AMADOR CALAVERAS CONSENSUS GROUP (ACCG)

**Communication & Engagement Plan**

*Update: March 2024*

Developed by the Consensus Building Institute, Revised by the ACCG Admin Work Group

# Purpose and Overview

This Communication and Engagement (C&E) Plan (henceforth, Plan) provides information to guide the communication, outreach and engagement, and education activities of the Amador-Calaveras Consensus Group (ACCG). It identifies goals, principles, audiences, basic messages, communication objectives and strategies, education objectives and strategies, and annual evaluation and prioritization. This plan is meant to serve as a living document that will be updated, as warranted.

The Plan was first adopted by the ACCG in 2021, Communication & Engagement Plan (2021), to serve as a guide to meet the communication and outreach goals identified to assist in increasing pace and scale of land management projects that align with the ACCG’s triple bottom line for environment, community, and economy (see Section III). This overarching goal of increasing pace and scale of projects, is still a a top priority for the ACCG as outlined in ACCG’s current 5-Year Strategic Plan (2023-2028) and ACCG’s Annual Priorities. However, the ACCG’s current capacity to perform the action’s outlined in the original Plan has changed. Therefore, this revised version of the Plan, developed by the ACCG Admin Work Group, is meant to reflect the current capacity of the ACCG and outline attainable communication and outreach-related goals for the ACCG to accomplish in a 5-year span (2024-2028). This plan is meant to be reviewed and updated, accordingly, in 2028 following the 5-Year Strategic Plan update.

Unless otherwise noted, “ACCG” refers to all members, supporting staff (e.g., the ACCG Administrator/Coordinator), and work groups involved in the process, meaning everyone has a role to play in implementing a given element or strategy. Certain elements and strategies will require further specification and development.

# Goals

The goals of this plan support the goals and objectives outlined in the ACCG [Strategic Plan (2023-2028)](https://acconsensus.org/wp-content/uploads/2018/10/STRAT-PLAN-Update-10-21-2018-JMM.pdf) and [Engagement Strategy (2019)](https://acconsensus.org/wp-content/uploads/2020/02/ACCG-Collaborative-Engagement-Strategy.pdf) and the principles and policies described in the ACCG [Memorandum of Agreement (2020 update)](https://acconsensus.org/memorandum-of-agreement-moa/). Communication, outreach and engagement, and education goals include the following:

1. **ACCG Participation**. Maintain, and also increase, broaden, and renew participation in the ACCG at all levels and thereby expand its capacity.
2. **Public/Private Projects**. Support public- and private-lands projects.
3. **Local Partner**. Function as an active and welcome partner in local watershed management projects.
4. **Capacity Support to Partners**. Provide expertise, resources, and consensus from critical partners.
5. **Zones of Agreement**. Continue to follow the “Zones of Agreement” through the project development process to increase understanding of the many perspectives represented by the group, help guide project development to support meaningful and efficient ACCG engagement, and to use as a basis for ACCG project support and the advancement of partnerships.
6. **Consistent External Messaging**. Develop consistent public messages about the ACCG’s purpose and processes across the ACCG membership that builds awareness and support for the work of the collaborative.

[Section X. Implementation](#_Implementation) describes potential strategies and methods for meeting these goals.

# Appendix D: 2024-2028 Implementation

This section is intended to help identify and map out specific strategies that the ACCG members and work groups will consider pursuing through 2028. This does not commit a member or work groups to specific tasks or preclude them from pursuing other strategies aligned with the ACCG goals. Implementation of these strategies will be conducted in alignment with the [ACCG MOA](https://acconsensus.org/memorandum-of-agreement-moa/), [Strategic Plan (2023-2028)](https://acconsensus.org/wp-content/uploads/2018/10/STRAT-PLAN-Update-10-21-2018-JMM.pdf), and the [Principles and Policies to Guide Operations](https://acconsensus.org/accg-principles-and-policies-to-guide-operations/).

**Specific activities that support implementation of the C&E Plan:**

## ACCG Members

As individuals:

* Engage and encourage others to participate in the ACCG.
* Conduct briefings to specific audiences
* Oversee and support outreach to major stakeholder groups who have not been actively involved, particularly Tribes.

As a group:

* Articulate approach and communicate progress on efforts to increase pace and scale.
* Invite guest speakers to increase understanding of issues important to the ACCG; document information from guest presentations.
* Invite other guests (experts, other collaboratives, community leaders, etc.) to particular meetings that may be of interest to those audiences.
* Include work group updates as standard agenda items for monthly General Meetings.

## ACCG Administrator/Coordinator

* Serves as the primary point of contact for inquiries, announcements, updates, etc. related to the ACCG (e.g., point person for project proponents seeking to engage the ACCG for support on project development, or for media requests seeking more information and the point-of-contacts for a particular project).
* Distributes information and announcements to the ACCG mailing list and via website.
* Supports productive communication and networking among ACCG members and external parties through email listserv and website.
* Coordinates development and submission of ACCG communications, such as press releases and Letters of Support to inside and outside organizations.

## Work Groups

### Administrative Work Group

* Help track and support implementation of the Engagement Strategy and Strategic Plan
* Include work group updates as standard agenda items for monthly meetings.
* Develop and propose process for tracking and documentation for reporting annual progress and accomplishments
* Work with the ACCG Administrator/Coordinator and other interested parties as appropriate to oversee development of captivating and engaging materials (existing members and potential new members may have media and communication professionals).

### Planning Work Group

* Continue implementing the project development process.
* Support documentation of key takeaways from information-sharing presentations (e.g., General Meeting guest speaker presentations) and field trips.
* Host field trips

### Monitoring Work Group

* Host science symposiums and field trips as needed/requested
* Provide volunteer opportunities through field monitoring work days