

ACTION PLAN

OBJECTIVE: By 2005, a strategic communications plan is developed and implemented.

Team Leaders: Lesley Ogrosky and Leslie Wollack

PRI ORITY/ACTIONS NEEDED (What)	PROCEDURES/RESOURCES (How)	KEY PLAYERS	RESPONSIBILITY (Who)	TIMEFRAME (When)
Establish communications team	Call for Volunteers Draft charter and SOW	FGDC staff, CG members, professional organizations	Staff Director	7/04
I dentify communication goals and objectives	Align with NSDI goals & objectives	FGDC CG members	Communication Team	Begin 8/04
Develop list of target audiences	Hold summit meeting <ul style="list-style-type: none"> • Brainstorm • Prioritize • Decide 	FGDC CG members, leaders-current projects	Communications Team	Begin 8/04
Craft messages for identified audiences	See above Match messages to audience	See above		Begin 8/04
Develop list of tactics	Look at communication vehicles, activities & materials Match tactics to messages	See above	Communications Team	Begin 8/04
Develop budget & timeline		Budget Analyst	Team Leads	9/04
Evaluation and progress review.	I D performance indicators Update plans as needed. Coordinate with action teams.	Leads for other action plans	Communications Team	Begin 9/04
Draft One Year Communications plan for FY 05	See below	FGDC CG	Communications Team	9/04
Execute communications strategy	Brief FGDC on strategy Introduce team members	Staff Director FGDC CG	Communications Team Leads	10/04

Performance Indicators

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Develop messages to support NSDI goals and refine message regarding FGDC/GOS/TNM	Hold message summit. <ul style="list-style-type: none"> • ID messages • ID target audiences • ID tactics Incorporate messages	FGDC CG Members, leaders-current projects	FGDC Communications Team	Begin 8/04
Provide communications support in implementing the framework strategy	Work with Framework Team to develop strategy, clarify objectives & terminology.	Framework Team and other FGDC members	FGDC Communications Team	Begin 8/04 – 9/30/04
Promote the successes of GIS activities	<ul style="list-style-type: none"> • Seek out successful innovative uses of GIS, as a joint strategy with partners • Work with program leads to ensure that performance indicators can be readily used to communicate success 	Partners, FGDC/GOS staffs	FGDC Communications Team & Partnership Coordinators	Begin 7/04
Enhance primary communications vehicles	Phased redesign for <ul style="list-style-type: none"> • PowerPoint presentations • website. 	FGDC Staff	FGDC Communications Team	Begin 7/04
Review progress.	Quarterly review Update plans as needed. Measure against performance indicators	FGDC staff and CWG members	Communications Team	10/04

Performance Indicators