



Implementation Plan

for the

NPLCC Communication and Outreach Strategy, 2016

November 2015

Introduction

The 2016 Communication and Outreach Implementation Plan identifies the NPLCC top communication and outreach priority activities for 2016. 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 2016 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 2016 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 and 2015, with a few adjustments and additions. They will be carried out through 2016, with continued attention to successes and challenges via audience feedback and performance measures.

New Focuses for 2016

An overarching focus for the 2016 Implementation Plan, embedded throughout each priority action, is further emphasis on evaluating and showcasing the value of the NPLCC and LCC Network. Taking into account continued priorities from our partners, committees, and recommendations from the National Science Academy, showcasing and evaluating our value will be a major priority. In 2016, we will aim to tell more stories through the voices of our partners, and include more testimonials across our priority actions, particularly regarding our projects, partners, and cultural resources with the assistance of our Tribe/First Nation Committee. Additionally, in 2016, the LCC Network will have a Communication Strategy and we will seek to align our priority actions, tools, and target goals with the Network and other LCCs.

Implementation Plan

The below table identifies our key priorities, tools and implementation strategies the NPLCC will focus on in 2016. These priorities will be headed by the NPLCC Communication Specialist with the assistance of NPLCC staff, COR subcommittee, key subcommittee members, and representatives from Envirolssues. The COR subcommittee convenes quarterly and will continue to review and discuss progress of the implementation plan throughout 2015.

Priority Actions, Tools & Tasks

PRIORITY ACTIONS	TOOLS/TASKS
1. NPLCC Website/Social Media Content	<ul style="list-style-type: none">• More frequent direct links to website in outreach materials• Increase engagement on social media
2. E-newsletters	<ul style="list-style-type: none">• Quarterly Tidings• Evaluate readership with NW Climate Science Center• Continue increase in subscribers and readership

3. Science-Management Webinars	<ul style="list-style-type: none"> • Continue webinars • Increase YouTube engagement with ongoing promotion
4. Collaboration with regional Climate-Science entities (CSCs, RISA, Hubs, etc.)	<ul style="list-style-type: none"> • Seek out more opportunities for collaboration in showcasing value of NPLCC (i.e. working with partners to show how NPLCC has benefited their work)
5. NPLCC-funded & supported Project Communication	<ul style="list-style-type: none"> • Review past project for successes/challenges and revisit where needed • Develop more project-related narratives, beyond just “posting” • Evaluate where our work is being/has been used and develop outreach
6. Increase communication of climate change impacts to cultural resources (tribal and non-tribal)	<ul style="list-style-type: none"> • Incorporate COR into Recommendations from T/FN Committee • Increased communication with T/FNs and offer communication and outreach support • Greater focus on cultural resources in #5 & #6 • Tribal Communication Representative/s on committee
7. Highlight variety of work and diversity of partners	<ul style="list-style-type: none"> • Provide COR support to partners – assistance with information sharing and delivery to our networks
8. Develop and strengthen target goals and performance measures for NPLCC 2015 Priority Actions	<ul style="list-style-type: none"> • Continue successful 2015 targets w/ adjustments where needed • Develop more qualitative measures, i.e. interviews with PIs, end-users of NPLCC products.

2016 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; 5% 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	Maintain full participation in webinars (100); 25% increase in views per	Webinar registration & participation counts, YouTube views

		YouTube video	
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 Revisit completed projects, evaluate, develop quarterly outreach piece for successes.	100% proposals have COR plan Increased engagement with past projects	Web content review, tracking of all past project-related engagement (contacts, outreach pieces, etc)
6	Weekly Posts Ongoing communication w/ T/FN Committee	Increase in posts on web outlets	Content Review
7	Weekly Posts Help develop 4 outreach pieces with partners for NPLCC audiences.	Increase in posts on web outlets Hold more conferences	Content Review