

MICHIGAN DEPARTMENT OF NATURAL RESOURCES
Forest Certification Work Instruction

DRAFT FINAL

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Work Area Group: 6 - Recreation and Education

Work Instruction Title: 6.1 Implementing Public Information and Educational Opportunities on State Forests

Purpose: To define public educational opportunities associated with State Forest Management.

Work Instruction:

1. DNR personnel will respond to requests for technical information on State Forest management in a timely fashion.
2. Freedom of Information Act Requests will follow DNR Administrative Procedures Series 19.
3. DNR personnel will involve the Office of Communications regarding issues of high public interest.
4. DNR will ensure public information and educational opportunities take place through participatory processes in State Forest management by conducting :
 - a. Natural Resource Commission meeting
 - b. Forest Management Advisory Committee meetings
 - c. Open Houses
 - d. Compartment Reviews
 - e. Public information meetings on special projects and initiatives.
 - f. Holding public hearings as required.
 - g. Meeting with citizen advisory committees as appropriate.
 - h. Establishing public input websites as needed.

5. FMU Websites

Each FMU manager is responsible for working with the FRD Web Master to develop and maintain their FMU web page which will contain general statements about the FMU's relative uniqueness, forest activities (e.g. recreational opportunities), history, and/or other social/economic/biological characteristics, and links to maps and reports for the current and archived year-of-entry compartments. No information will be posted without review by the FMU manager or their designee.

6. Per NRC Policy 1005, attention to citizen questions, inquiries, complaints, and requests shall be considered a principal duty by employees at all levels. DNR personnel shall promptly follow up on concerns and complaints from the public regarding forest management by:
 - a. Directly resolving the complaint if possible,
 - b. Directing to appropriate specialists or managerial levels if necessary, and
 - c. Following the compartment review decision appeals process.
7. DNR staff will periodically conduct and evaluate surveys of public values relating to State Forest management.

8. The DNR maintains and where appropriate establishes partnerships with external public and private management groups via memoranda of understanding, cooperative agreements or other written instruments. Examples include:
- USDA Forest Service
 - Adopt-A-Forest
 - Project Learning Tree
 - Michigan Arbor Day Alliance
9. The Department of Natural Resources conducts public educational outreach through a variety of methods including:
- Printed materials
 - Posters
 - Workshops
 - Formal programs
 - Web sites
 - Information booths/displays
 - Other events
 - Interpretive signing
 - Participation at festivals, and other special day celebrations.
10. The DNR will support private land programs promoting forest stewardship practices and initiatives such as: the Cooperative Forest Management (CFM) program, Land Owner Incentive Program, Forest Stewardship Program, Urban and Community Forest Program, Tree Farm Program and forest certification programs including Sustainable Forestry Initiative and Forest Stewardship Council.
11. The Office of Communications' Chief conducts regular meetings, on at least a monthly basis, that includes the DNR Press Secretary and Division Communication Network Representatives, to discuss educational outreach, external communications, program accomplishments and overall program direction and priority.

Scope: (All State Forest Land and Affected Divisions): State Forest Land Other: Office of Comm.
 DNR – FRD DNR – Wildlife DNR – Fish DNR – Law DNR – Parks

Responsibility and Role: (Staff who will implement or supervise this instruction)

Job Title/Division	Role
Communications Representative/OC	Manage significant information requests and educational programs.
Division Communications Network Representatives/DNR Divisions	Manage significant information requests.
Freedom of Information Act Request Coordinator/DNR	Manage Freedom of Information Act Requests
FRD Web Master/Liaison	Work with Units and Certification Resource Analyst to develop and manage web pages.
All Staff/DNR	Respond to information requests in a timely manner.

Training/Skills:(Those required to accomplish work instruction)

Item	Brief Description of Skill or Course	Exists/ New
	Public speaking/presentation skills	<input checked="" type="checkbox"/> E <input type="checkbox"/> N
	Communications technology	<input type="checkbox"/> E <input checked="" type="checkbox"/> N
	Meeting facilitation skills	<input checked="" type="checkbox"/> E <input type="checkbox"/> N

References:

- NRC Policy 1005 – Public Involvement in Activities of Department
- Social Impact Considerations and Public Involvement Processes Work Instruction
- DNR Administrative Procedures Series 19, Freedom of Information Act (FOIA)
- OI Manual, esp. Chapter VII, “Compartment Review”

Monitoring:

- Open House/Compartment Review process.
 - Department website tracking.
 - Monthly reporting of Parks Visitor Center activity
 - Gathering of public feedback at informational meetings.
 - Tracking media coverage of DNR activities or issues.
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Records:

- Open House and Compartment Review sign-in sheets.
 - Website tracking information
 - Database of “log of complaint” letters.
 - Sign-in sheets for educational outreach programs as needed.
 - Inventory of educational materials.
 - Program schedules and group contact information for Parks Visitor Centers.
 - Cooperative Forest Management monthly activity reports.
 - Cost-sharing activities with private forest owners who manage lands cooperatively with the Department
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