



STATE OF WASHINGTON

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TO: IAC Members and Designees
FROM: Laura Johnson, Director 
PREPARED BY: Susan Zemek, Communications Manager 
SUBJECT: Renaming the Agency
NOTEBOOK ITEM #17

One of the goals of the agency's communication plan is to increase awareness and build support for the work of the Interagency Committee for Outdoor Recreation. To accomplish that goal, the public must know who we are. The agency's current name doesn't adequately reflect the work of the Board and is difficult to say and understand. The communications plan recommended that the Board consider renaming itself and the agency to reflect their broader scope of work and to develop a name that is easier to understand.

In October, the agency hired Mercer Island Group, a marketing management consultant, to lead the agency through a name selection process. The process included the following steps:

- Interviews with Board and staff members
- Interviews with 21 external stakeholders
- Staff workshop
- Board presentation
- Work with a naming team composed of staff and board members

This research led to the following priorities, which the consultants used to recommend possible new names:

- The name should reflect recreation.
- The name should reflect conservation.
- The name should be easy to say, read, and remember.
- And if possible, but not necessary, the name should convey funding.



At the February meeting, the consultants will lead the Board through a discussion and decision of the following possible names:

Possible New Names

Washington	Recreation and Conservation	Board/Office	Washington RCB
Washington	Recreation and Conservation Funding	Board/Office	Washington RCF
Washington	Recreation and Conservation Legacy	Board/Office	Washington RCL
Washington	Recreation and Outdoors Funding	Board/Office	Washington ROF
Washington	Outdoor Conservancy	Board/Office	Washington OC
Washington	Outdoor Heritage	Board/Office	Washington OH
Washington	Outdoor Legacy Funding	Board/Office	Washington OLF
Washington	Natural Heritage Funding	Board/Office	Washington NHF
Washington	Grants for Recreation and the Outdoors	Board/Office	Washington GRO
Washington	Conservation and Recreation	Board/Office	Washington CR
Washington	Conservation and Recreation Funding	Board/Office	Washington CRF
Washington	Conservation and Recreation Legacy	Board/Office	Washington CRL