



**Implementation Plan**  
for the  
***NPLCC Communication and Outreach Strategy, 2014***

**March 2014**

## Introduction

The Communication and Outreach Implementation Plan identifies the NPLCC top communication and outreach priority activities for 2014. This plan was determined by the Communication and Outreach (COR) Subcommittee and grounded by the [COR Strategy](#), approved by the NPLCC Steering Committee. The priority activities for 2014 will stay in line with the objectives and target audiences addressed in the COR strategy and seek to focus on implementation of tools and 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 2014 priorities were first identified by the COR subcommittee and then approved by the NPLCC Steering Committee. They will be carried out through 2014, 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 2014. These priorities will be headed by the NPLCC Communication Specialist with the assistance of NPLCC staff, COR committee, 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 2014.

### Priorities, Tools & Implementation Strategies

PRIORITY	COMMUNICATION TOOLS	IMPLEMENTATION STRATEGY
<b>1. Continue to update NPLCC Website content</b>	Website	<ol style="list-style-type: none"><li>1. Finalize new Resources page</li><li>2. <b>Populate site</b> with project documents &amp; information</li><li>3. Populate news section weekly</li><li>4. Maintain fresh visuals on scrolling image banner on the homepage</li><li>5. Maintain updated <b>events calendar</b></li><li>6. Utilize Google analytics for <b>performance measures</b> and develop specific goals for priority content/pages (i.e. projects and resources page).</li></ol>

PRIORITY	COMMUNICATION TOOLS	IMPLEMENTATION STRATEGY
<p><b>2. Continue to produce and refine e-newsletter communications</b></p>	<p>Mailchimp</p> <ul style="list-style-type: none"> <li>▪ Climate Science Digest</li> <li>▪ North Pacific Tidings</li> </ul>	<ol style="list-style-type: none"> <li>1. Produce monthly Climate Science Digest and North Pacific Tidings e-newsletters</li> <li>2. Continue to monitor and report on content and <b>readership performance measures</b></li> <li>3. Reach out to and communicate with counterparts (such as CSCs &amp; NOAA's RISA) to assure efficient communication of materials &amp; prevent duplication</li> <li>4. <b>Increase subscribed readers</b> and readership, particularly in AK &amp; BC.</li> </ol>
<p><b>3. Continue holding science management webinars</b></p>	<p>WebEx YouTube</p>	<ol style="list-style-type: none"> <li>1. Coordinate webinars on finalized <b>NPLCC projects and high priority partner projects</b></li> <li>2. Determine target audiences &amp; send special announcements/invitations</li> <li>3. <b>Record webinars</b> to host on YouTube channel &amp; share across tools (website, newsletter, etc.)</li> <li>4. Monitor performance measures for webinar participation, and views of recorded webinars.</li> </ol>
<p><b>4. Increase efforts to connect with LCC Network, Climate Science Centers (CSC) &amp; regional initiatives (RISA, Climate Hubs, etc.)</b></p>	<p>Conference Calls LCC Network Website LCC Network e-newsletters Regional initiative outreach materials</p>	<ol style="list-style-type: none"> <li>1. Communication Specialist participates in <b>frequent communication with points of contact</b> &amp; committees</li> <li>2. <b>Submit NPLCC content</b> to LCC Network, and other outreach materials from CSCs and regional initiatives.</li> <li>3. Identify new communication points of contact for other organizations and build a communication network to share website, news &amp; social media information</li> </ol>
<p><b>5. Identify and implement ways to communicate results of projects funded or supported by the NPLCC</b></p>	<p>Website Press Releases E-newsletters Webinars Conferences and work sessions</p>	<ol style="list-style-type: none"> <li>1. Build Outreach Strategy table for <b>project-by-project</b> outreach priorities</li> <li>2. Maintain targeted contacts list for each project</li> <li>3. Work with COR &amp; Science-Traditional Ecological Knowledge (S-TEK) subcommittees to develop and refine outreach practices</li> <li>4. Focus on communicating transboundary projects and their importance</li> </ol>

PRIORITY	COMMUNICATION TOOLS	IMPLEMENTATION STRATEGY
<b>6. Identify tools to communicate how climate change impacts cultural resources (tribal and non-tribal)</b>	Tribal and First Nation communication networks	<ol style="list-style-type: none"> <li>1. Hold <b>conversations with cultural resource managers</b> to brainstorm potential tools</li> <li>2. Discuss with the <b>COR subcommittee</b> list of tools and identify which tools to pursue</li> <li>3. Frequent communication with <b>Tribes and First Nations</b> to assure the NPLCC is meeting needs</li> </ol>
<b>7. Develop analytic reports to measure performance of communication tools and strategies</b>	Built-in Analytics for Google, MailChimp & social media platforms	<ol style="list-style-type: none"> <li>1. Develop <b>quarterly reports</b> covering online tool performance</li> <li>2. Discuss quarterly reports with the COR subcommittee</li> <li>3. Refine communications tools as needed based on reports and feedback</li> </ol>
<b>8. Highlight variety of work and diversity of partners</b>	Website E-Newsletters	<ol style="list-style-type: none"> <li>1. Create <b>partner and partner project profiles</b> on NPLCC website and e-newsletters</li> <li>2. Create partner profiles on the North Pacific Tidings e-newsletters</li> </ol>