

Title	The Roadmap – Communications Plan		
Challenge area:	<input checked="" type="checkbox"/> Student Readiness <input checked="" type="checkbox"/> Affordability <input checked="" type="checkbox"/> Institutional Capacity & Student Success <input checked="" type="checkbox"/> Capturing the Potential of Technology <input checked="" type="checkbox"/> Stable and Accountable Funding	Staff lead:	Aaron Wyatt
		Position	Communications Director
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Synopsis:	Aaron Wyatt, Communications Director for the Council, will highlight the primary objectives, strategies, and tactics of the 2013 Roadmap Communications Plan.		
Guiding questions:			
Possible council action:	<input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other: _____		
Documents and attachments:	<input type="checkbox"/> Brief/Report <input checked="" type="checkbox"/> PowerPoint <input type="checkbox"/> Third-party materials <input checked="" type="checkbox"/> Other		

Ten-Year Roadmap

- Communications Plan -

Aaron Wyatt
Communications Director

III. Tasks Timeline

	2013						2014					
Strategies	July	August	September	October	November	December	January	February	March	April	May	June
Develop a Roadmap production process		Develop Roadmap outline Identify printing options		Selection of final printing contract								
Produce and deliver the final Roadmap report	Finalize background sections for the final Roadmap report	Create Roadmap template for final report Identify pictures for final report	Finalize background sections for final Roadmap report Finalize Action recommendations for Roadmap report Identify charts and graphs for final report	Finalize executive summary and introductions to remaining sections Identify data/charts needed for final report Migrate content into template	Finalize Roadmap report	Printed copies of the report ready for distribution						
Identify and monitor the communications of key publics	Develop and maintain stakeholder database and calendar		Develop and maintain media analysis database (Evernote)		Develop and maintain relationships with new stakeholder groups and Council liaisons		Coordinate communications between stakeholders and Council liaisons		Create a clearinghouse of third-party materials pertinent to the work of the Roadmap, via Evernote			
Ensure access to accurate and timely information			Utilize recurring social media messaging consistent with Council and Roadmap branding			Transfer final Roadmap report to website	Respond to stakeholder inquiries relative to the Roadmap promptly		Review Roadmap materials on web for accuracy			

	2013						2014					
Strategies	July	August	September	October	November	December	January	February	March	April	May	June
Create communications specific to the Legislature		<p>Implement Roadmap-focused social media campaign targeted to stakeholders</p>	<p>Identify and implement Legislative support team</p>	<p>Produce a Roadmap overview and introduction presentation for the Legislature</p> <p>Roadmap piece in newsletter</p> <p>Produce a Roadmap Blog Entry</p>		<p>Send the report to Legislature and Governor</p> <p>Produce a Roadmap blog entry</p> <p>Social media chart/plan</p> <p>Utilize video of the Council members talking about the Roadmap</p> <p>Create a Roadmap overview Prezi</p> <p>Roadmap piece in newsletter</p>	<p>Distribute infographics /handouts in support of recommended actions</p> <p>Draft letters to key leaders to advance policy related to Roadmap action</p> <p>Session begins January 13</p>	<p>Roadmap piece in newsletter</p>	<p>Session ends March 13</p>	<p>Roadmap piece in newsletter</p>		<p>Roadmap piece in newsletter</p>
			<p>Government affairs tracking document / testimony archive meetings and implementation begins.</p>	<p>Update distribution lists for Legislature</p>								
Engage with multiple key publics		<p>Assign Council members and staff liaisons to key publics</p>	<p>Develop Roadmap overview powerpoint</p>	<p>Modify Roadmap communications materials as necessary to suit key publics.</p>	<p>Alert staff to opportunities for engagement</p>	<p>Look for opportunities to share Roadmap information through key publics existing communications channels</p>	<p>Create infographic on a selected Roadmap recommended action</p> <p>Develop an op-ed supporting the recommendations of the Roadmap</p> <p>Optional: Roadmap video</p>	<p>Create infographic on a selected Roadmap recommended action</p> <p>Develop an op-ed supporting the recommendations of the Roadmap</p>				
					<p>Draft media advisory</p> <p>Develop a one page handout that provides an overview of Roadmap recommendations</p> <p>Arrange for two editorial board discussions with Council Leads on the Roadmap recommendations</p>	<p>Utilize QR codes in materials to link readers to further information on Roadmap.</p> <p>Create 3 infographic on a selected Roadmap recommended action</p> <p>Arrange for editorial boards</p>						