

Handout

Agenda Item 3A.2

Date October 13, 2016

North Bay Watershed Association **DRAFT** Communications Plan

10/6/2016

Goal 1: Adopt formal communications strategies to support NBWA mission and goals

Strategy:

- 1) Develop and implement a communications plan

Actions/schedule:

- 1) Develop a communications committee per Board direction
 - a. Hold first meeting in October
 - b. Hold a total of four meetings a year
- 2) Draft a communications plan for Board approval
 - a. Draft a plan with committee in October in 2016
 - b. Present plan for approval by Board in November 2016
- 3) Develop a budget to support the plan
 - a. Present budget for Board approval in 2017
- 4) Develop staffing, responsibilities to implement the plan
 - a. Develop responsibilities in November 2016
- 5) Review and update the plan once a year
 - a. Committee to review plan and update in November of each year

Goal 2: Increase outreach and communications to youth

Strategies:

- 1) Develop a school education program
- 2) Provide tours of NBWA member systems and facilities
- 3) Provide in-school or external educational workshops or curriculum

Actions/schedule:

- 1) Develop a list of public schools within the NBWA boundary
 - a. Finalize list by January 2017
- 2) Create a contest/scholarship annual program (Video contest, poster contest)
 - a. Roll out program in July 2017
- 3) Develop a tour itinerary schedule/ feasibility map
 - a. Create tour plan by July 2017
- 4) Investigate funding needed for busing costs for schools to attend NBWA tours, events
 - a. Itemize busing costs per tour plan by July 2017
- 5) Investigate grant funding opportunities to support in-school or external workshops
 - a. Ongoing, concurrent with NBWA budget/grant process

Goal 3: Increase awareness about NBWA to its members and water industry

Strategies:

- 1) Update and maintain a robust website
- 2) Develop a quarterly electronic newsletter
- 3) Support bi-annual conference

Actions/schedule:

- 1) Host, maintain and update website
 - a. Update website in October 2016
 - b. Review content quarterly with committee
- 2) Create a mail chimp or constant contact account
 - a. Secure account in December 2016
 - b. Develop design template in December 2016
 - c. Develop content, featured stories quarterly
- 3) Identify recipients
 - a. Secure email database of recipients by January 2017
- 4) Distribute first electronic newsletter
 - a. January 2017
- 5) Develop communications plan for bi-annual conference
 - a. Work with conference committee schedule to ensure proper communications strategies are implemented

Goal 4: Develop positive earned media opportunities for NBWA projects and its members

Strategies:

- 1) Build strong relationships with North Bay journalists covering water resources, government

Actions/schedule:

- 1) Build a North Bay media list
 - a. November 2016
- 2) Develop a media page on website
 - a. November 2016
- 3) Issue press releases on grant announcements, projects
 - a. Ongoing as announcements are made