

NWCG Wildland Fire Education Working Team Meeting
Executive Summary
January 15 & 16, 2002
New Orleans, LA

Attending: Angie Braun, FWS; Maureen Brooks, MD DNRFS; Roberta D'Amico, NPS; Rick Gibson, OR DOF; Vi Hillman, BLM; Lou Southard, FS; Facilitator - Wilma Strohmeier, InterWest Mgmt. Associates; Notetaker - Liz Roberts, NPS

Guests: Dave Merrifield, Jeannette Hartog

Absent: Willie Begay, BIA (conflict in Boise); Ed Kirtley (work conflict)

Thank you to Jeannette and Dave for coming to do presentation. We have a new member, Bernie Anderson, the State Fire Chief from Kentucky, who should be with us at the next meeting. Liz fills a new position as notetaker for the team. Notes will go to team members and the NWCG. Team members have the responsibility of getting them out to their agencies' field employees. Wildland Fire Education Working Team (WFEWT) meeting notes will also be posted on the NWCG website.

Wilma Strohmeier is here as facilitator to help with the strategic plan development. We will use a process for developing strategic plans than can be done in stages over the next few meetings.

Agenda - Wilma

- ❑ Welcome & introductions
 - ❑ Meeting objectives
 - ❑ Status of projects
 - ❑ Debrief & celebrate successes
 - ❑ Strategic planning, phase 1
 - ❑ Presentation on Fire Prevention & Education Teams to NWCG
 - ❑ Other business
 - ❑ Strategic planning, phase 2
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- Team members introduced themselves and stated their expectations for the meeting. Ground rules were discussed and established for this and every meeting.
- The objectives of this meeting:
- Review progress/celebrate successes.
 - Begin strategic management (develop a plan to manage strategically).
 - Have a clear vision of desired future
 - identify purpose
 - mission
 - scope
 - begin to build a high performance team.

Status of Projects

"Wildland Fire in the U.S." Brochure – Maureen Brooks

Final artwork from the artist was reviewed individually. Any comments (no major changes allowed at this time) were provided to R. D'Amico who will relay them to Don Smurthwaite at NIFC. The brochure will be printed and distributed through the Center of Excellence in Grand Rapids; they will also hold the responsibility for any reprinting needs. Once produced, agencies will be able to order brochures in minimum order quantities (100). Each agency will receive one package to start. The agency will then be responsible for introducing the brochure.

The team is waiting for the contractual agreement with the Center for Excellence for distribution of this and other team products. Lou Southard is working on the contractual issue on behalf of the team. Lou will also follow up with the COE to get the MOU to review.

Two issues surfaced during the discussion on the production of the brochure - lack of contracting assistance/information on procedures, and funding processes.

Tory Majors will be coming to May meeting to explain funding issues. Other agencies' budget administrators from NIFC will be invited as well.

Current costs for the brochure are unknown because original estimates will have changed. BLM paid for initial designs and will get reimbursed from FS. \$125,000 was approved this year for the National Fire messaging project, of which this is one.

*Action Item: Funding for initial printing was authorized but we need to clarify exactly where it is coming from (what agency holds the funding and what is the budget code?)-
Maureen Brooks*

There is no contracting officer directed to help teams to get contracting completed. There needs to be a contact (specific position) within each agency. Another option is to get a Contracting Officer assigned our projects as collateral duty.

Action Item: Approach NWCG to get contracting issues resolved. Ask for written directions for the team on getting contracts accomplished. Rick and Maureen will write up a draft paper to present to NWCG on our contracting needs by the end of this meeting.

Communicator's Guide- Maureen Brooks

A message was sent to Gary Mullins asking about the CDs that were supposed to come with Communication Guide but haven't materialized. The team needs to ensure that the Communicator's Guide comes with cover letter outlining instructions for use.

*Future Agenda Item: At the May meeting, determine which team members will be subject matter experts for each chapter of Communicator's Guide.

Electronic Bibliography – Roberta D'Amico

The electronic bibliography started out as an education bibliography, a small printed booklet that listed fire education products available. Then it turned into an electronic bibliography housed on the NWCG website, where needed products can be downloaded.

The bibliography is a series of links to the source materials, indexed several ways. This bibliography needs to be marketed, as many don't know about it internally.

The contract to update to this bibliography went out for bid before the end of the fiscal year. Sites need to be validated and subject areas expanded. The bids received ranged from \$2,500 to \$22,000. Because of this disparity, the contract will be re-advertised by summer 2002 with more specific criteria. The committee discussed the use of a Request for Proposal.

Risk Watch – Maureen Brooks

Risk Watch is a National Fire Protection Association product. Their focus is expanding to include a natural disaster section (hurricanes, tornadoes, floods, earthquakes, severe winter storms, and wildfires). Risk Watch is a K-8 program to teach kids about what to do in the event of these disasters. The first draft of the curriculum was distributed for comment.

Action Item: Read and fax/email comments to Maureen by January 30th.

Lifetime Learning Proposal – Maureen Brooks

"Lifetime Learning" is part of the National Fire Messaging Project. Its goal is to get messages developed by this team out to the public. A current proposal is to have an "article" in Weekly Reader, targeted toward 4th graders. This would cost about \$85,000. The current roadblock is getting a contracting officer identified to negotiate production of the project. This team will need to supply a subject matter expert for contract. Turn around time will be four months after award of contract. Angie will take the lead in this project.

Training Courses – Maureen Brooks

The Training Working Team is in need of our input to the revision of courses which this team is responsible for. Information was distributed on the courses. The team discussed and agreed upon the following schedule.

	Review	Revise
▪ P-110 Inspecting Fire Prone Property	2002	2003
▪ P-101 Introduction to Wildland Fire Prevention	2002	2003
▪ P-301 Wildland Fire Prevention Planning		2005
RAMS cannot be included in this course because not all agencies have endorsed it.		
Additional courses considered:		
▪ S-203 Information Officer training		2003
▪ S-403 Information Officer training		2007*
Prevention Team information is not included in these courses and needs to be added the next time they come up for revision.		

* or when due for revision if sooner.

Fire Prevention & Education Teams - Dave Merrifield & Jeannette Hartog

The WFEWT was asked to develop a presentation outlining a five-year strategy for Fire Prevention and Education Teams. Fire prevention has changed drastically, and an emphasis now is to work with communities to make them safer and more fire resistant.

New programs have been started and technicians hired. The public is being educated through the media, brochures, etc.

The team previewed the presentation developed for the parent group. It included a history of Fire Prevention & Education teams, a strategy for managing the program over the next five years, and identified needs to continue functioning effectively. Itemized funding requests included:

- Full time coordinator - \$60,000
- A centralized methods for providing materials
 - Web site development & maint. - \$12,000
 - Task force to identify approved materials - \$3000
 - CD development/duplication/distribution - \$3000
- Training courses for leaders and members (instruction & facilities)
 - Leader - \$30,000
 - Member - \$30,000
- Communication tools to educate about the teams themselves - \$10,000.
 - Kits - \$100/each
 - 3 Computer support kits - 18,000 (+ \$2000-3000/year)

WFEWT members' comments were incorporated into an improved presentation.

A revised budget request was submitted to the NWCG for 2003 to include Fire Prevention & Education team needs.

Fire Prevention & Education (FPE) Teams project

Rick Gibson, with Vi's assistance, will be the liaison with Fire Prevention Teams.

Next Steps

What	Who	By when
Identify alternatives to obtain FTE for FPE coordination w/o new position, and make recommendation to team	Lou	Before May mtg.
Ensure taskbooks are reviewed and feedback received	Roberta	March 1
Identify desired/required training as it pertains to taskbooks, including course development for team leaders & members, finalize package for quals system.	Jeannette to Rick	
Communicate with training working team regarding course development. (Don Johnson & Marion Mathews).	Rick	Ongoing
Taskbook development completed and passed on (including electronic version) to Incident Operations Standards committee	Roberta	Before May mtg.
Report back at each NWCG meeting on status of FPE	Rick	ongoing
Refine task group plan & lead Conference call to confirm w/team	Rick	On Feb. 21 st
1300 MST		
Set up above conference call	Roberta	

Coordinate 2002 flow of funding for identified projects.	Rick w/Lou	
Attach 2003-2005 planning strategy to minutes.	Maureen	February 1.

Strategic Management Process – Wilma Strohmeier

What we plan needs to interface with the parent group's strategic plan and be housed within their plan. Our planning process requires we:

1. Organize and initiate an environmental scanning process - what's happening in the external environment that will affect us (forces for change; opportunities or threats).
2. Look at our internal situation, such as make-up of team and support from our organizations.
3. Develop vision, values, purpose, mission, strategies, objectives, goals, and action plans.
4. Implement and execute the plan.
5. Monitor the plan and adjust as needed. Show a return on the taxpayers money.
6. Do a mid-year evaluation of accomplishments of plan after established (monthly or quarterly at first). Do an annual review of plan for validity.

Strategic planning is an ongoing process to clarify who we are, values, goals, and interim objectives. What is most important now and who will do it? Strategies are the how - strategic initiatives. Objectives and goals fall within those initiatives. Strategic planning allows positioning and leveraging. It assesses future impact of current decisions, is characterized by creativity and consensus, and defines expected results and critical issues. Plan development should involve key staff, project managers, and select board members.

Critical issues will turn into opportunities or threats. The plan needs to be flexible enough to deal with emergencies and also grow as new ideas surface. It does not need to be expansive.

Action Item: Wilma will bring examples of simple strategic plans to our May meeting.

Wilma provided a suggested glossary of planning terms. Terms vary among agencies and all terms may not be needed for this team. "Strategic analysis" needs to be added. Team members need to go back and look at their own planning languages in order to bridge our strategic plan to other agencies.

OUR VISION: "All people understand and overwhelmingly support the role of fire in the ecosystem".

There is a significant gap between where we are now and this vision - we have immense challenges to get there.

Guiding Principles / Core Values

Values must be committed to and followed in order to maintain credibility. Values must be consistent. In brainstorming, the following core values were identified and combined to the following:

- Innovation/quality/proactive (how we work)

- Committed
- Respectful
- Credible (trustworthy, honest, fair, consistent, professional)
- Safety
- Teamwork (inclusive, unified)
- Inspirational

At our next session, we will define each of these and how we manifest them, as well as being able to give examples of what we mean.

Other Business

Those absent from this meeting will be briefed by Maureen about our "vision" work on Monday night, May 20 in Boise (just prior to the May meeting).

The October meeting will be held October 9-10 in Baltimore, MD. Travel will be the 7th & 11th. A field trip will be included with this meeting on October 8th. The purpose of the field trip is both a team-building opportunity and to keep in touch with local on-the-ground issues that relate to fire education.

Action Item: Maureen will decide the destination(s).

The team's website needs to be updated. Ted Tower is the webmaster if we get information to him.

Action Item: Roberta volunteers to get the information to Ted; Maureen will send data to Roberta.

May Agenda Item: Lou asks that we include some time for Ted Tower to educate us on web page processes and politics.

The minutes for this meeting will be distributed through Maureen to the team by February 1.

Action Item: Thank you's need to be written to Dave & Jeannette, with collective letters to others, and the FPE working group disbanded - Rick on behalf of team by 1/25. He will send copies to supervisors.

Action Item: Thank you's to Don & Rem for brochure.

Action Item: Advertise our accomplishments on NIFC web site/NWCG web page.

Next meeting is May 21-22, in Boise, Idaho Travel Monday and Thursday
West Coast Park Center Suites - 208-342-2763. Rooms are listed under "NWCG Fire Education"