

May 23, 2002
Wildland Fire Education Working Team
Meeting Minutes

Present: Lew Southard, Vi Hillman, Marion Matthews, Robin Hanlon, Bernie Andersen, Angie Braun, Maureen Brooks, Wilma Strohmeier

Objective setting session:

The team reviewed the concept paper, completed the prework and worked on the goals in small groups. It was decided that the objectives for the Fire prevention and education team goal were contained in the task group document. The team worked on objectives for the other four goals.

Goals are numbered

Objectives are lower case letters

Strategies are small roman numerals

1. The team has all the resources it needs to function in an efficient and effective manner.
 1. NWCG contracting support mechanism and process by May 2003
 - i. Develop a proposal for NWCG Dec. 2002
 2. Written guidelines for financial and operational management of projects are completed by May 2003.
 - i. Identify a resource and develop the guidelines
 3. Action plan will be updated and distributed on a quarterly basis.
 - i. Complete action plan with meeting notes
 - ii. Chair will review and distribute via email
2. The public is aware of the role of fire in ecosystems.
 1. Develop a national message focusing on the role of fire in ecosystems by 2003.
 - i. Contract with a marketing firm to inventory what messages all agencies/entities are distributing
 - ii. Marketing firm would determine the kinds of messages that are currently being disseminated by the various agencies/entities.
 - iii. WFEWT determines the correct message and builds consensus among various agencies/entities and relies on the marketing firm to determine target audiences and appropriate methods.
 2. Determine target audiences to direct message to by _____.
 - i. Hire a marketing firm
 3. Develop educational program from elementary to adult that compliments national message by 2004.
 4. We will develop and implement a program to educate the public regarding their personal responsibility of living and recreating in fire prone ecosystems by January 2004.
 - i. Research the personal responsibility issue to determine needed products by January 2004.

- ii. Develop a 'key' message on personal responsibility by January 2004.
3. The Fire Prevention and Education Teams are fully integrated in the fire organization.
4. Team products and services are timely, effective and used.
 1. Complete products in the pipeline by October 2002.
 - i. Bibliography
 - ii. Brochure
 - iii. Weekly reader
 2. Develop a maintenance program (schedule) by 2003.
 3. Identify products and services needed for the future by 2002.
 - i. Continuing: Feedback/evaluation
Marketing/Distribution

Critical Issues:

The team identified the following critical issues:

#1 A level 2 or above contracting officer will be appointed as a member of the team by January 2003.

- Notify team liaison of need for a Contracting Officer team member
- Develop a list of candidates for the recruitment process

Note: the team members discussed the goals and agreed that the goal 'public understands the personal responsibility of living and recreating in fire prone ecosystems' belongs as a subset of goal #2 'the public is aware of the role of fire in ecosystems.

Strategy session:

The team completed the reading and prework for the session on developing the strategies to meet the objectives. This information is listed in the above outline.

We concluded with a meeting review.