Increasing the Online Communication Toolbox for Sustainable Rangeland Management: A Train-the-Trainer Program

Gantt Chart:

Objective/Activities	2021		2022				2023	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Start Date: July 1, 2021								
Project coordination meetings								
Objective 1: Increase knowledge and capacity among the marketing cohort								
Conduct a needs assessment to identify specific online marketing deficiencies								
Attend intensive trainings focused on online marketing strategies with a marketing expert								
Complete homework, as assigned								
Summarize trainings								
Objective 2: Design and implement online marketing campaigns								
Collaborate to design online marketing materials to promote past, present, and upcoming programming and other sustainable agricultural activities with guidance from the marketing expert								
Implement online marketing campaigns to engage stakeholders throughout the west								
Objective 3: Increase online marketing knowledge and skills to the boarder rangeland community								
Condense training summaries into marketing guide, seek examples and feedback within networks								
Final edit of the marketing guide, including layout and publication, ensuring accessibility								
Distribute marketing guide using new communication tools and strategies								
Plan, coordinate, and publicize three rangeland community training webinars with the marketing expert								
Create web page on Rangelands Gateway for the marketing guide, webinars, and related materials								
Distribute/promote online marketing web page at the 2023 Rangelands Partnership annual meeting in Manhattan, KS and through the cohort's networks								
End Date: June 30, 2023								