



**MEMORANDUM**

**To:** MCWD Board of Managers

**From:** James Wisker

**Date:** September 9, 2019

**Re:** **Item 4.2 – Transition plan for Communications and Education Program**

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**Purpose:**

At the September 9, 2019 Operations and Programs Committee (OPC) Meeting, staff will provide a summary of plans to successfully transition work within the Communications and Education program.

**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 researching MCWD’s priority audiences and drawing critical insights that will inform future programming needs. In parallel, District staff are evaluating legacy programming and identifying existing programming issues and gaps. Combined, this work will inform a clear direction forward for the MCWD’s outreach programming.

While this planning work is underway, the Education and Communications program has also undergone a significant shift in personnel. Historically the department has been staffed by a Program Manager, a Communications Coordinator, and two (2) Engagement Coordinators. Currently the department only has one (1) Engagement Coordinator on staff. All other positions are vacant.

**Recommendation:**

While operating the program without a manager and only one (1) out of a possible four (4) staff represents a significant challenge, it is also an opportunity for the District to design, build, and staff a new outreach program from the ground up.

Therefore, it is recommended that all current vacant positions remain unfilled, until MCWD staff and the Board have reached consensus on the future program strategy, priorities, and structure.

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### **Transition Plan:**

In order to proceed with the recommendation to leave positions vacant, a transition plan is needed that clearly delineates existing categories of work, outlines priorities, and identifies how that work will be completed in the interim. Current work within the program falls within the following general categories.

At the September 12, 2019 OPC meeting staff will provide an overview of how this work will be advanced on an interim basis.

### **Strategic Initiatives:**

This work includes significant forward facing planning efforts to align the program for the future.

- Strategic Communications Plan
- Website Redesign

### **Project Support:**

This work includes all facets of project support, from up-front community engagement through project feasibility or design, to routine communications like website, newsletters and fact sheets, and in field support such as signage design and post project programming.

- Arden
- Long Lake Assessment
- 325 Blake Road
- Greenway Signage
- Six Mile Creek Halsted Bay
- High Water – Grays Bay Dam

### **Organizational Communications:**

This work includes routine organizational wide, broad-based communications.

- Electronic Newsletters (twice monthly)
- Website
- Social Media
- Publications (e.g. Responsive Model, 2020 Look Forward, etc.)
- Media Relations

### **Education Initiatives:**

This work includes ongoing education program commitments.

- Citizen Advisory Committee Liaison
- Transitioning Freshwater Programming
- Chloride workshops
- Adopt a Drain
- Display Check Out
- Event Staffing

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

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