

# Proposed Workplan for Executing on the SMC Communications Strategy

The Southern California Stormwater Monitoring Coalition (SMC) has developed a long-term communications strategy intended to ensure the SMC can optimally publicize its goals, progress and accomplishments among both internal and external audiences. To ensure the SMC is maximizing the impact of its enhanced communications, a draft workplan has been developed that outlines how the SMC can optimally execute its communications strategy.

## Year 1

**Task 1:** Provide support to SMC Steering Committee members to maximize their effectiveness in helping to optimally shape the SMC's research agenda.

- Develop a written orientation guide for new SMC Steering Committee members that introduces them to what the Steering Committee does and that outlines their roles, responsibilities and opportunities as a committee member.
- Develop a complementary training program to be presented to the entire Steering Committee that coincides with the publication of the orientation guide.
- Develop guidance/protocols for how SMC members can and should appropriately communicate in their official capacity as SMC members.

**Task 2:** Develop a structured written communications vehicle through which the SMC can periodically share news and updates with its supporters.

- Conceptualize a template for a quarterly or biannual email blast newsletter, including researching/prioritizing what elements it should contain and how those elements can be consistently/systematically developed.
- Lead the development, writing and editing of the first issue of this newsletter.
- Provide training, documentation and support to the SMC Administrator on how to plan for and put together each issue of the newsletter.

**Task 3:** Quantify the SMC's impact on stormwater research and management.

- Research/decide on metrics that best encapsulate and represent the SMC's positive impact on both science and management.
- Develop systems and SOPs that ensure the SMC Administrator can consistently track, report on and publicize these metrics.

## Year 2

**Task 4:** Reimagine the SMC's Annual Report as less of a documentation exercise and more of a thought leadership opportunity.

- Research/develop a concept for a revamped SMC Annual Report that satisfies the SMC's need to document SMC accomplishments, while also positioning the SMC as a thought leader in the field.
- Lead the development, writing and editing of the first revamped SMC Annual Report.
- Provide training, documentation and support to the SMC Administrator on how to plan for and put together the Annual Report going forward.

**Task 5:** Enhance and improve the SMC website to ensure it fully captures and reflects all of the new SMC communications activities.

- Lead a review/visioning process to determine how to redesign and add to the SMC website.
- Lead the process of making structural changes to the website and writing and editing all new content.
- Provide backend coding/development support to support website changes.

## Years 2 and 3

**Task 6:** Grow the size of the SMC's audience by publicizing the SMC through additional communications vehicles.

- Research additional communications vehicles through which the SMC should be communicating (e.g., social media, roadshow, articles and other content in third-party outlets).
- Develop and present a plan for how the SMC will communicate through these additional communications vehicles.
- Lead the development, writing and editing of all content for these communications vehicles in the first year.
- Develop metrics to track the effectiveness of these communications activities.

## Years 4-5 Ongoing Annual Tasks

Update the new Steering Committee member orientation guide and compendium training.

Development, writing and editing of the newsletter, presentations, and other communication activities.

An annual roadshow that would reach priority target audiences (e.g., co-permittees, POTWs, industry advocacy/networking organizations).

# Estimated Cost

The following table shows estimated costs to complete each task per project schedule as well as estimated cost for ongoing activities associated with the implementation of the SOW.

	Year 1	Year 2	Year 3	Year 4-5
Task 1	\$ 10,000			
Task 2	\$ 20,000			
Task 3	\$ 10,000			
Task 4		\$ 30,000		
Task 5		\$ 10,000		
Task 6		\$ 10,000	\$ 10,000	
On Going			\$ 25,000	\$ 20,000
Total	\$ 40,000	\$ 50,000	\$ 35,000	\$ 40,000