Communications & Extension Program

Providing Value Beyond our Boundaries

Foothills Research Institute Annual General Meeting
June 17th, 2009 - Edmonton, Alberta

Sean P. Kinney
Communications & Extension Program Lead
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www.foothillsresearchinstitute.ca
Who We Are:

• Sean Kinney
  – Communications & Extension Program Lead

• Joan Simonton
  – Communications & Extension Coordinator

• Fran Hanington
  – Communications & Extension Assistant
Defining Value
What is FRI doing for our Partners?

• Creating a safe place to conduct research and test new ideas.

• Maintaining our reputation as the trusted and honest broker.
  – as we are non-advocacy and have no management mandate.

• Providing **VALUE**
  – Value through a diverse and dynamic partnership (*our network*)
  – Value through research (*knowledge AND tools*)
  – Value through communications and extension (*fostering the application of the knowledge and tools... “research growing into practice”*)
What We Do:

• Brand Awareness
• Website, Website Channels, & SharePoint administration
• Footnotes, eNotes, Quicknotes, Integration Notes
• Annual Reporting & Work Plan Process Development
• Workshops, Short Courses, Tours, Open Houses, Presentations
• Extension, Outreach, and Environmental Education
• Earned and Reactive Media Relations
• Multimedia Development
• Program Support including Communications & Extension Planning
Objective Drivers:

• C&E Goal 1: Partnership
  – Raise awareness of, support for and engagement in the Foothills Research Institute by natural resource agencies, practitioners, policy makers and municipal leaders.

• C&E Goal 2: Knowledge Transfer
  – In collaboration with program leads, facilitate the adoption of Foothills Research Institute science-based knowledge, tools and technology in sustainable forest management practice through strategic and structured communications and extension activities.
Objective Drivers (2):

• C&E Goal 3: **Informing Policy**
  - Facilitate the interpretation and use of Foothills Research Institute science to develop improved sustainable forest management policy through strategic and structured communications and extension activities.

• C&E Goal 4 & 5: **Communications & Outreach**
  - Contribute to the general public’s understanding and support for sustainable forest management research, policy and practices.
  - Develop and implement a strategy to communicate information and knowledge at the local, regional and provincial levels.
2008-09 Partnership Objectives

• Two Footnotes newsletters produced and distributed
• Coordinated FRI’s participation at meetings, events, etc.
• Partner Survey was carried over until 2009/2010
• Annual Report produced and distributed
• Delivered tours to groups who will use FRI knowledge & tools
  – IMFN Global Forum, DFAIT Journalist Tour, Russian Forester Tour
• Website sign-off, marketing plan, and statistics reporting was carried over until 2009/2010 due to enhancements needed with the soft-launched website.
Sustainability reports posted
Neutral findings aid land managers

Updated results of ecological monitoring are starting to appear on the
www.foothillsresearchinstitute.ca website.

Debbie Mucha, Local Level Indicators activity team coordinator with the
research institute, says the reports indicate a very detailed level of monitoring
gained in telling the world how the forest region is doing relative to six criteria
of sustainability established by the Canadian Council of Forest Ministers.

“Our team gathers and analyzes data that measure indicators of
sustainability,” Mucha says. “It’s a huge task, but we have now posted
reports on six indicators, and plan to release more by the time we are
finished this summer.”

Indicators such as grizzly bear population numbers, or forest conversion rates,
are posted without editorial comment. Mucha says the aim is simply to provide
factual information that can then be used by government, industry and communities
to make land management decisions.

“Our hope is that our partners will use these indicators and relate them
back to their own management plans, or other policies and programs. It's all
about sustainable land management, and I have to say it's been terrific to see
so many partners come together to make resources to such an important,
but very time-consuming, project.”

The six reports currently available address forest conversion, adherence
to soil conservation guidelines, timber harvest vs. annual allowable cut,
stock carrying capacity, occurrence and severity of wildfire, and decision-
making processes.

The reports may be viewed on the
www.foothillsresearchinstitute.ca.

For more information contact Debbie
Mucha at debbie.mucha@gov.ab.ca.

Old-timer’s yarn is a great read

Mountain Trails, the third book in a series about the history of the
forests and communities of west central Alberta, has been published
by Foothills Research Institute and Alberta Sustainable Resource
Development.

Bob Udell led the research institute's
project team. He says the book will
be enjoyed by anyone with an interest
in history and the people working in
forestry in the 1920-1940 era.

“This book contains the memories
of Jack Glenn, one of the early
rangers, and it’s full of great
anecdotes and photos about
people who lived a unique way
of life, and about the challenges
of a ranger on patrol across a largely
untracked wilderness,” says Udell.

Order your copy of this attractive
and readable book online at
www.foothillsresearchinstitute.ca
(click on “Shop.”)
IMFN Global Forum
Approx 165 delegates from 35 Countries

DFAIT Journalist Tour
2008-09 Knowledge Transfer Objectives

• Program Communications & Extension Planning
  – Template and resource was created last fall.
  – Being revised and implemented this year as a part of the new work planning process led by the C&E Program
  – Identifying opportunities to integrate future research activities.
    • Assistance in evaluating workshops, short courses, etc… will provide insights into what your targeted audiences need/seek in future. (joint workshops?)

• Provide support to workshops and short courses that transfer FRI knowledge to partners and potential users. (ND Short Course)

• Deliver training to Program Leads and FRI staff on the basics of Knowledge Transfer > carried over to 2009/2010
  – Workshop held in may and dealt with broad C&E trends
2008-09 Informing Policy Objectives

• No listed objectives for 2008/2009
• As a non-advocacy organization, objective participation in the research/policy interface poses challenges
• 2009/2010 will see efforts to be more involved at this level and do so in a way that maintains our current profile.
2008-09 Communications, Outreach, and Environmental Education Objectives:

• Continued partnership with Palisades Stewardship Education Centre and Grande Yellowhead School Division to develop curriculum and deliver programs to GYRD students.
  – Developed and presented a class lecture and assignment on FRI Grizzly Bear Program and sampling methods.
  – Strong linkage to curriculum, course modules and technology
  – Delivered AIP GPS activity for a Aboriginal Youth Camp and the Alberta Teachers Global Environmental Outdoor Education Council.
2008-09 Communications, Outreach, and Environmental Education Objectives (2):

- Discovery Box development with Provincial Museum was carried over to 2009/2010 due to production logistics.

- Theatrical Interpretive Program “Within Growling Distance” had a successful season being delivered (approx 10 times) by interpreters in Jasper National Park.
  - also delivered to the Hinton and Edmonton Junior forest Wardens.
C&E Coordinator Position

• Joan Simonton has joined FRI in a permanent part-time capacity working 4 days per week.
• C&E will providing added support to programs particularly with their extension activities.
  – Shift in focus from 70% Environmental Education to Research Extension
  – **Evaluation 15%** – need to evaluate if we are informing policy and impacting resource management.
  – The goal is to provide support to our programs in the identification of extension priorities and to establish effective/improve existing knowledge transfer mechanisms
What’s Ahead (from last year):

• Expanding our sphere of influence
• Developing audience-specific messages
• Developing information and knowledge delivery mechanisms
• **Enhancing Internet-based information**
• Enhancing research program value by assisting Program leads with their communication and extension plans
Items Under Review

- Media Relations Policy (including inquiries, requests, and releases)
- Communications & Extension 5 Year Strategy
- Publishing Policy
- FRI Work Planning Process
- Communications & Extension Planning Process and Templates
- Partner request for Extension support
- Knowledge Management (KM) implications for Communications & Extension at the Foothills Research Institute.
Knowledge Management:
Implications for Communications & Extension
KM for FRI:

• FRI acquires, produces and disseminates knowledge

• “Knowledge Management is the process through which we generate value for our partners from our intellectual and knowledge-based assets.”

• Generating value from such assets involves sharing processes and tacit knowledge to devise best practices!
Two levels of knowledge:

- **Explicit knowledge**
  - Formal or codified
  - Documents: reports, policy manuals, papers, standard procedures & protocols
  - Databases
  - Journals (library)

- **Tacit knowledge**
  - Informal and uncodified
  - Values, perspectives & culture
  - Knowledge in heads
  - Memories of staff
  - Ways of working (process)

Documented information that can facilitate action. Know-how & learning embedded within the minds people.
Times are changing:

• “Processing data can be performed by machine, but only the human mind can process knowledge or even information.”


After 25 years is this still true?

“The basic economic source is no longer capital, nor natural resources, nor labor. It is and will be knowledge.” Peter Drucker, 1964
Need for Knowledge Management:

- Increasingly global and geographically dispersed operations.
  - FRI is a perfect example.
- Staff had limited methods of sharing new solutions.
- Improved methods of staff mentorship and coaching.
- Volume of information has increased.
- Pace of organizational change has increased.
Questions We Are Exploring:

• Who has knowledge? Where do they keep it?
• Who else needs it?
• How can we persuade them to share it?
• How is it communicated?
• How is it kept up to date?
• Where is it stored? How to access?
• Which knowledge is relevant?
“But why should I care?”

• You should care because the goal is to create new **VALUE**!
  – Moving beyond sustainability for FRI... it is about **GROWTH**
  – Growth gained through efficiency and effectiveness
  – Foster innovation by encouraging the free flow of ideas
  – Employee retention and succession planning (capacity building)
    • organizational history available
    • old minds to new minds
  – Reduce costs!
  – Knowledge is the one true competitive advantage.
Future:

• Communities of practice (for common problems & solutions)
• GLOBAL distribution of knowledge
• Employee education on knowledge creation, sharing, and use
• Value networks of complex, interdependent, dynamic relationships
• Infinite and unbound

New generational Cohorts

• “...they will bring high-technology adoption, creativity, social connectivity, fun, and diversity to the companies they work for...”

Don Tapscott – Wikinomics
Tools:

- Academic journals
- Bibliographic databases
  - MPB demo
- Best practice guidelines
- Collaboration tools
- Communities of practice
- Electronic products – websites
- Email
- Information Professionals

- Professional conferences
- RSS Feeds
- Specialized personnel or knowledge intermediaries
- Systematic reviews
- Web-casts
- Computer Models
- Shadowing
- Workshops
Social Computing
Demonstration of Our New Tools
Social Computing: ("Web 2.0")

- Based on creating or recreating social conventions, behaviours, and contexts through the use of software and technology.

- Therefore, blogs, email, instant messaging, social network services, wikis, social bookmarking and other instances of what is often called social software illustrate ideas from social computing.

- Foothills Research Institute spurred the Canadian Model Forest Networks development of “Web 2.0” tools such as email bulletins, RSS, etc.
Social Computing (2):

Social Networks
- LinkedIn
- Facebook
- Orkut
- Friendster

User Review Portals
- TripAdvisor
- Reviewcentre
- CNET

Wikis / Collaboration
- Socialtext
- Basecamp

RSS
- Bloglines
- FeedBurner
- Pluck

Blogs
- Weblogs.com
- MSN
- Blogger

Search
- Yahoo!
- Bing
- Technorati
- Google

Open Source
- Apache Software Foundation
- OpenOffice.org
- Linux
- MySQL

Comparison Shopping
- PriceGrabber.com
- Shopzilla
- Froogle

Podcasts
- Juice
- Odeo

eCommerce
- eBay
- Craigslist
- uBid

File Sharing
- Dropbox
- Box.net

Tagging
- Digg
- Del.icio.us
Social Computing (3):

- Although there is a wide variety of tools available, the tools selected for FRI integrate seamlessly. This was done to prevent dilution of our brand.
  - e.g.) Youtube, Issuu, and RSS all feed into Facebook.

- Will Tom be “Twittering” sometime soon?
  - “Twitter” is a social message utility...
A Primer on RSS Feeds:

• RSS = “Real Simple Syndication”
• Instead of having to go to multiple locations on the web to find content/news update they come directly to you!
• You need a reader to view the information… many third party readers like “Google reader” but your web browser also can act as a reader 😊
• Our social computing sites all generate feeds (and some can display them)…
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Foothills Research Institute (FRI)

FoothillsResearch
Joined December 01, 2008
Last Sign In: 1 month ago
Videos Watched: 38
Subscribers: 2
Channel Views: 317

VISION:
Foothills Research Institute is a leader in developing innovative science and knowledge for integrated resource management on the forest landscape through diverse and actively engaged partnerships.

MISSION:
Foothills Research Institute is a unique community of partners tied to the land and its people through a common concern for the welfare of the land and its resources.

The Foothills Research Institute core study area is located in west-central Alberta, and is based in the resource community of Hinton, some three hours west of Edmonton. The area covers about 2.75 million hectare (27,500 square kilometres), and includes Jasper National Park of Canada, the Willmore Wilderness Park, W.A. Switzer Provincial Park, Whitehorse Wildland Park and the Forest Management Area of Hinton Wood Products, a division of West Fraser Mills Ltd. It also includes some provincial "crown forest management units"
Foothills Research Institute
Canada, Hinton

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Website: www.foothillsresearchinstitute.ca
Issuu: issuu.com/foothillsresearchinstitute

FOOTHILLSRESEARCHINSTITUTE'S SHELF

STATISTICS
Profile views: 42
Documents: 250+
Document views: 3563
Comments made: 0
Comments received: 0
Bookmarks made: 0
Bookmarks received: 8
Subscriptions: 0
Subscribers: 0
Member since: 3 Dec 2008

RECENT VISITORS
By the Numbers

This is an example of the kinds of metrics you'll receive once you've installed the AddThis button on your site — including how many times your button has been used and which destinations are the most popular.

To start gathering data, just grab your button code and install it on the pages you'd like to share.

Questions? Need Help?

Check out our help pages, or visit the forum to ask a question or get technical assistance.
Unsent Mailouts

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Create a New Mailout

Account Status
- Credits per Month: 30,000
- Credits Remaining: 20,274
- Renew: 7/31/2009

Tip of The Day
Avoid spam filters: ensure that you are sending to an opted-in list. Avoid using "spammy" words or writing in all caps. Don't send an email that contains only images.
SharePoint & Work Planning
Our Collaboration Solution
Initial Work Plan Requirements:

- The solution we are developing needs to:
  - Include a standard detailed and summary budgeting template to be used by all programs to ensure consistent budget formats and variance reporting
  - Work for all programs
  - Take into account Communications & Extension plans.
  - Be easy to proof, review, and edit (by Programs, A-Teams, and PIT)
    - Multiple contributors who can access and build it remotely
    - Forums for discussion and idea development
  - Is CONDENSED
  - Can easily be compiled (not into a compendium) but into a yearly business plan that clearly relates to our overarching strategy.
This web site is designed to help the Foothills Research Institute connect with colleagues, share information, manage projects, and collaborate on documents. For information on getting started, view document below or visit the Help library.
Highlights for 2009/2010
A FEW Highlights for 2009-10:

• Development of a Capability Statement that will demonstrate not only our capabilities but proven value (attract new partners, secure funding, etc.)
• Inventory of established partner communicators and communication channels
  — Will allow us to better target specific audiences and increase awareness of FRI
• Partner Profiles: demonstrating value.
• eNotes revival: sent out monthly (approx 1700 subscribers)
• “FRI-days” brown bag lunch series
• Pod-casts, Web-casts, Webinars
• Interactive screen capture tutorials (showcase decision support tools)
• Efforts to objectively participate ion the policy process
• Branded “Speakers” series
• Public core study area tour
1st Annual Open House:

• Over 130 students in attendance and approximately 60 to 100 members of the public
• 2 FRI Speaker sessions.
• Students completed program for a chance to win a helicopter ride with Peregrine Helicopters and a researcher with the Grizzly Bear Program.
• Programs, Associations, and Partners Represented.
• Displays from Hinton Training Centre and Hinton Historical Tracks & Trails Society.
• Would like to move towards a multi-day event.
A Fun Way To End The Day
JOB COUNSELING
WE'LL NEED TO DISGUISE THE FACT THAT YOU'RE A MORON.

IRONICALLY, THE BEST WAY IS TO BECOME AN EXPERT IN SOMETHING CALLED "KNOWLEDGE MANAGEMENT."

WE MUST DEVELOP KNOWLEDGE OPTIMIZATION INITIATIVES TO LEVERAGE OUR KEY LEARNINGS.
Basic Education  
Higher Education  
Research
Interactive communication consists of short spurts of dialog . . . .
A Partnership That Produces Results!
Thank you... any last questions?