

Service First Strategy

MOVING SERVICE FIRST FORWARD

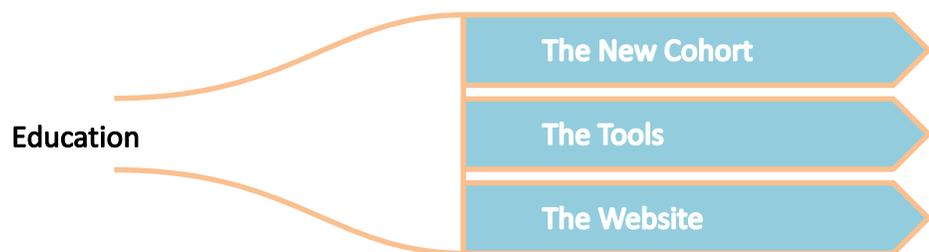
Purpose: The purpose of the Service First (SF) strategy is to facilitate increased awareness and usage of the SF authority among cooperating SF agencies.

Vision: The vision for SF community is to achieve seamless operation among agencies to accomplish the goals of SF which are improved stewardship of the land, improved customer service, and improved operational efficiency through the use of the SF authority.

The SF strategy focuses on “*Moving Service First Forward*”. The three Primary Goals, providing **Education**, developing and sharing **Streamlined Approaches**, and giving **Credit Where Credit is Due**, will enable limited resources to better emphasize practices that will assist the four SF agencies by utilizing associated tools to accomplish their agency’s mission.

- **Education** emphasizes reaching out to new and potential SF practitioners, sharing information about using SF tools, by incorporating the SF website as a major vehicle to share information.
- **Streamlined Approaches** emphasizes developing new tools, determining how SF can be fully utilized, and creating, modifying, or eliminating policies and other barriers to make using the SF authority easier.
- **Credit Where Credit is Due** focuses on communicating about current SF use in the four agencies giving special attention to successes, and collecting consistent uniform data across the agencies to tell the SF story.

Education



The New Cohort: This focus area reaches to the heart of the Education Goal as it is entirely centered on reaching potential new practitioners of SF. The goal is to expand the community of people that understand and utilize SF to accomplish the missions of the agencies.

The Tools: This focus area is all about educating the SF community on how to use the tools that are available to them. The goal is to increase awareness of the tools that are available and how to use those

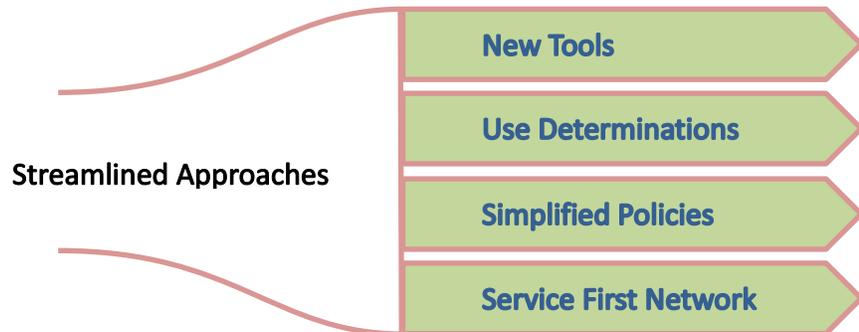
tools in each unique SF organization or program. These are most likely going to be along the lines of webinar trainings.

Training: <http://www.fs.fed.us/servicefirst/rt-training.shtml>

The Website: This focus area concentrates on using and continuing to develop the SF website as the focal point for information collection and dissemination. The goal is continue to develop the potential of the website as an integral resource for delivering the SF program to the four agencies.

Service First: <http://www.fs.fed.us/servicefirst/index.shtml>

Streamlined Approaches



New Tools: The emphasis of this focus area is developing new tools (or updating existing tools) for the existing and potential SF community. The goal is to offer a collection of materials to address common uses of and opportunities vs. barriers associated with SF.

How do I: <http://www.fs.fed.us/servicefirst/how-do-i.shtml>

Resources and Tools: <http://www.fs.fed.us/servicefirst/rt.shtml>

Use Determinations: This focus area is about seeking answers to questions about the extents to which we can use the SF authority. There are different interpretations amongst the agencies as to what constitutes a SF arrangement. The goal is to clarify the extent to which the SF community can use the SF authority from the legal perspective which, in turn will allow the agencies to decide how they want to use the SF authority.

Simplified Policies: This focus area is about identifying existing agency policies and procedures that hamper the use of the SF authority, or where there is a need for agency policies that clarify the use of the SF authority. The goal is to address agency level barriers and develop a means to resolve real or perceived issues, and ultimately promote the use of the SF authority.

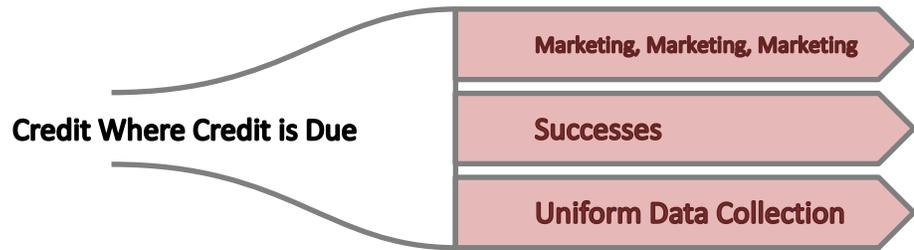
Authority: <http://www.fs.fed.us/servicefirst/authority.shtml>

Supporting information: <http://www.fs.fed.us/servicefirst/how-do-i-learn-more.shtml>

Service First Network: This focus area will enable further development and strengthening of the network of SF coordinators, practitioners, and community. The network of the SF community is inconsistent

across the four agencies and the country. The goal is to both develop the network where it currently does not exist and to develop tools and methods to strengthening the existing networks.

Credit Where Credit is Due



Marketing, Marketing, Marketing: SF suffers from an identity crisis. Marketing and communications of SF to internal and external entities will increase the awareness and potential for SF. The goal is to both identify the strategic points of contact (internally and externally to the four agencies) and generate appropriate materials that can be used both horizontally and vertically to share information about SF. Much of what happens with SF is good work that is under recognized and we should take credit for the accomplishments.

Successes: The traditional method of telling “success stories” is an effective method to display how SF is implemented on the ground level. Sharing of this qualitative information often anchors implementation to a place and time associated with a particular project. The goal is to continue to use and look for innovative ways to share qualitative information.

Success Stories: <http://www.fs.fed.us/servicefirst/sf-loc-success-stories.shtml>

Uniform Data Collection: Developing – as much as possible – a passive data collection system that works across all four agencies to generate consistent data to use for reporting of accomplishments. The goal is to collect the same quantitative information across all four SF agencies in order to tell the local, regional, and national story of SF.

Self-Reporting: <http://www.fs.fed.us/servicefirst/sf-loc.shtml>