

# PugetSoundPartnership

our sound, our community, our chance

## **Puget Sound Partnership/Leadership Council Communications Plan**

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### **Introduction**

The focus of this plan is the Puget Sound Partnership/Leadership Council communications strategy.

The Leadership Council plays a critical role. In order for the leadership Council to be effective, individually and collectively, active communications between the agency and members is key.

As noted, this plan specifically addresses communications with the Leadership Council and helping them fulfill their responsibilities. Separate Communications Outreach plans will be developed to address communications among the PSP “extended family” (other boards, implementers/partners), as well as outreach to targeted audiences and the public.

Those plans will comprise a comprehensive, Action Agenda driven strategy to define and engage audiences beyond the inner rings of the PSP staff and the Leadership Council, develop appropriate key messages, and help set in motion a system that will better serve the Puget Sound effort, the Leadership Council, Partnership staff, and other stakeholders.

# DRAFT

## Puget Sound Partnership/Leadership Council Communications Plan

### Goal

Ensure the Leadership Council has the information necessary to inform their decisions, empower them to engage policy makers and the public, meet their oversight responsibilities, and advocate for the Partnership and the Puget Sound recovery effort.

### Roles:

Leadership – to guide in direction, course, and action.

Advocacy – to support, defend, and encourage.

Oversight – to provide watchful care and guidance.

Needs	Tools What and When
<b>Leadership</b> <ul style="list-style-type: none"><li>• Set priorities</li><li>• Act as key points of influence</li><li>• Convener</li><li>• Review media coverage/buzz</li><li>• Conduct effective meetings</li></ul>	<ul style="list-style-type: none"><li>• Timely meeting info in advance – <i>7 days before</i></li><li>• Post-meeting list of action items and assignments – <i>one week after meeting</i></li><li>• Background briefings, conference calls, one-on-one meetings – <i>as required</i></li><li>• “Action Needed” e-mails -- <i>as required</i></li><li>• Regional sound updates (e-newsletter) -- <i>monthly</i></li><li>• News media summaries (e-clips) -- <i>daily</i></li><li>• Strategic speaking opportunities -- <i>as required</i></li></ul>
<b>Advocacy</b> <ul style="list-style-type: none"><li>• Knowledge of implementation successes and challenges</li><li>• Access to content, background information</li><li>• Awareness of key opportunities to influence the Puget Sound recovery effort</li></ul>	<ul style="list-style-type: none"><li>• Brochures and collateral material – <i>samples included*</i></li><li>• Legislative updates – <i>weekly during session</i></li><li>• PowerPoint presentation – <i>attached*</i></li><li>• Storyline/key messages/talking points – <i>attached*</i></li><li>• Fact sheets to support messages – <i>April 1</i></li></ul>

<p><b>Oversight</b></p> <ul style="list-style-type: none"> <li>• Agency information</li> <li>• Progress reports</li> <li>• Synthesis of performance management components</li> <li>• Connection to secondary boards</li> <li>• Resource links to available information</li> </ul>	<ul style="list-style-type: none"> <li>• PSP staff/program matrix, who is doing what – <i>attached*</i></li> <li>• Budget review and updates – <i>as required, at LC meetings</i></li> <li>• Executive Director work plan -- <i>biennially</i></li> <li>• AA performance management synthesis—<i>biennially and as needed</i></li> <li>• ECB and Science panel meeting summaries – <i>posted on website</i></li> <li>• Annual highlights and achievements report</li> <li>• Social media/latest happenings (Facebook, Twitter, YouTube, Flickr, PSSH.org) – <i>linked from website</i></li> </ul>
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*\* Will be included in your binder at the Leadership Council meeting.*