Draft Critical Path Items for SNAMP Grant Acquisition Team
7/31/06
Summarized by Susan Clark, ESICE

A. Infrastructure definitions:
  a. Define existing Boundaries
     i. What legal boundaries exist for the participating agencies regarding fundraising
        1. *It was mentioned that fed's regulations prohibit "fundraising" directly but can support grant acquisition.*
        2. *We will create summary of USFS restrictions on fundraising*
        3. *We will write up potential to use ESICE as the fundraising team to bring in money to ESICE for UC/USFS grants. This will need to be refined and approved by both MOUP and UC.*
        4. *Need to check on whether MOU roles and responsibilities need to be updated from the original implementation phase (ESICE will pull out existing language for the next meeting)*
        5. *We will clarify basic rules for how printed materials, etc need to be handled within the USFS*
     ii. What legal boundaries exist for the UC
        1. *We will work with the PPT to determine if, and how, they might split research dollars from implementation dollars*
        2. *We will work on UC limitations on research funding vs. implementation funding*
  b. Brainstorm and define constraints to fundraising (social, political, and economic)
     i. *There is a concern that some donors have a strong feeling about the forest service management and national policies. When they contribute they need to be clear that this is not an opportunity to drive changes in management or national policy in one direction or another.*
     ii. *Rather this project is about understanding adaptive management and the creation of an open and transparent process. While the results of the research process and adaptive management can be a springboard for change, the direction of these changes cannot be mandated.*
  c. Use information to develop guiding principles
     i. What is the overall philosophy of the fundraising?
        1. *Project philosophy: opportunity to help USFS engage the public and other in government during the 1) initial laying out of projects, 2) evaluation effects, and 3) adjusting treatments.*

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        2. *Since this is already happening in isolated districts, one goal of the project will be to institutionalize this process across the agency and to other organizations.*
        3. *The project is also a rigorous way of following what is working and what is not from the perspective of all participants.*
        4. *Grant acquisition philosophy: open and transparent process, only accept grants from ethical entities and organizations, forest service goal is to develop funding for this project by coming together will all the partners to develop mutually beneficial outcomes.*
        5. *Must be mindful of public perception of the funding sources. Must provide equal opportunity for all groups to fund this project.*
    ii. What is the process we will use?
        1. *open and transparent, inform UCST of all decisions via sharing of meeting notes and results then post on the web for all other stakeholders.*

  d. Overall Management
    i. decision making
        1. *Continue the consensus decision making of the MOUP and the UCST*
    ii. involvement of UCST
        1. *UCST is always welcome to join whenever they feel it is appropriate. Notes from all meetings will be provided to them.*
    iii. Logistics
        1. *We will draft letter of support for all the MOUP and UC to sign. It will detail why Univ role is so important, why there is a need for broad based funding, and why funding needs to go beyond gov't support.*
        2. *MOUP reps agreed to represent the project to potential grant agencies.*
    iv. Evaluation
        1. *Fundraising activities will be summarized by quantifying activities (numbers contacted in what fields) and posting results on the website.*
    v. costs of grant acquistion
        1. *It will be important that in kind support for grant acquisition be documented.*

B. Marketing Development:
  a. Roles and responsibilities: *These questions will be answered in a FAQ and posted on the web*
    i. Research on critical elements based on foundation and corporate perspectives:
        1. What are the outcomes and benefits?

2. Who will drive this project to success?
3. How will it be kept on task?
4. What will need to happen to make this project work?
5. What is the timeline for success?
6. Where specifically will it take place?
7. What is the scale of impact?
8. Mike will draft initial responses to these questions and add them to the existing summary document

    ii. Translation of content into PR materials

1. *The PR material will include key messages, talking points, and leave behind materials, all with standardized language.*

    iii. Approval of materials

1. *All materials will be approved by MOUP and UCST following a similar procedure to the workplan development.*

    iv. Production of materials

1. *We are checking on the details, but most should be done in house.*
2. *We are checking on funding sources for this PR development.*

  b. Deliverables and timeline

1. *We will have summary doc based on 7 questions drafted, reviewed, and approved by UCST and MOUP by third week in August*
2. *By the end of Sept, we will translate this info, have it reviewed and approved, and produce final products.*
3. *We will have top 5-10 contacts for Aug 18th meeting*

C. Foundation/Corporate development: *These details will be addressed in the 8/18 phone conference.*

  a. Roles and Responsibilities

    i. Research
    ii. Developing contacts
    iii. Relationship building
    iv. Follow up funding development
    v. Reporting

  b. deliverables and timelines

D. The group then discussed a one sentence summary of the project. *This will be drafted by the 8/18 meeting. Ideas includes:*

  a. *The project aspires to a whole new level of collaboration*
  b. *What if we all got together? What would the forest look like?*
  c. *Build on efforts to take management time to look at the full range of possibility of ecosystem services. For example, particular vegetation activities are based on a decision. What other effects will it have on*
    i. *Wildlife*

ii.   *Water*
        v.   *Storage of Carbon*
        vi.   *Wildfire*
        vii.   *Particulate matter in the air and asthma?*
    e.   *There are 3 dimensions to adaptive management that are key*
        i.   *Integrated research allows for a better understanding of the treatments*
        ii.   *Increased public participation in the process*
        iii.   *Interagency cooperation and effectiveness*