

**WEEB LEGISLATIVE RELATIONS COMMITTEE –
ANNUAL PLAN 2011-2012**

Goal: Strengthen profile of WEEB within legislature through communication efforts.

Action **Build relationships with and educate state and targeted federal legislators and staff. (ongoing)**

Responsibility Legislative Relations Committee and WEEB members

Vehicle Via Action Items below (to be prioritized)

Timeline Ongoing

Action 1 **Investigate a regular communication system and process for legislators using web-based methods to share information about WEEB funded projects in their districts.**

Responsibility WEEB Administrative staff for providing information; Leg Rel Cmte to investigate and share listserv or other options with WEEB administrative staff

Vehicle WEEB website; special email communications; targeted print pieces

Timeline Ongoing

Action 2 **Support efforts to encourage grantee communications with legislators regarding grant project progress, publicity, etc.**

Responsibility Leg Rel Cmte to support and work with Grants Cmte to develop simple update mechanism; WEEB admin staff for implementation

Vehicle Inter-committee communication with Grants Cmte and WEEB admin staff

Timeline Winter 2011 in advance of grant notices

Action 3 **Contact relevant legislative committees & state agency heads to discuss common goals and build alliances.**

Responsibility Leg Rel Cmte and agency reps on WEEB

Vehicle Letter and follow up visit

Timeline Ongoing, as needed

Action 4 **Host a legislative open house to educate legislators and their staff about what WEEB does, its priorities, and how it positively impacts their districts.**

Responsibility Leg Rel Cmte

Vehicle Open House at the Capitol

Timeline Plan to host during first two weeks of the Winter Legislative session (~Feb 2012)

Action 5 **Contact key staff in Governor's Office.**

Responsibility Leg Rel Cmte

Vehicle Letter and visit; invite Gov. staff to WEEB meeting at the Capitol

Timeline Ongoing

Action 6 **Provide Governor with grantee information when he plans his regional trips.**

Responsibility WEEB administrative staff

Vehicle Request Governor's schedule; send basic grantee information to Gov staff; send

WEEB Legislative Relations Committee Operating Plan 2011-2012

Timeline notices to geographically-appropriate WEEB grantees
Fall 2011 or in advance of Gov's travel schedule

Action 7 Identify allied groups and organizations who have the potential to carry a positive message for WEEB priorities.

Responsibility Leg Rel Cmte
Vehicle Research, calls and visits
Timeline Ongoing

Action 8 Coordinate efforts with WEEF so that common visits are complementary and build upon each other.

Responsibility Robin Harris as member of both WEEB and WEEF
Vehicle Via committee representation and participation
Timeline Ongoing

Possible Special Project

Action tbd Research and define case statement for economic/cultural impact and importance of Environmental Education in Wisconsin (suggested), as well as statistical case for impact of current WEEB grants

Responsibility To be determined (Communications committee?)
Vehicle White paper report to Legislators
Timeline 2011 as funding is available

Estimated Budget Needs

For Open House:

\$200 For annual Open House refreshments, supplies & materials

\$300 For brochures and specialized print materials

For Ongoing Communications vehicles:

\$300-600 Contract labor for creating listservs, web processes, materials for recommendations for grantees (20 - 40 hrs @ \$15/hr)

For Special Projects:

tbd Contract labor @ \$25/hr for researching "EE Benefits & Economic Impact" report