



## Core Service Areas

Strategic Earth services are based on a collaborative and creative approach to meet the goals and priorities of our clients and those audiences they are invested in connecting with:

### ENGAGING WITH COMMUNITIES

- Relationship building
- On-the-ground outreach
- Strategic planning, process design & implementation
- Facilitation and mediation
- Materials development & distribution

### INTEGRATED COMMUNICATIONS

- Communications planning, design & implementation
- Message and materials development & distribution
- Stakeholder assessment & analysis

### PROJECT MANAGEMENT

- Iterative program design, implementation & reporting
- Policy development and navigation
- Meeting design
- Needs assessments

## Specializing in the interplay between science, policy and communications

Strategic Earth Consulting specializes in developing effective ways to link science and policy with community outreach and engagement. We help our clients understand, navigate, and succeed in implementing effective science-based, policy driven participatory processes. Our approach is multi-disciplinary, highly collaborative, and focuses on the value of open lines of communication. Our team leverages broad experience working with diverse stakeholders to build solutions and successfully achieve the goals identified by our clients.

## Reaching beyond traditional forms of communication and engagement

Many of our projects connect communities with environmental policy and decision-making processes. Our success is based on a deep understanding and value placed on transparent, neutral, and inclusive dialogue. We aim to reach beyond traditional forms of communication and engagement, and focus on establishing a multi-directional dialogue designed to exchange ideas and foster relationship building.

Our core expertise lies in collaborating with and reaching audiences that are typically underrepresented and lack involvement, organization, and/or authority in natural resource management. Through dedication and on-the-ground involvement, we have developed deep-rooted connections with commercial, sport, and recreational fishing industries, California tribes and native communities, and other groups and individuals with strong ties to natural resource access and uses. These unique and important relationships allow our team to anticipate and adapt to relational challenges so, together, we can set a new course from which to build enduring partnerships and collaborations.



*the power of conversation*

## Building inclusive outcomes to complex natural resource challenges

Strategic Earth assists our clients across a full continuum of services—from strategic communications planning and stakeholder analysis to successful project implementation. Informed by the needs of each target audience, our team develops and implements communications and engagement strategies that speak to the common goals and priorities of our clients and those audiences they are invested in connecting with. Our expertise in community engagement is strengthened by our scientific and policy training, which allows us to reach across barriers and connect our clients with a diverse range of perspectives and translate a technical dialogue into one that is widely accessible, especially to diverse, less-technical audiences. Strategic Earth's team of consultants apply over 15 years of experience developing and implementing communications and public engagement projects that are based on the value and long-term benefits of relationship building to help our clients develop creative, achievable outcomes.

*We invest in establishing and maintaining solid relationships with community leaders, stakeholders, nonprofit organizations, agencies, tribal governments, and scientists throughout the West Coast and nationally.*

## Core subject matter expertise

Our team has expertise across a wide range of natural resource topics. Core work areas include, but are not limited to:

Coastal Restoration

Community Based Management

Ecosystem Based Management

Fisheries Management

Marine Spatial Planning

Marine Protected Areas

Marine Research and Monitoring Planning

Stakeholder Assessments

## It's an honor and a privilege

We are grateful for the opportunity to work at the forefront of marine science, policy development, and communications with such clients and partners as:

- Aquarium of the Pacific
- California Department of Fish and Wildlife
- California Ocean Protection Council
- California State Coastal Conservancy
- Ecotrust & Point 97
- Native American Heritage Commission
- The Nature Conservancy
- Marine Life Protection Act Initiative
- Monterey Bay Aquarium
- Mid-Atlantic Regional Council on the Ocean
- California Ocean Science Trust
- Reef Check Foundation
- Santa Monica Bay Restoration Commission
- Scripps Institution of Oceanography
- Sportfishing Conservancy
- UC Santa Barbara

## Let's start a dialogue

Owner and principal Kelly Sayce, together with senior associate Rachelle Fisher, bring a deep commitment to supporting diverse voices in natural resource decision making and management. With offices in Los Angeles and Santa Barbara, along with satellite locations nationwide, Strategic Earth's network of specialists is well positioned to support your project goals.

For more information, including details about our current projects, please visit [strategicearth.com](http://strategicearth.com) or contact us directly at 310.876.8087 or [hello@strategicearth.com](mailto:hello@strategicearth.com).

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