

Wisconsin Environmental Education Board
Strategic Committee – Leadership
5/23/07

Working Group: Nick Hylla (chair), Rick Koziel, Dennis Yockers, Jeremy Higgings, Mark Dahlby (not present)

Strategic Plan Goal Area II - Cooperation and Communication

Activity 2 – Develop a Community-based Social Marketing Campaign for EE in WI

Tasks – To be determined. It is our hope to invite an independent facilitator to lead a large group of stakeholders through a planning process. This may require a WEEB pre-proposal or grant request.