Title: Communications Committee Update

Desired outcome(s):
1) Provide an update to the Board on 2014 initiatives related to:
    - 2014 Waters to Watch Campaign
    - National Fish Habitat Awards

2) Provide an update on 2014 communications priorities of the Board.

Background:
The Board approved the following priorities of the Communications Committee during their October 2013 meeting in Charleston, SC.

- Expand the public relations campaign for the 10 Waters to Watch program.
- Establish a working group with the Board, the USFWS, and industry to develop messaging related to the core principles of NFHP. This is the first step in developing a national campaign to connect the National Fish Habitat Partnership and the FHPs with anglers.
- Create web resources to share Fish Habitat Partnership information and activities including FHP project summaries.
- Expand reach of social media reach through targeted post promotions.
- Expand the NFHP presence at select events.

Staff Recommendation/Proposal:
- The Board should take action to approve NFHP core values document and corporate engagement strategy.

- Endorse communications plan for Waters to Watch timeline and Fall 2014 NFHP Awards.

Reference material:
Waters to Watch FHP Guidance (Tab 5)