



MEMORANDUM

To: MCWD Board of Managers

From: James Wisker

Date: September 23, 2019

Re: **Item 4.1 – Strategic Communications Plan – Research Briefing**

Purpose:

At the September 26, 2019 Planning and Policy Committee (PPC) meeting, staff and District consultants will provide a briefing on the first phase research that is currently underway.

Background:

The MCWD’s Education and Communication Program is in the process of a significant realignment effort, to identify a new suite of program strategies and operational models that will support the strategic direction and priorities of the organization.

This realignment is being supported in part by the completion of a Strategic Communications and Engagement Planning effort, which involves:

1. Researching MCWD’s audiences
2. Drawing critical insights from the research
3. Developing a strategic plan for the future of MCWD outreach

As part of step one, researching MCWD’s audiences, the District has worked with its communications and its website consultants to gather data in the following ways:

- Audience interviews
- Focus groups
- Online survey

At the September 26, 2019 PPC, staff and MCWD’s communications consultants will provide a briefing on the results of this research, thus far.

Next Steps:

Following discussion by the PPC on September 26, District staff and the consulting team will finalize the research work and begin moving into the insight phase of work, turning the data into information that will be used to guide the future planning for MCWD’s outreach programming.

We collaborate with public and private partners to protect and improve land and water for current and future generations.

If there are questions in advance of the meeting, please contact James Wisker at 952-641-4509 or Jwisker@minnehahacreek.org

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