.	USDA Forest Service and DOI Business Leads FPA team and Project Manager.	Hardcopy letters and briefing materials, and website-based materials	Scheduled as needed	To be determined	Continue to build understanding of the utility of the system and how it will be implemented, used for budget development.