

National Wildfire Coordinating Group

Wildland Fire Education Working Team



NWCG Wildland Fire Education Working Team – January 22-25, 2007 Meeting Notes

Attending: Bernie Andersen, Maureen Brooks, Roberta D’Amico, Rick Gibson, Robin Hanford, Catherine Hibbard, John Owens, Pat McDowell, Mike Wallace (NWCG Liaison), Germaine White.

Absent: Rudy Williams

Guests: Alan Dozier, Bill Fletcher, Pam Leschak, Jim Smalley, Iris Velez

Monday, January 22, 2007

Topic	Notes (Indicate DECISION / ACTION items in notes.)
Welcome/Agenda Review	<ul style="list-style-type: none"> Maureen et al.
<ul style="list-style-type: none"> <i>Communicator’s Guide, Fire Management, Prevention, & Mitigation.</i> (Bernie/Maureen/Group) <p>Informational update, project status and follow-up actions needed addressed.</p>	<p>Communicator’s Guide - reviewed history of the guide. Focus of discussion was how to replace the old with the new document; whether to distribute electronically only or combine a hard copy version; and information needed to submit to Symbols.gov.</p> <ul style="list-style-type: none"> Action Item: Address the wrong title on the Index Page and on the CD label, Bernie will address this issue with FH. Bernie will investigate the possibility for adding the Symbols Cache website on the label. Completed 1/24/07. Action Item: Team agreed that this product will replace the existing document and working through Symbols will provide a “one-piece” document which will have hard copy pages of the chapters AND the CD included for reference to the Appendixes. Group will release two products, optimally release together but if not we will release independently. Due date: Product to be on the Symbols page by spring ’07. (Discuss on February phone call.) Action Item: Roberta and Germaine to work with Bernie and Maureen (workgroup) to develop a sample product of the hard copy version along with specific directions for Symbols, which needs FINAL sample product. Due date: Work group to provide to Iris by Friday, February 9, 2007. Action Item: Work group to provide the team an update on status of the final product on the next phone call. Action Item: Produce an announcement for the product along with directions about the product, team will use info sheet Robin produced as a starting point. Due date: Anticipated Spring pending product, Roberta and Bernie to review, share with team. Iris volunteered to draft a plan on how to promote replacement product. (Discuss on

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	<p>February phone call.)</p> <ul style="list-style-type: none"> • Action Item: Discussion ensued about distribution practices (from the team to the agencies) and the continual effort to improve distribution practices. Due date: discuss in future phone call. • Action Item: Bernie will send the final revised CD to Maureen ASAP. (No date set since time needed for FH production is unknown. Maureen will submit to the CD to the cache. Pending the availability of the hard copy, Maureen will also submit the hardcopy/CD combination “package” to the cache ASAP, pending receipt of information. (Discuss on February phone call.)
<ul style="list-style-type: none"> • National Fire Prevention and Education Teams (NFPET's - Rick) • Resource Ordering and Impacts on NFPET. Bill Fletcher, Emergency Operations Coordinator, National Interagency Coordination Center <p>Informational update, project status and follow-up actions needed addressed.</p>	<p>NFPET'S: Rick presented a brief history about the teams and their initial start-up to the goal of becoming institutionalized through the resource ordering, NWCG training and position task books, via the development of the NWCG WFEWT NFPET Strategic plan for the Prevention / Education Teams. Rick requested feedback about the team process in 2006 and organized and collated the comments. (Comments were previously sent via e-mail to team members organized as follows comments received related to: organization; mobilization/dispatch; general comments; and recommendations.</p> <p>Rick addressed some of the recommendations, noting the following:</p> <ul style="list-style-type: none"> • That the program still be facilitated on a regional basis, based on the FS regions/coordinator. • Coordinators need to take a more active role in facilitating the NFPET's. • There be a national coordinator to work with the regional contacts. (Work with Lew Southard.) • Expressed concern about the use of teams for activities that were not on the objective for the NFPET's. Example: Instead of accentuating an existing Prevention Program, teams are being called into develop a prevention program. • Each region have two teams with a schedule versus a national rotation schedule – which was not successful in 2006. Group discussed the '06 national rotation schedules and the success/failure with the teams.) • NICC's needs – seek to meet customer needs in an efficient manner. In 2006 there was

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	<p>dissatisfaction with the NFPET rotation. Potential solution: work with the GACC's.</p> <ul style="list-style-type: none"> • Discussed how to provide information in the Mobilization Guide (chapter 20) and in Chapter 60 – propose would not include the inventory of the teams, the rotation process or the schedule. Action Item: Rick to provide Bill content for '07 Mobilization Guide. Include “when to order” NFPET info. Completed 1/24/07. • Bill shared a sample Operating Plan for a Fire Use Management Team Plan from the Northern Rockies Geographic Area (2005). Action Item: Maureen/Rick to develop a template based on the FUMT plan and present to coordinators at March 07 meeting. (Discuss on February phone call.) • Need to have commitment from team members if they are listed on a team. The issue isn't about ROSS, it's about communication. (Discussed local availability only and tiers within ROSS.) • Action Item: NWCG WFEWT task group will follow up with Rick Gibson serving as the lead and working with Maureen Brooks, Lew Southard and NICC via Bill Fletcher. The task group will address: • Action Item for task group: Need to inform the GACC's to work with the Prevention Team Coordinator's. GACC'S will be advised by NICC. • Action Item for task group: Come up with a plan/model – per Bill – be short and concise – see examples within the mob guide. (Rick/Maureen assigned task, pre March meeting.) • Action Item: Maureen is coordinating the meeting in Washington DC in early March. Information needs to be provided to this group; Rick Gibson asked to attend since he is the lead for the NFPET Task Group with the WFEWT. Maureen will provide information to the coordinator's at the March meeting. • Action Item: Maureen will distribute to the team the list of names of people who are PETL's and PETM's, By February 9, 2007. (Discuss on February phone call.)
<p>Mike Wallace, NWCG Team Liaison Informational update, project status and follow-up actions needed addressed.</p>	<ul style="list-style-type: none"> • Discussed the team's training responsibilities and interaction with the TWT. • Discussed team's commitment to produce Fire Management Today with education as a theme. (Spring 2008.) Catherine has the lead for the team. • QFFR and organizational interface – Mike noted that the information in QFFR hasn't been in the strategic planning process. Discussed appropriateness of addressing QFFR as the

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	<p>team moves forward to re-align the team’s strategic plan.</p> <ul style="list-style-type: none"> • NWCG organizational changes were presented. Focus on maximizing effort between the “old” NWCG and incorporating the activities of NFAEB in one “new” NWCG parent group. Currently, NWCG addresses qualifications and standards and NFAEB addresses policy and guidance. Noted the Draft NWCG Strategic Plan and its status of combining the two oversight groups. • Communications Plan – scope for the Communications Plan will address the combined NWCG / NFAEB. (Team assignment pending.) • NWCG will revisit 2001 Federal Fire Policy and Implementation Plan (AMR). The policy addresses what we need to do, but the Implementation Plan has posed some challenges. • The 2003 Implementation Plan, AMR is noted as a “decision” point. The policy addresses AMR as the best response to wildland fire activities depending on the situation. (Versus a “decision point.”) • What is the end result for the Communications Plan on how to incorporate AMR. What is the vision for the plan? Action Item: WFEWT is to provide feedback to the parent group (via Mike) as to where the team fits (or not) and provide options/ideas on how and/or who will complete the communication plan. Due date: Roberta to discuss with Mike Wallace, NIFC EA group, and others. (Discuss on February phone call.) • Communications Plan – to communicate what the new NWCG “is” to internal and external audiences. The Communications Plan would follow the Strategic Plan for NWCG. Where all the entities fit within NWCG. NOTE: Key milestone of 100th NWCG meeting in October, which may serve as an opportunity to announce the revised organization. • Expectations for outcome – for individuals know about and abide by standards and qualifications and for individuals to know about the authority. Also for agency leadership to know where these authorities fit. • Action Item: Request availability of NWCG “briefing” piece discuss at parent group. Maureen to follow-up by February 9.
<p>Robin Hanford / Mike Wallace Information sharing.</p>	<ul style="list-style-type: none"> • Discussed: <i>A Collaborative Approach for Reducing Wildland Fire Risks to Communities and the Environment</i>, the Ten Year Strategy Implementation Plan. Public Education Campaign Robin Hanford discussed the Public Education Campaign, specifically: Goal 3,

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	<p>Task 2 which states: Further develop and implement a public education campaign such as the National Wildfire Coordination Group (NWCG) Wildland Fire: A Natural Process to complement Smokey Bear’s message of fire safety. The campaign will emphasize fire’s role in ecosystems and the benefits of fire management to ecosystems and public health and safety. (Page 15 of the document.)</p> <ul style="list-style-type: none"> • Robin distributed the plan (noted above) the press release, a draft matrix of the Public Fire Education Campaign – Assessment of Agency and Stakeholder Interest and Commitment, and a TNC Briefing for WFEWT regarding WGA Plan Review and Goal 3, Task 2. (The press release is on the WGA site http://www.westgov.org/wga/press/tyip12-6-06.htm and links to the letter introducing the <i>new</i> Implementation plan http://www.westgov.org/wga/publicat/tyip-letter-sig.pdf and to the updated Comprehensive Strategy (December 2006) http://www.westgov.org/wga/publicat/TYIP.pdf). This will be a collaborative process with potential opportunities for the WFEWT, individual team members working as their agency representatives or as an individual endeavor. Action Item: Individuals who can identify additional constituency groups should sent info to Robin Hanford by February 9, 2007. • Mike noted that this Implementation Strategy was a result of the severe 2000 fire season. Mandates and performance measures can not be ignored. There is some discretion for the completion of the task, but the performance measures are more critical. Discussed how the two campaign efforts need to be combined, and addressed the need to educate about Appropriate Management Response. Discussion concluded: NWCG needs to review this document and address how to respond. The WFEWT will track the decisions / direction of the parent group when revising the team’s strategic plan. The organizations needs to be more defined before this becomes part of our work plan.
<p>San Diego Follow-up (Robin/John)</p>	<ul style="list-style-type: none"> • Group concluded that the presentation was a success – the WFEWT presentation was well presented, organized and well attended. Participation in the meeting helped the team to be recognized and build a network. The group concluded that working on message project was / is a very positive thing. • Action Item: Thank you’s will be sent to the panel participants. Robin and John will draft a thank you letter and send to Maureen by February 15.

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	<ul style="list-style-type: none"> • Action Item: Maureen to send out student thank you letter (which was drafted by John Owens) by February 9, 2007.
<ul style="list-style-type: none"> • Training Maintenance Plan / Schedule • P-301 / Training Update <p>Informational update, project status and follow-up actions needed addressed.</p>	<p>P-101: Fire Prevention / Education: Completed, certified and ready for printing. It should be ready and on the shelf for purchase (PMS) by February.</p> <p>P-310: Will go out for re-bid in this fiscal year.</p> <p>P-410: Prevention / Education Team leader – goes to training / development for one more round.</p> <p>P-301: Statement for Work has been rewritten and it has been submitted to Scott Donnelly, a FS Contractor. Maureen advised that talking to the contracting officer he has provided a number of options, including using USDA graduate school and put it out for a bid.</p> <p>Developed questions for the TWT. (Maureen reported back on Thursday, 1/25.)</p> <p>Meeting concluded at 1630</p>

Tuesday, January 23, 2007

Topic	Notes (Indicate DECISION / ACTION items in notes.)
<p>Training Maintenance Plan / NWCG Training Developments and Long Term Planning.</p> <p>Informational update, project status and follow-up actions needed addressed.</p>	<ul style="list-style-type: none"> • Discussed NWCG Memorandum dated November 27, 2006 re: "Maintenance of National Wildfire Coordinating Group Training Curriculum." This memo addresses: the Curriculum Maintenance Plan; Standards; Determination of Course Maintenance Responsibility: Standards, Role & Responsibilities of NWCG TWT; and courses maintained outside the NWCG Training Development Unit by the identified oversight groups. • Action Item: Maureen will communicate this information to Don Johnson, Training Working Team by February 9, 2007. <p>The WFEWT is responsible for the following courses:</p> <ul style="list-style-type: none"> • P-101, Fire Prevention Education 1 • P-301, Wildland Fire Prevention Planning • P-310, Fire Prevention Education Team Member • P-410, Fire Prevention Education Team Leader <p>Training Maintenance Plan</p>

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	Course	Status	Projected Update	Estimated Budget (Planning purposes only)
	P-101	Completed '07	FY'10-11	\$212,000
	P-301	Estimated '09	FY'14-15	\$235,000
	P-310	Completed '07	FY'12-13	\$225,000
	P-410	Completed '07	FY'12-13	\$225,000
	Team discussed the importance of including the Communicator's Guide as a tool within all training courses. With this consideration, the team identified:			
	Training Tool	Status	Projected Update	Estimated Budget (Planning purposes only)
	Communicators			
	Guide	Completed '07	FY'11-12	\$100,000
	(Input into budget FY'10)			
<p>Symbols Cache: Information and Update</p> <p>Iris Velez, Program Manager National Symbols (USDA FS Conservation Education) ivelez@fs.fed.us Voice: 202-205-0991 1C Yates Bldg 1400 Independence, SW MS 1147 Washington, DC 20250</p>	<ul style="list-style-type: none"> • The Symbols Programs falls under State and Private Forestry within the USDA-FS. Iris addressed the following topics: Symbols budget, personnel, website, E-commerce, Smokey program and products, promoting the cache, developing a training program for Symbols. • January 2007, very few Smokey Bear Awards received. How can the awards program be improved? Send suggestions to ivelez@fs.fed.us . Need to comply with CFFP committee. • National Symbols Cache – self sustaining operation via a working capital fund. Symbols is working to be on E-commerce site. • Focus on Smokey Bear Programs – two products: The Smokey Bear Story submitted by Fred Turck, Virginia; and Smokey A-B-C's which will help facilitate having Smokey Bear back in the schools. The goal is to put Smokey back into schools. Re: Junior Forest Ranger, it is currently part of the Smokey Bear products. There will be a specific website in the Spring '07. Teachers can obtain copies free. • Concerns for products under Fire Education do not meet National Education Standards. • Symbols seeking to develop a "How to Use" the Icons Product which provides guidance and it is anticipated for FY'08. • Action Item: Maureen to send Iris the list of addresses of team members. (Note: the team roster on the website is current.) Re: Junior Forest Ranger, it is currently part of the Smokey Bear products. There will be a specific website in the Spring '07. Teachers can obtain copies free. 			

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	<ul style="list-style-type: none"> • Decision point: Does the team want to be included in evaluating the Fire Education products to evaluate if they complement the Fire Messages that the WFEWT developed. (Discuss on February phone call.) • Discuss/ Decision Point: On the Symbols Page – fire education page. John Owens will investigate DOI MOU by February 9, 2007.
<p>Interagency Prevention Strategy Proposal (John)</p> <p>Informational update.</p>	<ul style="list-style-type: none"> • Brief history: An interagency prevention strategy was initiated in 2000-01. In 2004 it was put on hold, and the group effort re-emerged in 2006. In the fall of '06 an interagency “ad hoc” meeting was held in Phoenix, AZ. At the “Phoenix” meeting, the Interagency Strategic Prevention plan was revisited and a sub-group was established to revisit the strategy. For the WFEWT meeting, John Owens were: <ul style="list-style-type: none"> a) Update the WFEWT on the Prevention – Mitigation Strategy b) Discuss how the WFEWT can interact with the “Phoenix” group. <p>As a result of extensive discussion, the team concluded:</p> <ul style="list-style-type: none"> • Action item: Team members should be more pro-active in distributing NWCG WFEWT activities, products and strategic actions through out there agency channels. • Discussion/Decision points: • The WFEWT is unable to support a conference for field prevention staff. • The “Phoenix” group is a critical group of stakeholders. The WFEWT (via agency representatives) needs to facilitate and respond to field staff in order to channel the energy and incorporate ideas along with working to respond to the needs of the field. (This may mean redirecting to appropriate sources.) • John will serve as the WFEWT liaison with the “Phoenix” group in conjunction with his role of reviewing the draft prevention strategy. During the review of the plan, consider key points from the plan which may already be included in the WFEWT Strategy or maybe be considered for inclusion in the next update of the WFEWT Strategy. • The team agreed that the WFEWT along with the WUI working team for some of these points should be brought forward and it is within the purview of the charter.
<p>Firewise Update</p>	<ul style="list-style-type: none"> • A key objective of the Firewise program is get information to the field level.

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<p>Pam Leschak, FS Coordinator</p> <p>Alan Dozier, Chair of the WUIWT</p> <p>Jim Smalley visited later the afternoon.</p>	<ul style="list-style-type: none"> • One of the goals is to identify ways to collaborate with all partners. • Discussed options for where the two teams can work together more – seek to meet together once a year. Action Items: Coordinate a joint meeting, and discuss possible joint projects. • Firewise needs more Federal involvement. • Action Item: WFEWT will provide Firewise / NFPA with materials for distribution at conferences they are attending.
<p>FY'07 Budget TOTAL \$130,000</p>	<p>\$15,000 - State Travel \$15,000 - Fire Congress (November 2007) \$50,000 - P-301 [Supplemented by \$50,000 from USDA-FS) \$40,000 – Supplement P-301 from Fire Messages \$50,000 – Fire Messages \$10,000 – Fire Messages (Fire funds here used to purchase Communicator's Guide for team member distribution; along with possibly use funding to supplement the hard copy "tabbed" version of the Communicators' Guide. Action Item: Close out accounting for November 07 Congress. Robin Hanford to follow-up on accounting for Shana Gillette February 9, 2007.</p>

Wednesday/Thursday, January 24-25 2007

On Wednesday morning the chair and some of the WFEWT members participated in portions of parent group meeting which was held at the same location. For the remainder of the Wednesday, the team worked on the following tasks and the results were reviewed on Thursday.

- Draft a letter in response to IOSWT request.
 - Draft letter sent to Maureen 1/24, **Maureen will send to IOSWT by 2/9/07.**
- Review and prepare a response to the NWCG Glossary. (Pat has the group response.)
 - Glossary review completed and shared with team members via e-mail. **Team members should review and respond to Pat by 2/9/07. Pat will reformat and send to Maureen by 2/15.** When Maureen forwards the response she will ask if there are any additional words. Pat has volunteered to serve as the contact for the glossary.
- Draft an announcement for the Communication Guide.

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- Robin distribute sample announcement from Backyards and Beyond Conference. **Bernie will develop a draft and distribute to team by 2/15/07.**
- Complete text for Mobilization Guide and submit to Bill Fletcher. Completed 1/24/07
- Revisit Iris' question regarding Symbols.Gov.
 - Postpone for a phone call discussion. Team members should revisit the Symbols page to review the products.
- Draft an announcement for P-310 and P-101 for when the material is available in the PMS cache.
 - John will confirm availability in the cache and follow-up on announcement.
- Review team webpage, for updates and where the Team Operating Guide is located.
 - Germaine completed and sent comments to Roberta on 1/24. Roberta will follow-up with NWCG webmaster.
- Discuss prevention team page
 - **Maureen will contact Lessons Learned by 2/2/07** to determine how to get the prevention information on the LL website.
 - Maureen will re-organize prevention tips and submit to NWCG webmaster by 3/1/07.
- Determine location on various webpages where the Communicator's Guide is located so they can be advised of when the document is posted.
 - Catherine and Bernie found that all of the references link to the NIFC webpage where the Communicator's Guide is linked. The announcement needs to address the new posting. NIFC webmaster needs to be advised and provided time to load the document. **Action Item:** (Discuss in February – who will advise NIFC webmaster?)
- Fire Management Today Project – Spring 2008 Issue with the theme being Communicating about Wildland Fire
 - Catherine talked to Paul Keller, Managing Editor. (Missy Fyre serves as the General Manger) Paul recommended a maximum of six articles, and he suggested that the articles be shorter. (There has been some complaints to FMT about the length of the articles.) Range for the articles will be 100 – 1,000 words.
 - Team brainstormed article ideas as follows: Communicator's Guide; Social Science aspect on communicating with people; address fire education in schools (BLM); People on the Land, discuss key messages and how used in various areas; Fire is Fire / changing fire language; discuss international activities; prevention teams; Golden Smokey awards projects and the people involved; Project Learning Tree; how to get the fire story into the schools; fire prevention is more than Smokey Bear / incorporate how Smokey has evolved; wilderness fires; WUI definitions; challenges; WFEWT. SEND additional ideas to Catherine by 2/9/07. Agenda item for next phone call. Catherine will lead the project with assistance from John and Robin.
 - Catherine coordinating the project and the team should seek to be able to submit to FMT by October 2007.

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- Human Dimensions Conference [<http://www.iawfonline.org/conferences.shtml>] Discuss team participation. March 30, 2007 is the deadline for submitting requests for special sessions and contributing papers.
 - Team concluded that if there wasn't a conflict with the team meeting it might be worthwhile for us to participate.
 - Team discussed other venues, for example Iris is going to Conservation and Educator meeting in April. (FS meeting, inviting partners, exchange ideas.) This is an opportunity to share information about the Communicator's Guide. Iris is attending.
 - In the Symbols program of work they are attending conferences, possible to include WFEWT information – via promoting products on the cache. (Share communicator guide.) Iris needs to determine if Human Dimensions is an appropriate venue for Symbols. If they attend, a possible partnership.
 - Consider other venues: NAI, NSTA.
- Conference Calls
 - Thursday, February 15, 2007 @ 1100 hrs MT
 - Thursday, March 15, 2007 @ 1200 hrs MT
 - Thursday, April 19, 2007 @ 1100 hrs MT
- Meeting Schedules
 - May 2007: meeting, week of May 21. Travel days Mon/Fri, May 21 and May 25 respectively. Work days Tues-Weds-Thursday. Discussion item for next phone call travel arrangements should be confirmed by March 2007.
 - October 2007: meeting week of October 22. Exact location to be determined, general location is the east coast.
 - January 2008: Boise, dates pending the parent group. (Perhaps the week of January 21.)
 - May 2008: Possibly with WUIWT in Tampa, Florida.

After Action Review: (AAR)

What was planned?

What actually happened?

Why did it happen that way?

What can be sustained; what can be improved.

AAR comments:

- Met the planned agenda.
- Agenda was too fluid, need to schedule discussion times and decision items. (IE with no time limit on specific topics the group continued conversations at times.)

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- Meeting revolved around parent group. Advantages and disadvantages of this approach.
- Beneficial to have two days of team meeting before NWCG meeting.
- Group work day beneficial.
- Visitors were beneficial.
- Need to stay on task when visitors participate.
- No tight time frames on agenda – improve upon this in the future.
- Discussion / decision / discussion process – management process needs to be improved.
- Return to rotating facilitation.
- Increase self facilitation to stay on-task.
- Need to schedule discussions / decisions and put other topics into “bin” items.
- Need to time out agenda more narrowly.
- Revisit / introduce / provide ground rules in the team’s operating plan. (And use them at meetings.
- Re institute Round Robin – information sharing time.

Meeting concluded at 1200 hours, Thursday January 25, 2007.

File name: Jan07drftNOTES1-30-07