

Colorado Wildlife Council

March Meeting

2023



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Date Issued:

Mar. 2023

Agenda

- 01 Campaign Success
- 02 Subcommittee Approval Process
- 03 Rockies Partnership
- 04 Care for Colorado Partnership
- 05 Action Items

Campaign Success

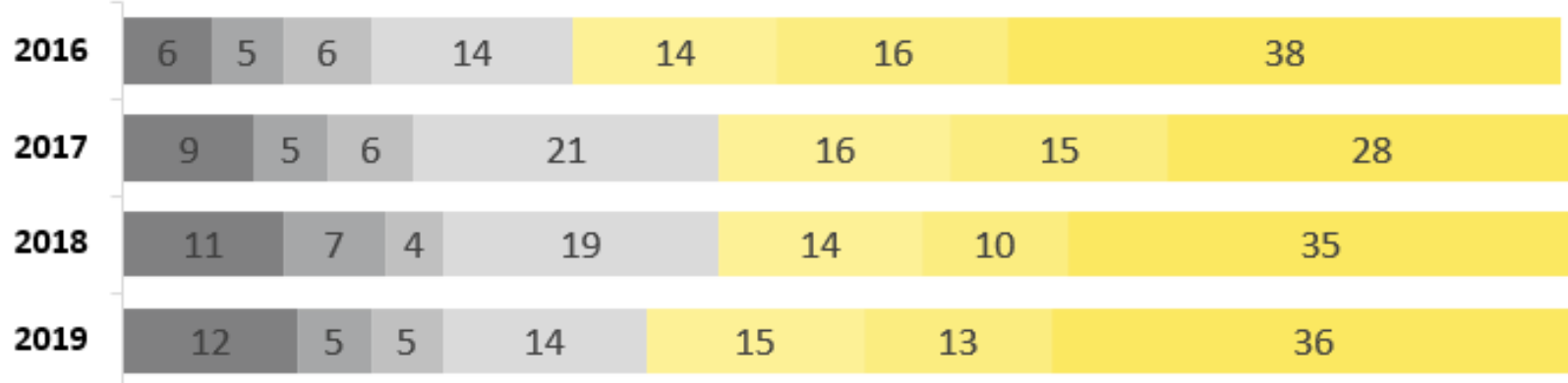
2016-2019 Tracker

- Campaign:
 - Hug-A-Hunter, Hug-An-Angler
- Methodology:
 - Online survey
- Audience:
 - 2016-2018: Registered voters in Colorado (general population)
 - 2019: Registered voters in Colorado (general population and 'In The Wind')
- Question wording:
 - "To what extent do you support hunting/fishing in Colorado?" [Scale 1-7: 1=Not at all, 7=Extremely]

Support for Hunting in Colorado

% Support

■ 1 = Not at all ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 = Fully support



Bottom-3 Box:

2016: 17% | 2017: 20% | 2018: 22% | 2019: 22%

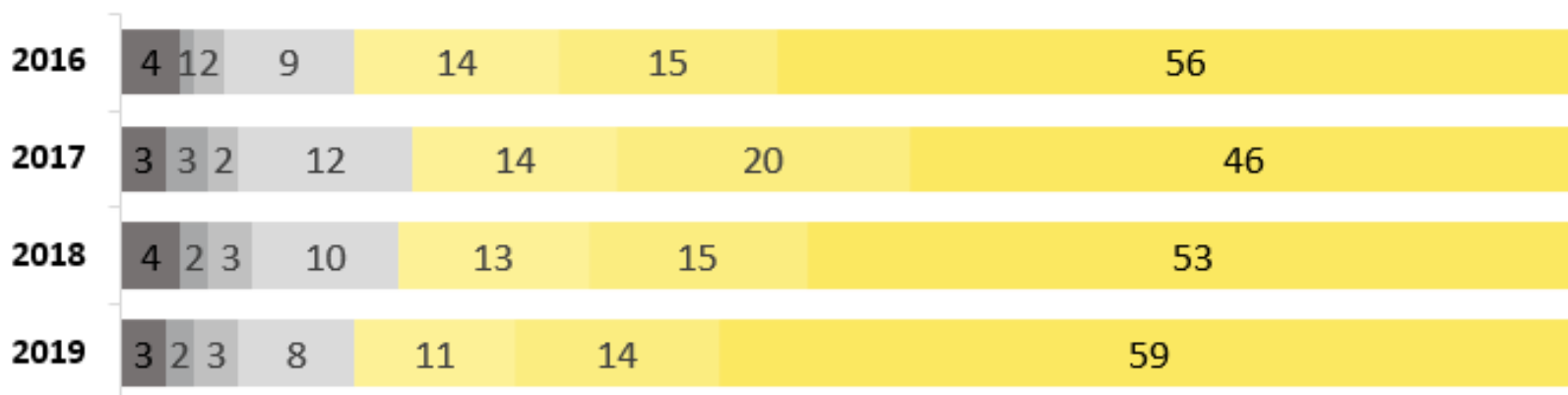
Top-3 Box:

2016: 68% | 2017: 59% | 2018: 59% | 2019: 64%

Support for Fishing in Colorado

% Support

■ 1 = Not at all ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 = Fully support



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Bottom-3 Box:

2016: 7% | 2017: 8% | 2018: 9% | 2019: 8%

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Top-3 Box:

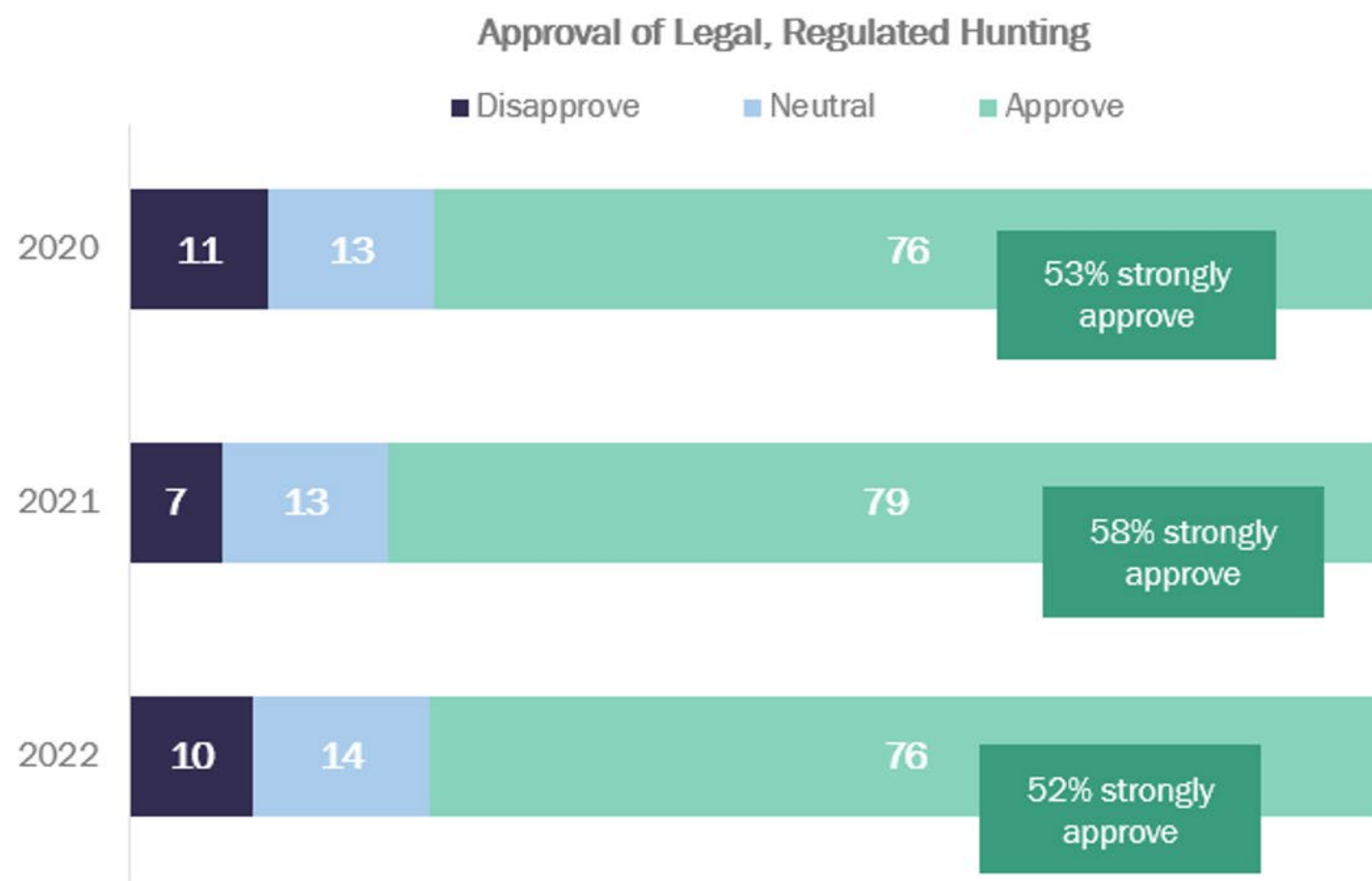
2016: 85% | 2017: 80% | 2018: 81% | 2019: 84%

2020-2022 Tracker

- Campaign:
 - This Is The Wild Life
- Methodology:
 - SMS Text-to-Web
- Audience:
 - 2020-2022: Registered voters in Colorado (general population and 'In The Wind')
- Question wording:
 - "In general, to what extent do you approve or disapprove of legal, regulated hunting/fishing?"
 - Strongly approve
 - Somewhat approve
 - Neither approve nor disapprove
 - Somewhat disapprove
 - Strongly disapprove

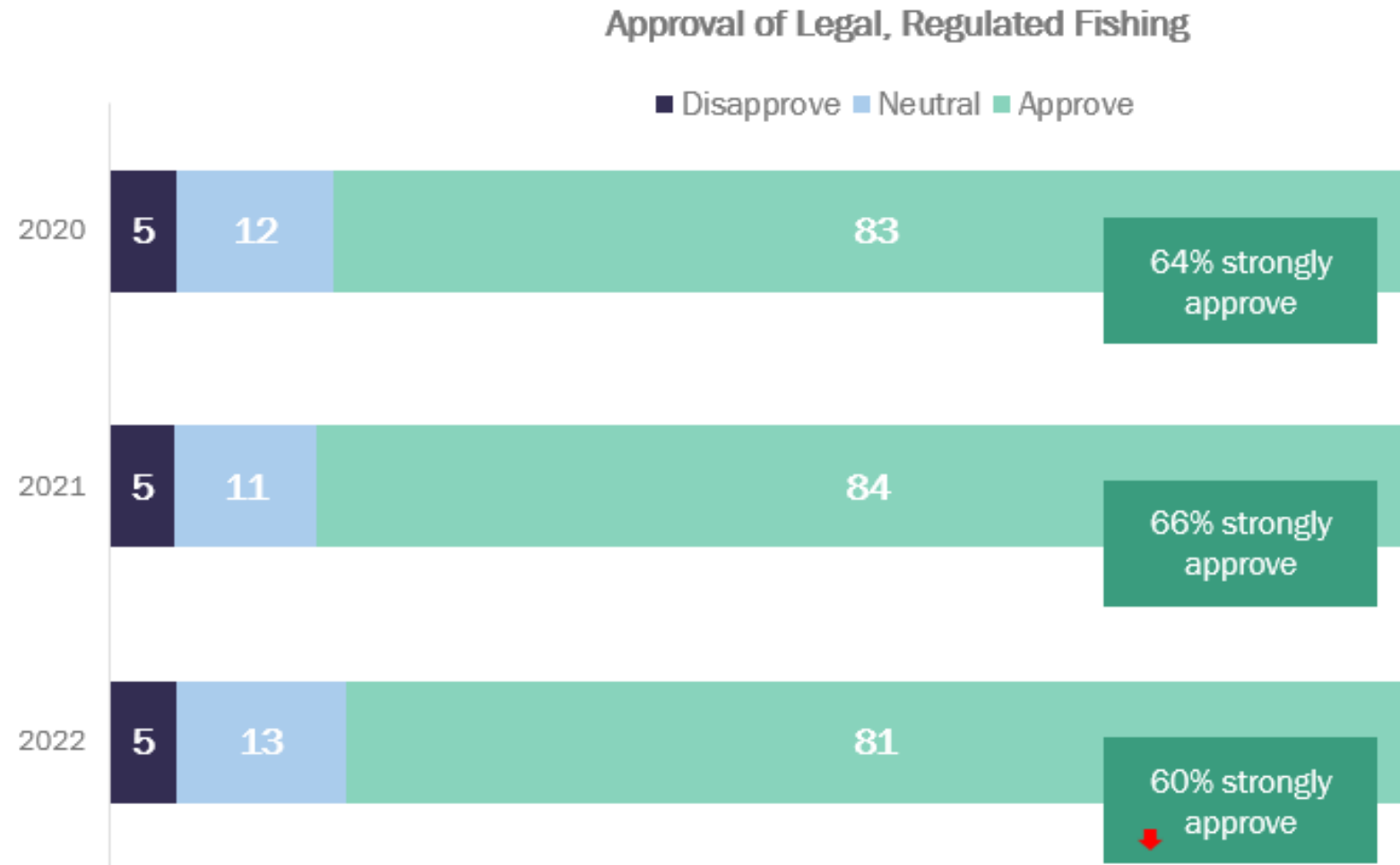
Despite a return to 2020 levels of support for regulated hunting in Colorado, approval remains strong

Among Colorado Voters



Fishing continues to not be an overall concern for Colorado Voters with overall approval staying strong YOY; however, we are losing some ground in top box approval

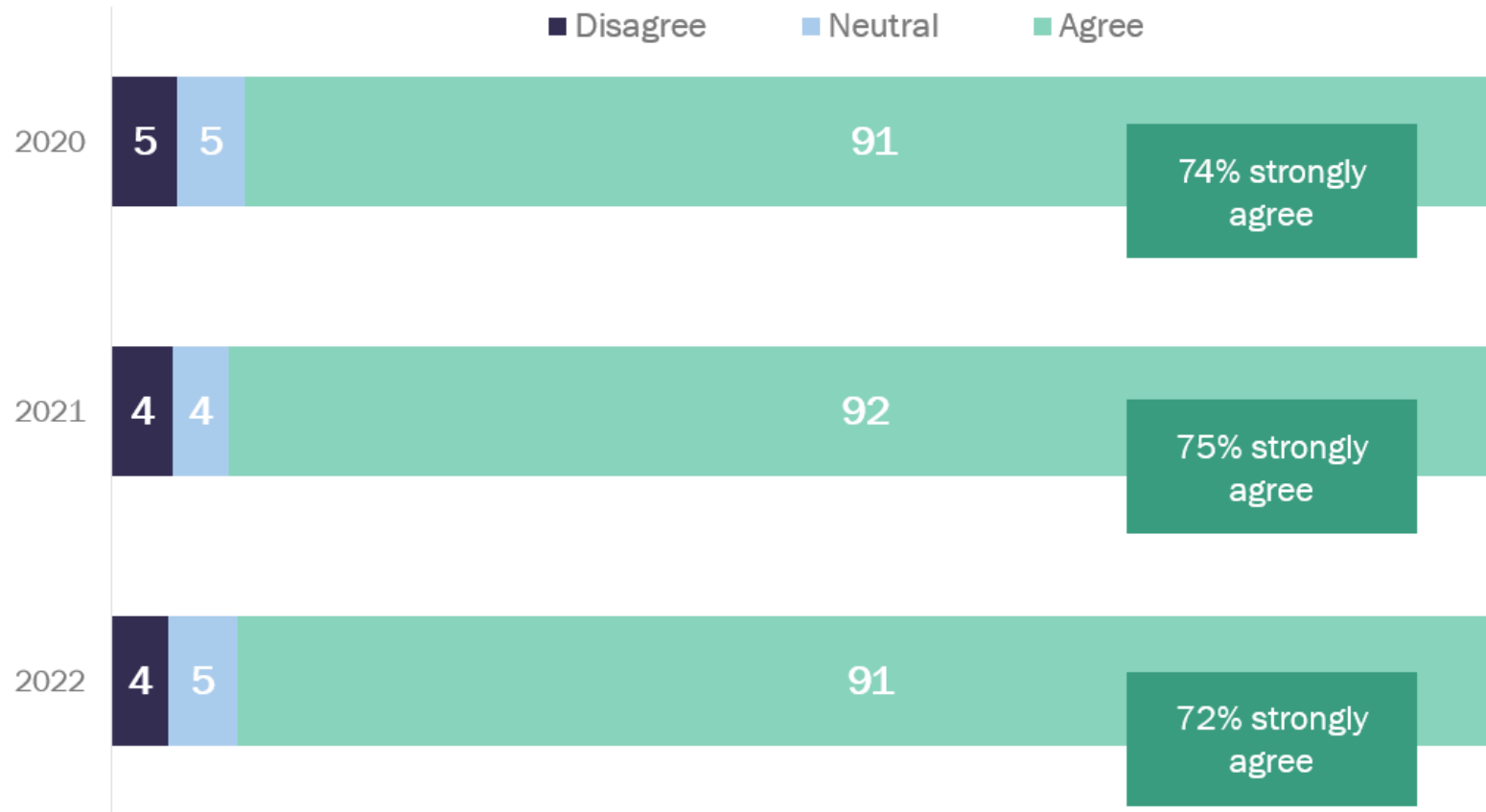
Among Colorado Voters



At the end of the day, nearly 3 in 4 voters strongly – and 9 in 10 total – believe it is okay for others to participate in legal hunting, even if they don't personally agree with it: the Coloradan mindset on the issue is encouraging and provides the foundation for ongoing CWC Success

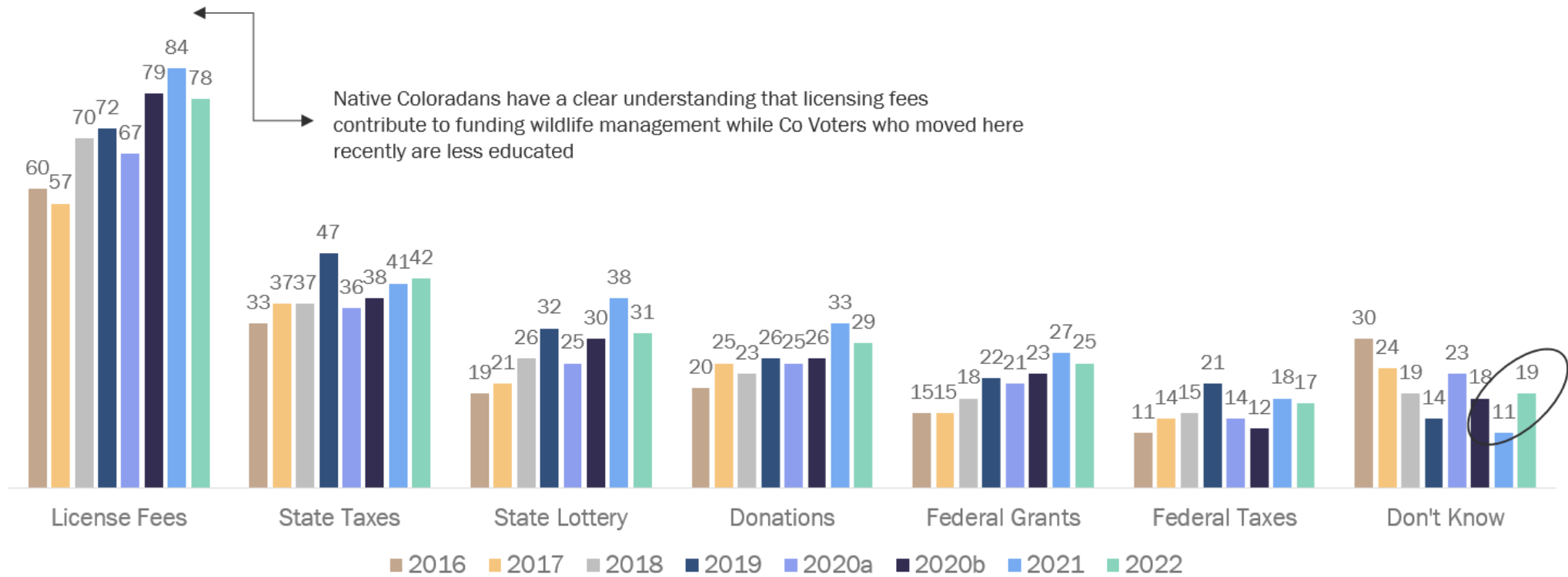
Among Colorado Voters

Agree or disagree it is OKAY for other people to hunt if they do so legally



Positive trend continues re: public knowledge about how wildlife management is funded in Colorado; still, beware of bump this wave in 'don't know' – don't stop education piece of communications

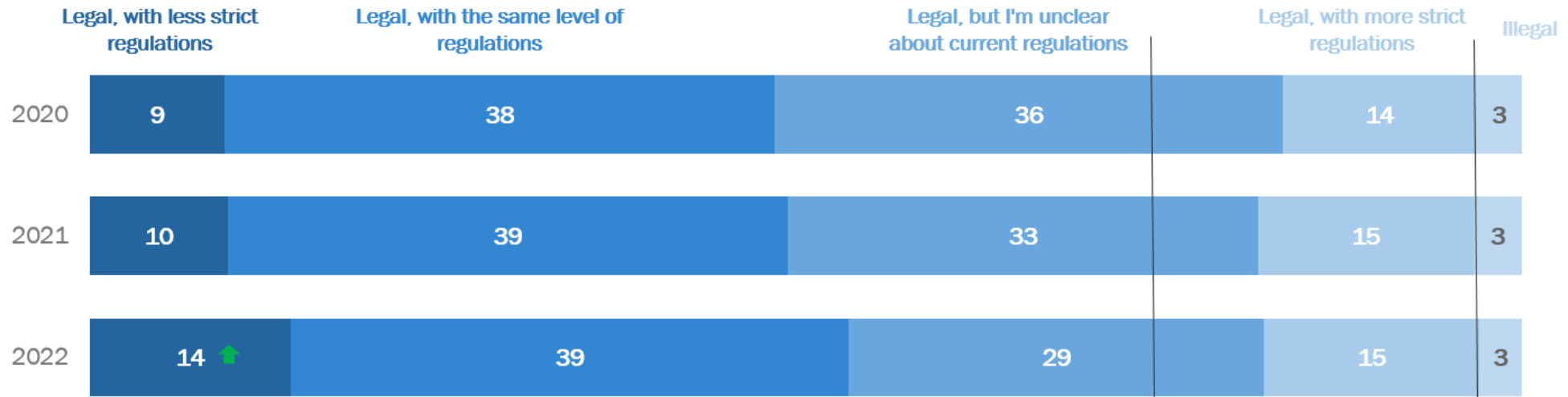
Among Colorado Voters



We see positive shifts in perceptions on legality; even a significant majority of voters unclear about current regulations strongly approve of regulated, legal hunting

Among Colorado Voters

Perceptions of Hunting Regulations



72% of voters who say hunting should be legal, but they are unclear about regulations **strongly approve** of regulated, legal hunting

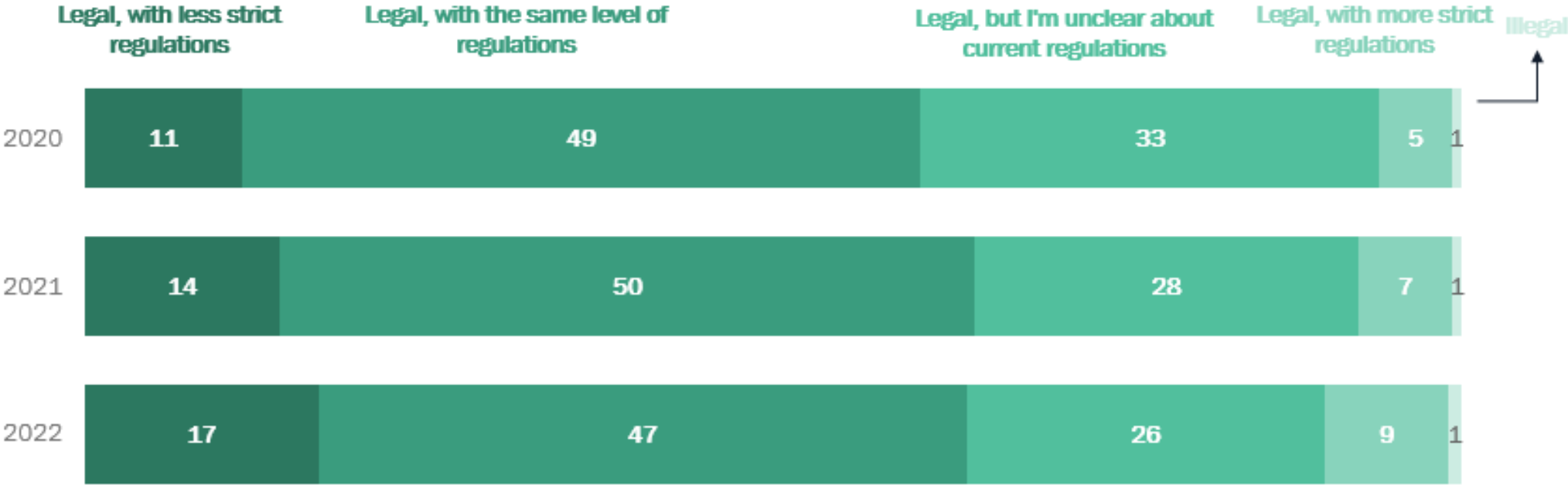
64% of voters who say hunting should be legal, but with more regulations **strongly approve** of regulated, legal hunting

Significantly higher / lower at 95% level vs. 2021

The small shift we are seeing in support for fishing regulation appears to be driven by voters being split on wanting more vs less restrictions on fishing

Among Colorado Voters

Perception of Fishing Regulations



Campaign Success

Where we started (2016)

Media Flight:

- Summer 2016: July 18 – Aug. 7 (\$78,000)
- Spring 2017: March 1 – April 28 (\$442,000)

Campaign

- Acquired Hug-A-Hunter & Hug-An-Angler

Channels

- Digital (connected TV, cross-device video, display),
TV, Broadcast/Cable

Where we are now (2023)

Media Flight:

- Always on 22/23: July 1 – June 30 (\$1,052,550)

Campaign

- This is the Wild Life (created over 400 assets)

Channels

- Spot TV/Cable, OOH (ski lifts and Rockies partnership), Digital (email, FB/IG AR filter, FB/IG promoted posts, Spotify, native/standard display, CTV, pre-roll, influencers, rich media, Reddit, TikTok, YouTube, FB/IG)

Campaign Success

Where we started (2016) \$850,000

Description	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	285	\$32,775	\$0	\$32,775
2 Creative Development & Production	315	\$36,225	\$0	\$36,225
3 Media Planning & Buying	275	\$31,625	\$0	\$31,625
4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
SUBTOTAL:	1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)				\$11,859
Description	HOURS	FEES	EXPENSES	TOTAL
6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
7 Website Design & Development	65	\$7,475	\$0	\$7,475
8 Photography	20	\$2,300	\$15,000	\$17,300
SUBTOTAL:	165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL
9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
SUBTOTAL:	185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL
11 Working Media Placements	0	\$0	\$520,000	\$520,000
SUBTOTAL:	0	\$0	\$520,000	\$520,000
GRAND TOTAL**:	1,585	\$182,275	\$667,725	\$850,000

Where we are now (2023) \$2,650,000

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	972	\$126,360	\$0	\$126,360
2 Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:	972	\$126,360	\$15,000	\$141,360
Basic Compensation Rate (Monthly Fee)				\$11,780
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,098	\$142,740	\$480,000	\$622,740
4 Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5 Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:	1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7 Exploratory Research	100	\$13,000	\$207,000	\$220,000
8 Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9 Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
11 Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:	510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:	3,290	\$427,700	\$2,222,300	\$2,650,000

Subcommittee Approval Process

Subcommittee Approval Process

- **Subcommittee Meetings**
- **Final Approval Process**
- **Learnings**

Rockies Partnership

Giveaway Item

**Rockies Partnership
Giveaway Item**

- Previous giveaway item: beach towel featuring the black-footed ferret
- 11,000 towels were distributed
- Very popular item and received positive feedback from game attendees (people were running to other gates to try to get the giveaway when other gates ran out)



Rockies Giveaway Item

Production minimum: 10,000 but aiming for 15,000

Factors in deciding items: input from Rockies, cost, usage

Trucker Hat



Reusable Tote



Beach Towel
(2nd in series)








Socks



Rally Towel



Product	Image	Description	Price / Quantity
Trucker Hat		100% cotton, 2C printing or embroidery	\$3.25ea/10,000
Reusable Tote		100% cotton, 4C printing, 38x42cm	\$2.49ea/10,000
Socks		48g, cotton, 4C printing	\$2.00ea/10,000
Rally Towel		19"x10.25", dri-fit microfiber	\$1.60ea/10,000
Beach Towel (2 nd in series)		26.5"x59", microfiber	\$4.40ea/10,000

Mural

Updates

Mural Details

- **Location: Near Gate B**
- **Size: 176"W x 110"H (14.6' x 9.1')**
- **Material: BBB Birch Plywood**
- **Artist: AJ Davis**
- **Animal Featured: Shiras Moose (one of Colorado's biggest conservation success stories)**



Care for Colorado

Reco

Care for Colorado

Web

- Feature the Care for Colorado Stewardship Partner logo on site
- Care for Colorado section on Take Action page

Social

- Social to share messaging across channels (FB/IG)

Newsletter

- Share topics/ tips in the newsletter

Action Items



Action Items

Action Items

- Open Council Role – boost?
- Select Rockies giveaway item

Upcoming

- April Planning Retreat – 4/17 and 4/18

Thank
You



Thank
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Thank
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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Corporate Director - Brand

www.rrpartners.com

Appendix

FY 22/23 Budget (\$2,650,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$480,000	\$622,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:		510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:		3,290	\$427,700	\$2,222,300	\$2,650,000

FY21/22 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

FY20/21 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	846	\$97,290	\$0	\$97,290
2 Creative Development	148	\$17,020	\$0	\$17,020
3 Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4 Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5 Website Maintenance	72	\$8,280	\$295	\$8,575
6 Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7 Strategic Consultation	0	\$0	\$72,000	\$72,000
8 Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:	1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)				\$23,202.08
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
9 Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10 Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:	1514	\$174,110	\$302,500	\$476,610
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
11 Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12 Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13 Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
14 Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:	609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:	4,067	\$467,705	\$1,607,295	\$2,075,000

FY 19/20 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

FY 18/19 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

FY 17/18 Budget

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
Description	HOURS	FEES	EXPENSES	TOTAL	
10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
13	Website Design & Development	410	\$47,150	\$250	\$47,400
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
Description	HOURS	FEES	EXPENSES	TOTAL	
14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16	Working Media Placements	0	\$0	\$620,000	\$620,000
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

FY 16/17 Budget

Description	HOURS*	FEES	EXPENSES	TOTAL	
1	Brand & Project Management	285	\$32,775	\$0	\$32,775
2	Creative Development & Production	315	\$36,225	\$0	\$36,225
3	Media Planning & Buying	275	\$31,625	\$0	\$31,625
4	Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5	Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
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SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

Media Flights

- **Always on 22/23:** July 1 – June 30, 2023 (\$1,052,550)
- **Always On 21/22:** Sept. 13 – June 30, 2022 (\$1,245,540)
- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

Quant Studies

- **Wave 8:** 9/6/22 - 9/15/22
- **Wave 7:** 8/30/21 – 9/10/21
- **Wave 6:** 9/2/20–9/13/20
- **Wave 5:** 1/20/20–1/31/20
- **Wave 4:** 1/31/19–2/7/19
- **Wave 3:** 1/8/18–1/19/18
- **Wave 2:** 5/30/17–6/8/17
- **Wave 1:** 10/24/16–11/4/16

Previous Influencers

Influencers used since 2019

- [Ty Newcomb](#)
- [Rob Herrman](#)
- [Olivia Hsu](#)
- [Hunter Lawrence](#)
- [Abigail Lafleur](#)
- [Meredith Drangin](#)
- [Shyanne Orvis](#)
- [Maddie Brenneman](#)
- [TJ David](#)

Subcommittee Roles

Review Category:	FY 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Shyanne Orvis	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Dan Gates Tim Twinem	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Quarterly Newsletter	Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

* Brittni Ehrhart-Gemmill will oversee/participate on all subcommittees