

Briefing Statement

Date: June 9, 2000

Title: Change the name of the Desert Managers Group to “California Desert Partners.”

Issue: The current name Desert Managers Group does not convey to stakeholders, opinion makers, the media, and other members of the general public anything about the vision or mission of the desert-wide partnership. There is also confusion between the DMG--the overall partnership effort, and the DMG—the parent body of managers that oversees the partnership. These factors hinder efforts to build public support for the work of the group and obtain needed funding.

Background/Status:

1. Since the passage of the Desert Protection Act in 1994, the name ‘Desert Managers Group’ has been used to refer to the senior agency land managers who participate in collaborative partnership to manage California Desert public lands under an ecosystem management concept.
2. The name Desert Managers Group does not convey to the public/stakeholders anything about the vision/mission of the organization: namely to work together to cooperatively manage desert public lands and provide more uniform and improved levels of public service. The name also implies that the DMG is an exclusive group that excludes participation by stakeholders, non-member agencies, tribes, etc.
3. The existing name has hampered efforts to build public support and recognition of the group’s positive accomplishments.
4. The lack of a public constituency supporting the Group’s work has made it difficult to obtain federal or state funding for important desert initiatives.
5. The Art Center School of Design, experts in advertising and corporate identity development, have suggested a change to a name that better suggest the mission and work of the interagency partnership.
6. Several name changes were considered. The Desert Information and Resource Team proposes the name “California Desert Partners” as the team’s recommendation for a name that better conveys to the public the work and nature of the interagency collaboration.

Proposed Action:

1. Adopt the name “California Desert Partners” as the official name for the collaborative partnership. The name “Desert Managers Group” would continue to be used for the body of managers that oversees the partnership.
2. If approved, the new name would be incorporated in the group logo.

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