



NPLCC Communication & Outreach Updates

- Communication & Outreach Strategy
 - *5 year plan guiding NPLCC COR Objectives, Audiences, tools and some performance measures.*
- 2014 COR Highlights
- COR Plans for 2015

*Mike Tranel,
COR Subcommittee Chair*

Steering Committee Meeting, November 3rd, 2014

2014 Success



*Meghan Kearney,
NPLCC Communication Specialist*

- 1. Website Content:** Many new features, stand alone project pages/news
- 2. Newsletters:** Climate Science Digest/North Pacific Tidings
- 3. Science-Management Webinars:** Monthly
- 4. Connect w/ other climate science entities:** Joint Science Digest, Annual Climate Magazine, regular updates sent to LCC Network and other entities
- 5. Communicate Project Results:** Project Tracking System
- 6. Climate Impacts to Cultural Resources:** Communication with Tribes & First Nations
- 7-8. How can we shape better *performance measures* and *spotlight partners*?**

2015 Plan



*Meghan Kearney,
NPLCC Communication Specialist*

Continue successful activities from 2014:

- Website, newsletters, webinars, etc.

Consider New Strategies for 2015:

- 2015 Implementation Plan (to draft in Winter/Spring Meetings):
 - Establish further and improve performance measures
 - Track progress and recommend changes
 - Increase partner spotlighting
- Recruit new members: Tribes/First Nations Communication Rep; increase communication expertise
- COR Subcommittee support for actionable science/project communication; continued reviews of outreach materials
- Strengthen collaboration between communication specialists