

Communication and Outreach Working Group

UFS SIP Meeting
May 14-16, 2019

C&O WG: THE TEAM

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Our Bottom Line

Phase 1 in our SIP Plan 2017 is complete.
Many Phase 2 items are done or underway.

The Plan has served us well.

WHAT: Results

The UFS PORTAL <http://www.ufscommunity.org/>.

FOCUS GROUP

https://docs.google.com/spreadsheets/d/1cTrHaoPfy5q0OPY1p_uUjzi1zc3kjZagCwQLX5Fr9bE/edit#gid=0

UFS OVERVIEW SLIDES

<https://docs.google.com/presentation/d/1hKy1bSLVI0LhOIZ5nRWTONCDI3ikBT7PAeykQrsJ4s/edit#slide=id.p1>

WIKI COORDINATION

https://docs.google.com/spreadsheets/d/1gHqmMCv3eO_ITdGC7EvNtR3Kf8iYm2vb0YKSSHxc5UK/edit#gid=0

DOCUMENT PROTOCOLS AND REPOSITORY

HOW: Community Building Through Tasks

- ❑ A working group: member participation on two calls/hours per week
- ❑ Group members volunteering for narrow task specific needs
- ❑ Close coordination with NOAA Communications
- ❑ Open discussion with NOAA leadership and stakeholders

HOW: Community Building Through Tasks - 2

- ❑ Recruitment of Focus Group members from across stakeholders (breakdown)
- ❑ Recursive use of Focus Group for Portal development
- ❑ Comparison grid for WIKIs (GOOGLE docs)
- ❑ Work Items grid Portal development (GOOGLE docs)
- ❑ Dynamic and recursive co-construction of UFS Overview slides
- ❑ Good will plus comprehensive and critical listening



WHY: Community Development

Communication serves three broad purposes for humans:

- ★ **Instrumental ends:** task focused interaction and enablement of collective action
- ★ **Meaning:** web-like symbolic environment within which individual understanding is situated
- ★ **Relationship bonds:** 30 hours shared activity

NEXT STEPS

- Social Media
- Newsletter
- Articles
- Content Management and Updating
- Sharing Updates and Developments

****Dedicated Staff Support****