



# Implementation Plan

for the

***NPLCC Communication and Outreach Strategy, 2015***

**December 2014**

## **Introduction**

The 2015 Communication and Outreach Implementation Plan identifies the NPLCC top communication and outreach priority activities for 2015. This plan was developed by the Communication and Outreach (COR) Subcommittee and grounded by the COR 5-year Strategy, which was approved by the NPLCC Steering Committee in 2013. The priority activities for 2015 remain aligned with the objectives and target audiences addressed in the [COR strategy](#) and seek to focus on implementation of tools and developing/tracking communication performance measures. The major goal of the implementation plan is to aid the NPLCC in continued achievement of communication goals, development of communications products, and outreach to the NPLCC's target audiences.

The following 2015 priorities were first identified by the COR subcommittee and will be presented to the NPLCC Steering Committee. Priorities were largely carried over from successes in 2014, with a few adjustments and additions. They will be carried out through 2015, with continued attention to successes and challenges via audience feedback and performance measures.

## **Implementation Plan**

The below table identifies our key priorities, tools and implementation strategies the NPLCC will focus on in 2015. These priorities will be headed by the NPLCC Communication Specialist with the assistance of NPLCC staff, COR subcommittee, key subcommittee members, and representatives from EnviroIssues. The COR subcommittee convenes quarterly and will continue to review and discuss progress of the implementation plan throughout 2015.

## **Priority Actions, Tools & Tasks**

<b>PRIORITY ACTIONS</b>	<b>TOOLS/TASKS</b>
<b>1. NPLCC Website/Social Media Content</b>	<ul style="list-style-type: none"><li>• Continued updates to news/calendar</li><li>• Site enhancements – Resource Library, Workshop Pages</li><li>• Updates shared across social media (Facebook, Twitter)</li></ul>
<b>2. E-newsletters</b>	<ul style="list-style-type: none"><li>• Continued development and distribution of Climate Science Digest, Tidings and special announcements to NPLCC Listserve via MailChimp</li><li>• Increase in subscribers and readership</li></ul>
<b>3. Science-Management Webinars</b>	<ul style="list-style-type: none"><li>• Continued webinars</li><li>• Increased participation in webinars and recording viewership</li></ul>
<b>4. Collaboration with regional Climate-Science entities (CSCs, RISA, Hubs, etc.)</b>	<ul style="list-style-type: none"><li>• Collaborative products (annual newsletter, Digest)</li><li>• Promotion of work/products</li></ul>
<b>5. NPLCC-funded &amp; supported Project Communication</b>	<ul style="list-style-type: none"><li>• Project-by-project Outreach (web, print, events)<ul style="list-style-type: none"><li>○ Communication plan for reach project</li><li>○ Ongoing – before, during, after project</li></ul></li><li>• Work with STEK/COR subcommittee members to best</li></ul>

	communicate NPLCC-funded project results and use.
6. Increase communication of climate change impacts to cultural resources (tribal and non-tribal)	<ul style="list-style-type: none"> <li>• Highlight TEK/Subsistence Projects</li> <li>• Increase T/FN communication support</li> <li>• Collaborate with T/FN Committee</li> </ul>
7. Highlight variety of work and diversity of partners	<ul style="list-style-type: none"> <li>• Increase partner spotlighting across NPLCC communication channels (web, print, etc)</li> <li>• Serve as venue for sharing partners' work and helping partners leverage their work</li> </ul>
8. Develop and strengthen target goals and performance measures for NPLCC 2015 Priority Actions	<ul style="list-style-type: none"> <li>• Develop target goals and measures guidance document for 2015 (Draft below)</li> <li>• Monitor and report quarterly/review with COR subcommittee</li> <li>• Refine by end of year</li> </ul>

## 2015 COR Draft Performance Measures

PRIORITY ACTION	FREQUENCY	TARGET INCREASE	MEASURES
1	Bi-weekly news, calendar updates Daily posts on Facebook/Twitter	10% increase in annual website visits; Double Facebook & Twitter followers/20% increase in engagement	Google Analytics, Facebook Analytics, Twitter Analytics
2	Monthly Digest; Quarterly Tidings	20% increase in subscribers, particularly in AK and Canada. 15% increase in readership	MailChimp Analytics Results of reader surveys Partner diversity
3	4 Science-management Webinars	25% increase in average participation, focus on AK and Canada 25% increase in views per YouTube video	Webinar registration & participation counts, YouTube views
4	4 Collaborative Projects	More collaboration on documents, events, etc.	# of products (web, print) # NPLCC mentions in their materials (web, print)
5	Communicate milestones and completion of <i>all</i> NPLCC projects	100% proposals have COR plan 100% projects in Project Tracking System, website, social media	Web content review, Project Outreach Tracking, Number of event presentations Regular updates on completed projects
6	Weekly Posts	Increase in posts on web outlets	Content Review
7	Weekly Posts	Increase in posts on web outlets	Content Review

		<b>Hold more conferences</b>	<b># of non-NPLCC entities we work with</b> <b># of partner events we market</b> <b># events NPLCC attends where they introduce NPLCC services</b>
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