

Summary Sheet

Meeting dates:	April 14-15, 2017
Agenda item:	Website, outreach, and marketing update
Presenter(s):	Bruce Botka and Peter Vernie
Background summary:	
<p>Overview: Department staff will brief the Commission on three related projects and activities: development of a new website, and expansion of the WDFW community relations and marketing functions.</p> <ul style="list-style-type: none">• Website: A project to replace the current WDFW public website began earlier this year. Goals include meeting the public's need for well-organized information; complying with state and federal accessibility requirements; and providing a fully functional site for all devices, including smart phones and other mobile platforms.• Community relations: WDFW has significantly expanded its outreach in recent years through community relations activities and social media. This work involves collaboration with staff across the department and with outside organizations and their members throughout the state.• Marketing: The department's Licensing Division will review several recent marketing initiatives designed to increase participation in fishing and hunting. Licensing and Public Affairs/Community Relations have formed a marketing committee to ensure these efforts are timely, effective, and well-coordinated.	
Policy issue(s) you are bringing to the Commission for consideration:	
N/A	
Public involvement process used and what you learned:	
N/A	
Action requested:	
N/A	
Draft motion language:	
N/A	
Justification for Commission action:	
N/A	
Communications Plan:	
N/A	