



Communication Strategy

Assisting NSSI's Prioritization Process for Research and Monitoring

January 23, 2014

Communication Strategy

- I) Project Management Team & Executive Group
- II) Outcomes Consultative Group
- III) Subject matter experts
- IV) Workshop participants
- V) Stakeholders

Project Management Team & Executive Group

- Executive Group: email updates every month
- Project Management Team:
 - Teleconference once a month (email & follow-up calls as needed)
 - Teleconference once a week prior to Workshops
 - UAF & GeoAdaptive meetings weekly
 - Email updates to NSSI STAP with opportunities to obtain emailed feedback from NSSI STAP
- Throughout project duration:
 - Shared file access of project materials and background information sources
 - Shared list of contacts

Outcome Consultative Group

- April – August 2014
 - Individual outreach to review background materials archived on project website
https://accap.uaf.edu/?q=Scenario_planning_NSSI
- June – August 2014
 - Monthly email updates to discuss current background material & obtain suggestions for subject matter experts, information sources
- October 2014
 - Pre-workshop teleconference
- November 2014
 - Workshop I – Scenarios development workshop
 - Post-workshop follow-up webinar (email and summary notes)

Outcome Consultative Group

- January – May 2015
 - Monthly teleconferences to discuss scenarios development
- January 2015
 - Workshop II – Scenario Implications workshop
 - Post-workshop follow-up webinar (teleconference and summary notes)
- February – May 2015
 - Monthly teleconferences to discuss scenarios implications
 - Workshop III – Scenario implementation
 - Email feedback on developed scenarios
- June 2015 – August 2015
 - Email comments on draft final report

Workshop participants

- February – April 2014
 - Survey of initial drivers (email or mail to communities)
- March – August 2014
 - Email or mail completed synthesis background materials (every 2-3 weeks)
- May 2014
 - Webinar/ teleconference to introduce and discuss background materials
- November 2014
 - Workshop I – Scenarios development
- December 2014- January 2015
 - Follow-up email/ web-based interface to obtain feedback on scenarios
- January 2015
 - Workshop II – Scenario implications
 - Mail/ teleconference update on workshop outcomes
- May 2015
 - Workshop III – Scenario implementation
- June – July 2015
 - Email/ phone calls for feedback on draft final report

Subject matter experts

- February – August 2014
 - Mail/ email survey of key drivers
 - Individual consultation (email/ phone) to review background material, provide additional sources of information
- December 2014 – January 2015
 - Web-based/ email correspondence to obtain feedback during iterative scenarios development (mail intermediate scenarios products to communities)
 - Follow up emails and phone calls
- May 2015
 - Webinar/ teleconferences to present scenarios implementation
 - Workshop III – Scenario implementation

Stakeholders/ broader public

- February – August 2014
 - Email updates on project progress (every 1-3 months)
 - Teleconference updates to communities on request
 - Reviewed background materials on project website
- November 2014
 - Webinar to introduce initial results from Scenarios Development Workshop
- December 2014 – January 2015
 - Web-based/ email correspondence to obtain feedback during iterative scenarios development (mail intermediate products upon request)
- May 2015
 - Webinar/ teleconferences to present scenarios implementation
 - Workshop III – Scenario implementation
- August 2015
 - Webinar on final results from scenarios project (ACCAP)
 - GINA/ NSSI announcements of available products
 - Outreach of final results (mailed final report, ArcticInfo/ email announcements of report availability)