



## DoD Natural Resources Program Communications and Education Strategy

Project # 10-467

### Background:

The U.S. Department of Defense (DoD) Natural Resources (NR) Program manages several different, individual initiatives that work together towards a common goal: to enable the military mission by protecting natural resources on DoD lands. As DoD expands its efforts to support new natural resources issues, it becomes increasingly important to develop a cohesive and thematic outreach strategy for the NR Program. Previously, NR Program materials lacked a unified design, and there was no single, easy-to-use source of information for DoD personnel or the public to learn about the NR Program or its many activities, materials, workshops, or constituent programs. As a direct result of this fractured image, the NR Program lacked visibility within DoD, the environmental community, and the public. In response, the Deputy Director of Natural Resources (DDNR) tasked Booz Allen to develop a series of outreach materials unified by a common NR Program brand.

### Objective:

This project developed, implemented, and distributed outreach materials for the NR Program based on a common brand or cohesive theme. The overarching goal of these products was to increase the impact, exposure, visibility, and effectiveness of the NR Program within DoD and among its stakeholders, and to enhance its partnership opportunities and capabilities – a key element in meeting the Program's federally mandated responsibilities under the Endangered Species Act and Sikes Act, as well as other environmental laws and policies.

### Summary of Approach:

Booz Allen staff first created a web portal to act as a central resource for NR Program initiative information. In addition to a main Program portal, Booz Allen created pages for invasive species, pollinators, and climate change. Staff also worked with a graphic designer to identify key characteristics that represent the NR Program, and developed a logo and tag line based on these factors. All existing and future outreach materials will now incorporate elements of the logo's design, helping facilitate a cohesive visual brand. Additional outreach activities included working with the U.S. Fish and Wildlife Service to develop a DoD edition of the *Endangered Species Bulletin*, which focuses on the Military Services' stewardship accomplishments; finalizing a *Commander's Guide on*

*Invasive Species*; drafting a pamphlet commemorating the 50<sup>th</sup> anniversary of the Sikes Act; and collecting data in advance of launching a NR Program Twitter account.

### Benefit:

This project established the foundation for creating a cohesive and thematic outreach strategy for the NR Program. The goal is to maximize the DDNR's efforts to reach out and educate installation personnel, DoD leadership, stakeholders, and the general public about DoD's goal to enable mission activities on military installations by depending on our nation's natural resources. The project also highlighted positive military activities and educated individuals about the military's commitment to the environment and to ensuring no net loss of mission capability.

### Accomplishments:

Specific project accomplishments included:

- creating and maintaining a NR Program web portal at [www.dodnaturalresources.net](http://www.dodnaturalresources.net);
- developing a NR Program brand, including a new logo and tagline;
- supporting the design of a NR Program exhibit booth for use at conferences and other events;
- preparing a NR Program Twitter account to facilitate new partnerships and share DoD's stewardship accomplishments with a broader audience;
- drafting a pamphlet commemorating the 50<sup>th</sup> anniversary of the Sikes Act;
- finalizing a *Commander's Guide on Invasive Species*;
- helping develop the Climate Change Animation video at [www.dodworkshops.org/CC-Animation.html](http://www.dodworkshops.org/CC-Animation.html); and
- successfully coordinating the spring 2011 DoD edition of the *Endangered Species Bulletin*.

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