

Project Summary

Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: Communications Plan for the Crown Manager's Partnership

Discipline: Social Science

Type of Project: Technical Assistance

Funding Agency: National Park Service

Other Partners/Cooperators: University of Montana

Effective Dates: 9/1/2006 - 6/30/2008

Funding Amount: \$8,000.00

Investigators and Agency Representative:

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Project Abstract:

NPS RM-CESU is funding the University of Montana, Public Policy Research Institute to work with the Crown Manager's Partnership and Glacier National Park. The Public Policy Research Institute - in cooperation with the Miistakis Institute and the Lincoln Institute of Land Policy - has agreed develop a communications plan for the Crown Manager's Partnership. This strategy will be consistent with CMP's strategic plan and will focus on both internal communications (to improve the effectiveness of CMP) and external communications (to build a broader constituency for CMP and the Crown).

Matt McKinney will serve as the project lead, and will work closely with Will Harmon (Senior Associate at PPRI) and Danah Duke (Director of the Miistakis Institute). PPRI and its partners are not advocates for any particular interest or outcome. Rather, they specialize in the process of regional collaboration - i.e., how people and organizations work across jurisdictional, sectoral, and disciplinary boundaries to achieve common interests.

PPRI plans to:

- Review the literature on the Crown of the Continent, including but not limited to literature on biophysical science, social science, and legal and policy issues.
- Review the communication plans of other regional, transboundary initiatives.
- Prepare a letter of introduction and set of interview questions.
- Interview at least one member of each organization in the Crown Manager's Partnership.
- Summarize the findings and conclusions in a short report.
- Prepare a draft communications plan by integrating what we learn from other regional initiatives with the needs and interests as defined by CMP members.
- Circulate the draft communications plan for review and incorporate comments into a final plan.

Outcomes with Completion Dates: Final report is due by December 30, 2007

Keywords: communication plan, Glacier NP, Crown Managers Partnership, University of Montana, Miistakis Institute, Public Policy Research Institute