

March 2016

COMMUNICATIONS WORKGROUP: 2016 PRIORITIES

1. EXPAND MEMBERSHIP AND IMPROVE PARTICIPATION

Are the right people at the table? Is this a workgroup that members want to be a part of?
Are there incentives we can offer to improve involvement and participation?

- A. Conduct a gap analysis to determine who should be participating (but isn't). Use one-on-one recruiting to reach out to individuals and/or organizations.
 - i. Special attention should be paid to those NGOs that have signed onto the Watershed Agreement.
- B. Distribute a member survey to find out why people aren't attending. Are there scheduling conflicts? Are members not finding value in our meetings?
- C. Establish a communications channel (e.g., listserv or private Facebook group) through which we can interact outside of our monthly meetings.
- D. Solicit agenda items from members.
- E. Provide a forum to experiment with new communications tools (e.g., [Vidyo](#): HD Video Conferencing) and discuss topics related to professional development.
 - i. Invite speakers from outside of the workgroup.
- F. Promote our strengths.
- G. Take a proactive approach toward offering support to GITs, MB and PSC.
 - i. Review MB and PSC agendas for work that would benefit from our communications expertise.
 - ii. Offer GITs more tangible support when it comes to creating communications products (e.g., PowerPoints).

2. ENGAGE GITs IN SUPPORTING THEIR COMMUNICATIONS NEEDS

How can we ensure our workgroup is brought in at the right time during projects that would benefit from our advice?

- A. Schedule regular meetings with each GIT (esp. when there has been a change in leadership) to (a) discuss their projects, priorities and communications needs, and (b) orient them to our role within the program and our availability to support their work.
 - i. Include Chairs, Coordinators and Staffers.
- B. Work with GIT Liaisons and the Communications Office to identify the communications needs contained in all two-year work plans. Set priorities for addressing them.
- C. Consider establishing a system through which we let GIT Chairs, Coordinators and Staffers know about our work (e.g., distributing relevant news stories via email).
 - i. At minimum, ask Coordinators and Staffers to sign up for our e-newsletters and follow us on social media.
- D. Working with Cross-Program Coordinator, ensure the partnership's six-month priority list is aligned with the Communications Office's editorial calendar.

3. ESTABLISH A TWO-WAY STREET BETWEEN INDIVIDUAL PARTNERS AND THE PARTNERSHIP

How do we encourage members to publicize and promote each other's work, as well as the work of the partnership?

- A. Establish a communications channel (e.g., listserv or private Facebook group) through which we can share news, events and embargoed press releases.
- B. Establish a shared private calendar around which we can schedule our communications efforts. Populate calendar natural phenomena and relevant watershed events.

4. PROMOTE BEST PRACTICES

How do we ensure we provide the best advice and recommendations possible?

- A. Schedule professional development opportunities to occur throughout the year.
 - i. Send out a member survey to select topics.
- B. Invite workgroup members to Communications Office's annual training event.
- C. Consider establishing a Communications Corps to train high school students in environmental stewardship through science communication.

Date	Task	Individual or Team Responsible
Ongoing	Solicit agenda items from members.	Communications Workgroup Leadership
Ongoing	Schedule professional development opportunities to occur throughout the year.	Communications Workgroup Leadership
Ongoing	Review MB and PSC agendas for work that could benefit from our involvement.	<i>TBD (MB Coordinator and/or Staffer?)</i>
March	Ask GIT Coordinators and Staffers to sign up for our e-newsletters and follow us on social media.	Communications Team
Mid-March (discuss results at April meeting)	Draft and distribute a member survey (to address attendance, involvement, professional development needs, etc.).	Communications Workgroup Leadership
Late March/Early April	Work with GIT Liaisons and the Communications Office to identify the communications needs contained in all two-year work plans. Set priorities for addressing them.	Communications Workgroup Leadership, Communications Team, Cross-Program Coordinator, GIT Coordinators and Staffers
April	Conduct a gap analysis to determine who should be participating (but isn't). Use one-on-one recruiting to reach out to individuals and/or organizations (esp. NGOs).	<i>TBD</i>
April (with meetings to begin in May)	Schedule regular meetings with each GIT to (a) discuss their projects, priorities and communications needs, and (b) orient them to our role within the program and our availability to support their work.	Communications Workgroup Leadership
May	Establish a communications channel (e.g., listserv or private Facebook group) through which we can interact and share news, events and embargoed press releases.	<i>TBD</i>
May	Establish a shared private calendar around which we can schedule our communications efforts. Populate with natural phenomena and relevant watershed events.	<i>TBD</i>
June (during regularly scheduled editorial calendar discussion)	Ensure partnership's priority list is aligned with the communications office's editorial calendar.	Communications Team and Cross-Program Coordinator