

# Conservation Congress 2014

## The Results

### **Communicating IDNR's Work to the Public: Getting Info When and How You Want It**

#### *Recommendations:*

1. Improved 1-on-1 customer service communication.
2. Website improvements.
  - a. Better internal search functionality
  - b. Simplify home page
  - c. Develop app for permits/licensing
3. Develop interactive maps for public to identify hunting areas, trails, lakes parks.
4. Better use of relationships with constituency groups to spread IDNR messages.
5. Tailor communications by region-Understand and acknowledge that communication methods and topics will vary by region.