

- Working Draft for Council Review-

**Communications Plan
Transfer of Corraggio Listening Tour Deliverables**

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Overview

This communications plan is designed to support the conclusion of the Listening Tour component of the Ten-Year Roadmap.

With the Listening Tour now complete and the Corraggio contract coming to a close, the Council's communications team has identified the following key tasks:

- The work of the Corraggio group will be transferred to the Council's communications team.
- The current Listening Tour Blog content will be reintegrated into the Council's website and the Blog itself will have to be removed.
- Invitees, attendees, and the media should be alerted to the final publication of the Listening Tour report, as well as Council work related to the Ten-Year Roadmap.
- Key publics should have multiple communications channels available to continue to provide feedback to the Council.

To address those problem areas, the following plan sets forth two overarching goals:

- Key publics, including attendees and media participants in the 2013 Listening Tour, will be notified of the final Listening Tour report and will further be able to access Council information through multiple communications channels.
- The Council website will be timely and accurate.

The successful completion of those goals will rely on increased communications capacity (communications channels) and the execution of tactics designed to address objectives for multiple key publics.

The plan synopsis is set forth for Council's consideration and review. A more detailed operational plan is also available.

Table One: Communications objectives, by key public.

Public	Role*	Annotation
Council Members	ACT	Must be familiar with changes to the site and location of final report. Will work with agency staff to incorporate Listening Tour feedback into the Ten-Year Roadmap
Council Staff	ACT	Will take a lead role in the transition from the Listening Tour contract. Will build upon relationships with key publics participating in Listening Tour.
Contractors – Corraggio and Pyramid	ACT	Will transfer final report, notes, and administrative access to the Blog site.
Media – Editorial Boards	AW	Will be informed of report's final publication and kept abreast of future Council actions related to the Ten-Year Roadmap.
Listening Tour Attendees and Invitees	AW	Will receive a direct address email with a link to the final feedback report. Will be added to a distribution list for future updates.
Legislators	AW	Will be briefed on the Listening Tour through future communications, including the presentation of the final Ten-Year Roadmap and through other communications channels as they become available.
Education Stakeholders (partner agencies)	AW	Will be notified on the availability of the final Listening Tour report through multiple communications channels as they become available.
Internet Traffic	AW	Will have the capacity to view the report and continue to provide feedback to the Council in anticipation of the Ten-Year Roadmap.

* Key publics represent target audiences who need to know, need to support, or need to take action in the successful implementation of a communications plan. The symbols above represent the following: AW (Awareness); ATT (Attitude), or ACT (Action). Note that each of these treats builds off the previous (e.g. a key public that must ACT must also have the knowledge (AW) and be persuaded to action through support of the project (ATT)).

Table Two: Strategies and tactics to meet objectives

Objectives	Strategies	Tactics	Evaluation
Action – Council staff collaborates with contractors for exchange of information and resources	Use multiple communications channels to coordinate transition from contractor	Arrange for electronic transfer of all proprietary materials related to tour	Completed. Received invitees and attendees list, media list, Blog credentials, and InDesign files
		Discuss transition through conference call with contractors	Conference call completed March 14.
Action – Council staff ensures online information is timely and accurate	Phase out Listening Tour content	Replace Listening Tour updates section to reflect Tour's completion	Completed
		Remove links to Corraggio Listening Tour Blog	By April 5
		Transfer Blog feedback to pdf and post on front page and other Ten-Year Roadmap Pages	By April 5
	Develop communications channels to amplify findings of Listening Tour report, Roadmap Work, and future Council action	Develop communications capacity proposal	Underway
		Develop social media policy	By April 24
		Replace Corraggio Blog with Council Blog to house updates from Chair and Executive Director	By June 10
		Create a social media presence on Twitter, Facebook, Vine, YouTube, and other sites as warranted	By May 1 and continuing
	Awareness – Key publics are made aware of final Feedback Report's publications, findings, and influence in the Ten-Year Roadmap	Contact Listening Tour participants when final report is posted	For Invitees – Send an email from the Chair with appreciation for their participation and an outline of the central themes of the Listening Tour Report (provide link)
For attendees, send an email that reminds them of the Listening Tour event and outlines themes (provide link)			By May 1
Contact Editorial Boards		Email the eight Editorial Boards with a letter from the chair that outlines the central themes of the Listening Tour Report (provide link)	By May 1
Employ websites to direct traffic to the report		Post two "snapshots" of the report themes weekly via Hootsuite (Twitter, Facebook).	A minimum of 8 updates.

		Encourage continued participation in Roadmap development via website link	Completed when report is posted
	Highlight how final Ten-Year Roadmap includes Listening Tour findings	Develop a blog entry / page content that highlights influence of Listening Tour on final Ten-Year Roadmap	By December 1
		Presentation and final report to the Legislature will highlight Listening Tour Themes	By December 1
		Highlight influence of Listening Tour on Roadmap via social media	A minimum of 4 updates

I. Tasks Timeline

Objectives	Final Due Date																
	April 15	May 1	May 15	Jun 1	Jun 15	Jul 1	Jul 15	Aug 1	Aug 15	Sep 1	Sep 15	Oct 1	Oct 15	Nov 1	Nov15	Dec 1	Dec 15
Action – Staff transitions from contractor	Conference call Exchange of proprietary information																
Action – Staff ensures online information is timely and accurate	Replace Tour Blog and remove links Transfer blog content to pdf and repost Develop capacity proposal	Develop social media policy	Create social media sites		Replace Corraggio Blog with Council site												
Awareness – Key publics aware of final report, findings, influence on Ten-Year Roadmap	Invitees, attendees, and editorial boards contacted.																Presentation and final report to Leg, including references to Listening Tour Blog entry on influence of Tour in Ten-Year Roadmap