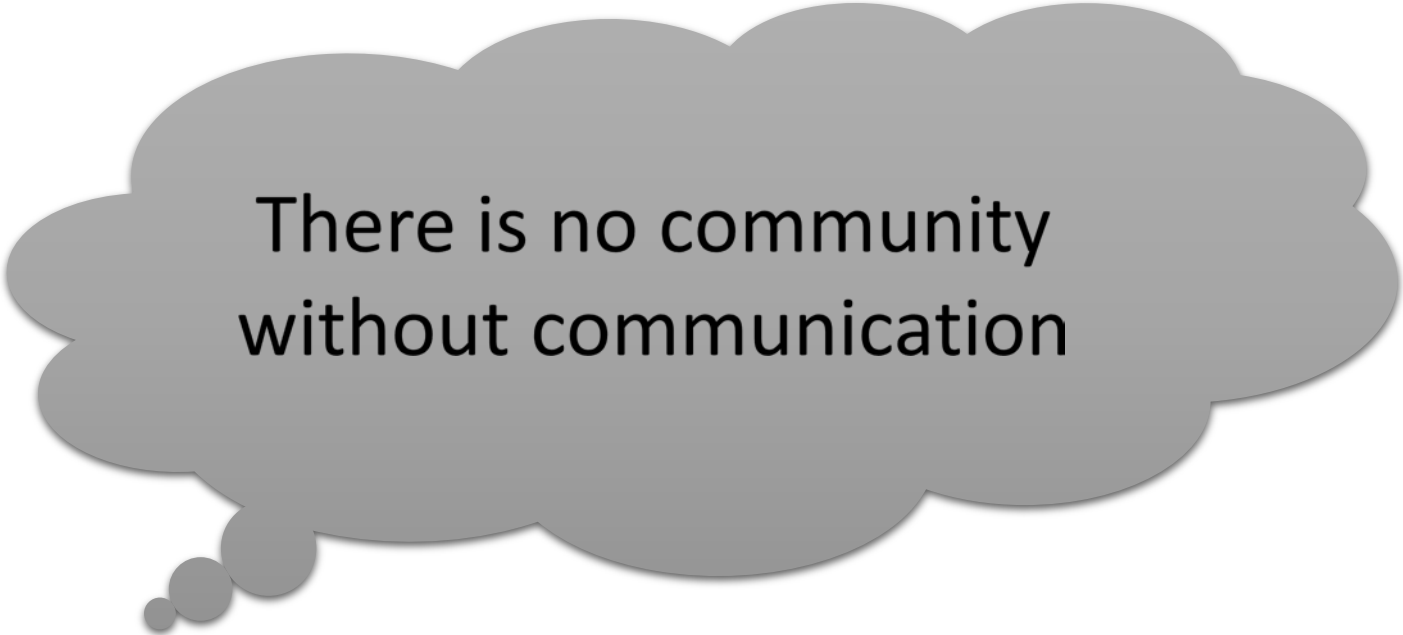


Communication & Outreach



SIP Coordination Meeting
January 31, 2018

What's in a Name?



There is no community
without communication

Community -and- *Communication* share the same Latin root:

communis

meaning “common”

Goals



- GOAL 1: Establish, maintain, monitor, and assess a range of channels that promote multidirectional communication and convey content related to the UFS.
- GOAL 2: Establish guidelines and processes that result in improvements in content quality and consistency.
- GOAL 3: Promote and enable collaborative development and integrated decision making through open access to information and resources.
- GOAL 4: Create and sustain an identity through branding for the UFS, working through and with NOAA Communications and other parallel offices in partner organizations.

Communication Content

What is communicated:

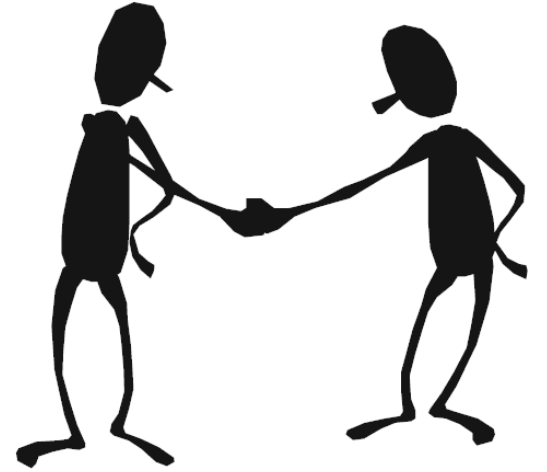
1. Mission, Vision, Values, and Iconography
2. Governance Processes
3. Requirements
4. Plans, Schedules, Reports and other Management Records
5. Software and Technical Documentation
6. Data
7. Training Materials
8. Calendars
9. Glossaries

Communication Channels

How we communicate:

1. Websites
 1. Asynchronous Websites
 2. Collaboration Environments
2. Meetings, Focus Groups, and Panels
3. Email Lists
4. Media
5. Surveys

Outreach



Outreach is a form of communication. Crucial elements are:

- 1) Information on how potential collaborators can participate in the UFS community
- 2) User interface design aimed at keeping communication barriers low by conveying information in convenient, concise, and visible ways
- 3) Enabling easy communication by users with members of the UFS community.

Implementation – Phase 1

Establish a foundation for communication

- P1- OBJ1 - Define a communication core team that will implement this Plan
- P1- OBJ2 - Form a Communication Focus Group
- P1- OBJ3 - Provide and promote a common vocabulary for the UFS community
- P1-OBJ4 - Establish an identity for the UFS enterprise

Implementation – Phase 2

Implement channels of communication and provide basic content

- P2-OBJ1 - Establish channels to facilitate robust communication within and among all Working Groups
- P2-OBJ2 - Establish a Community Development Website
- P2-OBJ3 - Implement channels for broad community updates and announcements
- P2-OBJ4 - Advance the EMC products website
- P2-OBJ5 - Communicate the UFS identity

Implementation – Phase 3

Improve the quality of content and communication processes over time

- P3-OBJ1 - Collaboratively develop and implement guidelines for technical documentation
- P3-OBJ2 - Improve information and communication of policies related to data
- P3-OBJ3 - Improve quality and communication of management records

Summary - Status

We have a good plan – now we need to execute...

- Timeline: Immediate
 - This cannot be an after thought; resources are needed
- Requirements:
 - We need the Communication and Outreach folks over the loop to enable effective communication
 - We need to establish the Communication 'Lead'
 - We need to establish the Technical Person, to help...
 - Setup and support a community collaboration space

