Communications & Outreach
Working Group

Susan Jasko, (California University of PA) & Tim Schneider (NWS/OSTI) with Bhavana Rakesh (NWS/OSTI)

Coordination Meeting for UFS SIP

August 1, 2018; College Park, MD

1
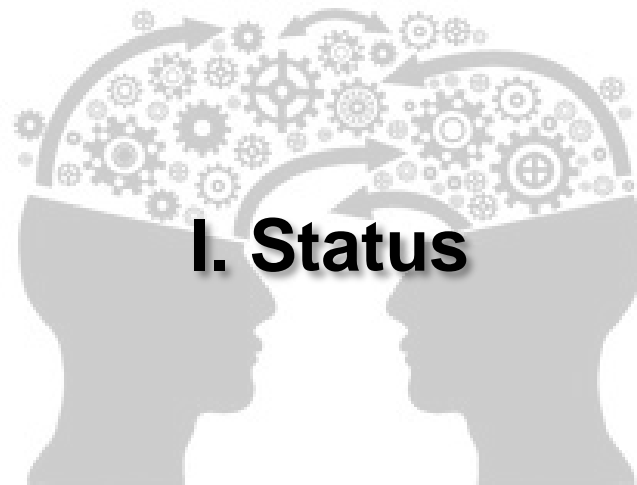
I. Status

SIP-Communications and Outreach Plan (*no updates needed at this time*):
https://docs.google.com/document/d/1sfkeAZvn1eUERjagZSidNCpicHxF7I1CDNukAEJxyiE/edit#heading=h.mza9j6qrdv03

Communications & Outreach WG
Membership

- *Susan Jasko, (Cal. Univ. of PA)***
- *Tim Schneider (NWS/OSTI) ***
- Heather Archambault (OAR/GFDL)
- Bill Bua (UCAR/COMET)
- Eric Chassignet (FSU)
- Hui-ya Chuang (NWS/EMC)
- Adam Clark (OAR/NSSL)
- Cecelia DeLuca (ESRL/CIRES)
- Jimy Dudhia (NCAR)
- Rocky Dunlap (OAR/ESRL)
- Mike Ek (NCEP/EMC)
- Isidora Jankov (OAR/GSD)
- Daryl Kleist (NWS-EMC)

- Sarah Lu (SUNY)
- Annarita Mariotti (CPO/MAPP)
- Jeff McQueen (NWS-EMC)
- Avichal Mehra (NWS-EMC)
- Sherrie Morris (NWS/STI)
- Bhavana Rakesh (NWS/STI)
- Eric Rogers (NWS/EMC)
- Ricky Rood (Univ. of Michigan)
- Hui Shao (NCAR)
- Jennifer Sprague-Hildebrand (NWS)
- Cristiana Stan (GMU)
- Hendrik Tolman (NWS/STI)
- Betsy Weatherhead (Jupiter)

**Co-Chairs

Function of the Communications & Outreach WG

"Community" -and- *"Communication"* share the same Latin root:
communis – meaning *"common"*

The self-determined functions of the Communications & Outreach Working Group are to…

➢ To create and maintain (update) a viable plan
➢ To provide subject matter expertise (sounding board)
➢ To coordinate across Programs, Working Groups, & Governance
➢ To provide accountability: review and track progress

Communications & Outreach WG Project Milestone Accomplishments
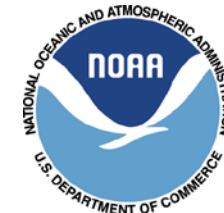
Accomplishments to date

- We are executing the Plan

A notional, high-level timeline:

Near-term Priorities (Issues)

I. Web portal

    i. Branding: Logo/icon

II. Mailing lists

III. FAQs

IV. Glossaries

V. WG Support: Wiki-like spaces

Updated: 31 July 2018			FY18				FY19				FY20				FY21			
Phase	**Objective**	**Identifier**	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Phase 0: Communications and Outreach Plan	Communications and Outreach Plan: Establish Baseline	P0-OBJ1																
	Plan Updates as Needed	P0-OBJ2																
Phase 1: Establish a foundation for communication	Define a communication core team that will implement this Plan	P1-OBJ1																
	Form a Communication Focus Group	P1-OBJ2																
	Provide and promote a common vocabulary for the UFS community	P1-OBJ3																
	Establish an identity for the UFS enterprise	P1-OBJ4																
Phase 2: Implement channels of communication and provide basic content	Establish channels to facilitate robust communication within and among all Working	P2-OBJ1																
	Establish a Community Development Website	P2-OBJ2																
	Implement channels for broad community updates and announcements	P2-OBJ3																
	Advance the EMC products website [and Program Pages]	P2-OBJ4																
	Communicate the UFS identity	P2-OBJ5																
Phase 3: Improve the quality of content and communication processes over time	Collaboratively develop and implement guidelines for technical documentation	P3-OBJ1																
	Improve information and communication of policies related to data	P3-OBJ2																
	Improve quality and communication of management records	P3-OBJ3																

Finite and/or self contained activity

Ongoing or low-grade continuous effort

Communications & Outreach WG Team Coordination and Dependencies

- **We need your help:**
  - Content and Feedback
  - Especially for the UFS Portal
- **How do we all work together (process)?**
  - Internally across Programs, Governance (SC), WGs
  - Externally with the broader Community
- **We need to work with all of the working groups:**
  - SMEs for content and related
  - To work on "back end things", such as Wiki-like collaborate spaces and other communications channels
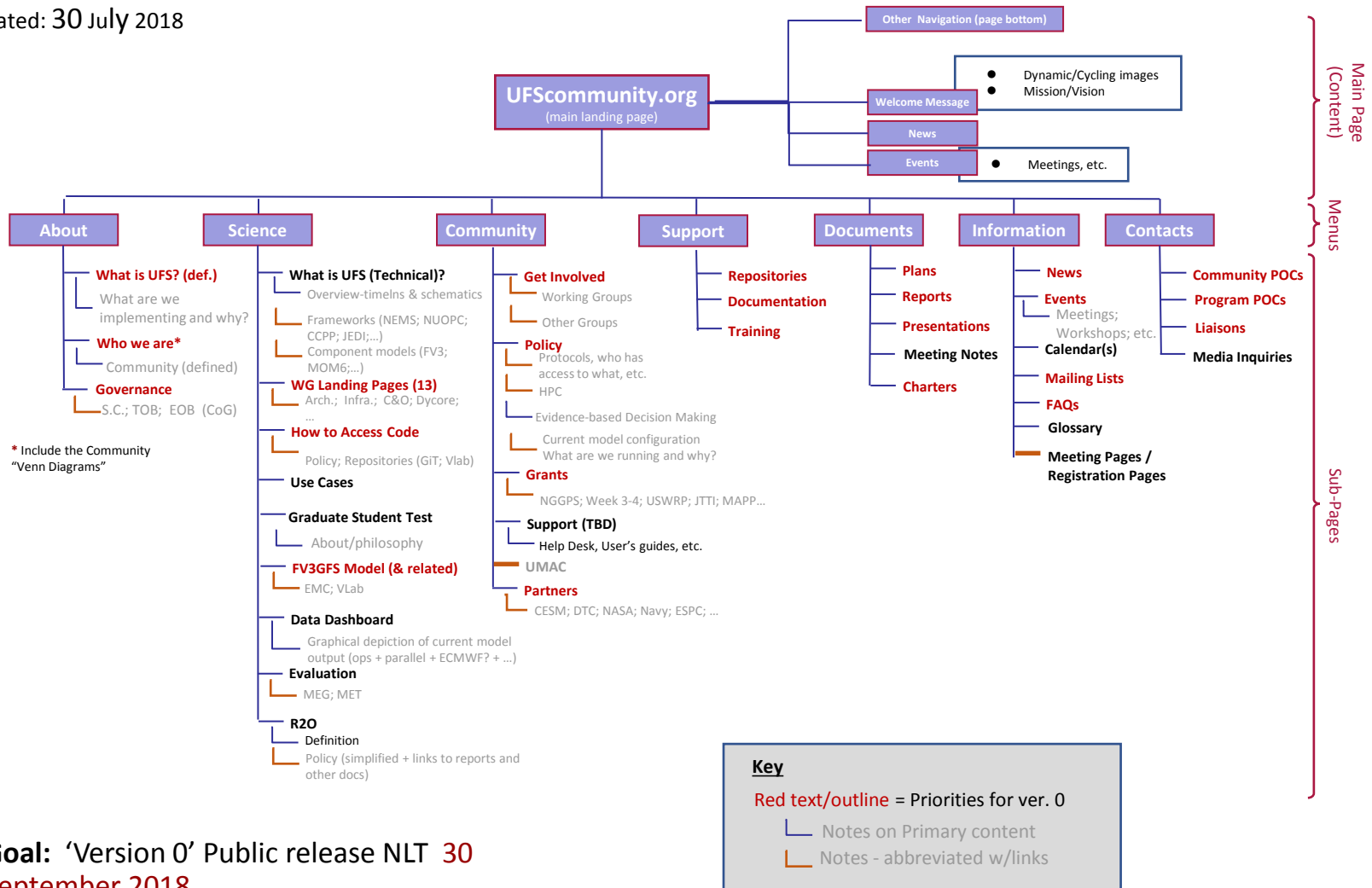
II. UFS Web Portal

Prototype:
http://ufs.rap.ucar.edu/index.html

Web Portal "Wiring Diagram"

Updated: 30 July 2018

**Goal:** 'Version 0' Public release NLT 30 September 2018

To Advance the Web Portal…

DEADLINE for Public Version "0" NLT: 30 September 2018

- Content Creators (SMEs)
- Content Management
  - Identify and recruit SMEs
  - Review and approve content
  - Edit web portal pages
- Focus Group
  - A balance of collaborators
- Web Wizard

Web Wizard

Content Management

Content Creators (SMEs)

Focus Group
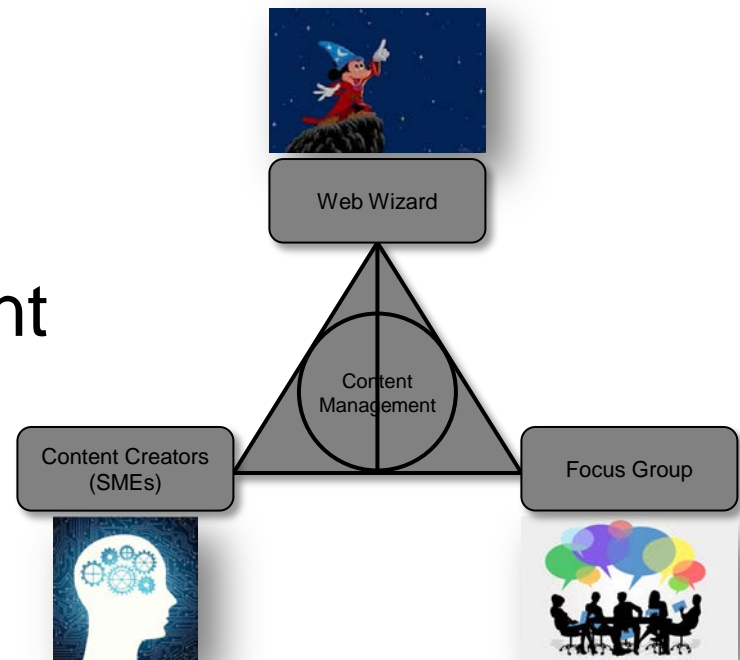
UFS Logo/Icon Design Contest

- An opportunity to create & contribute!
  - Open to anyone in the community
  - Spread the word!
- Include a short description:
  - Explain why you feel this represents the UFS Community
- Don't worry if it looks a little hokey
  - It's the idea that's important (e.g. scanned doodles are OK)
  - *We'll have it worked up by a talented digital artist (TBD)*
  - *Your idea will be confidential*
- Email your contributions to (***NLT 31 August 2018***):
  - Bhavana.Rakesh@noaa.gov & Timothy.Schneider@noaa.gov
  - Use the 'Subject:' line: **UFS Logo Contest**
- Independent review panel will recommend a winner in September

THANK YOU!
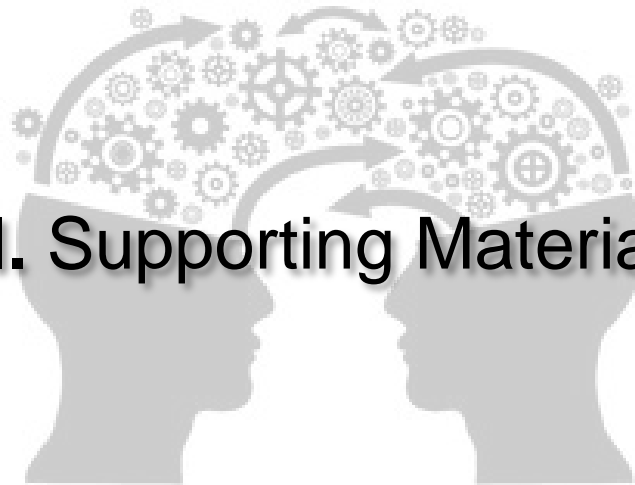
III. Supporting Materials

Straw-plan for UFS Web Landscape
(ca. November 2018)

27 June 2018

Frontend

Backend

WWW

UFSCommunity.org*
(Permanent Portal)

STI Program Pages

EMC Pages

Governance

Development

Asynchronous

Poly-synchronous

Programmatic   Currently: A mix of CoG & VLab   Technical

13
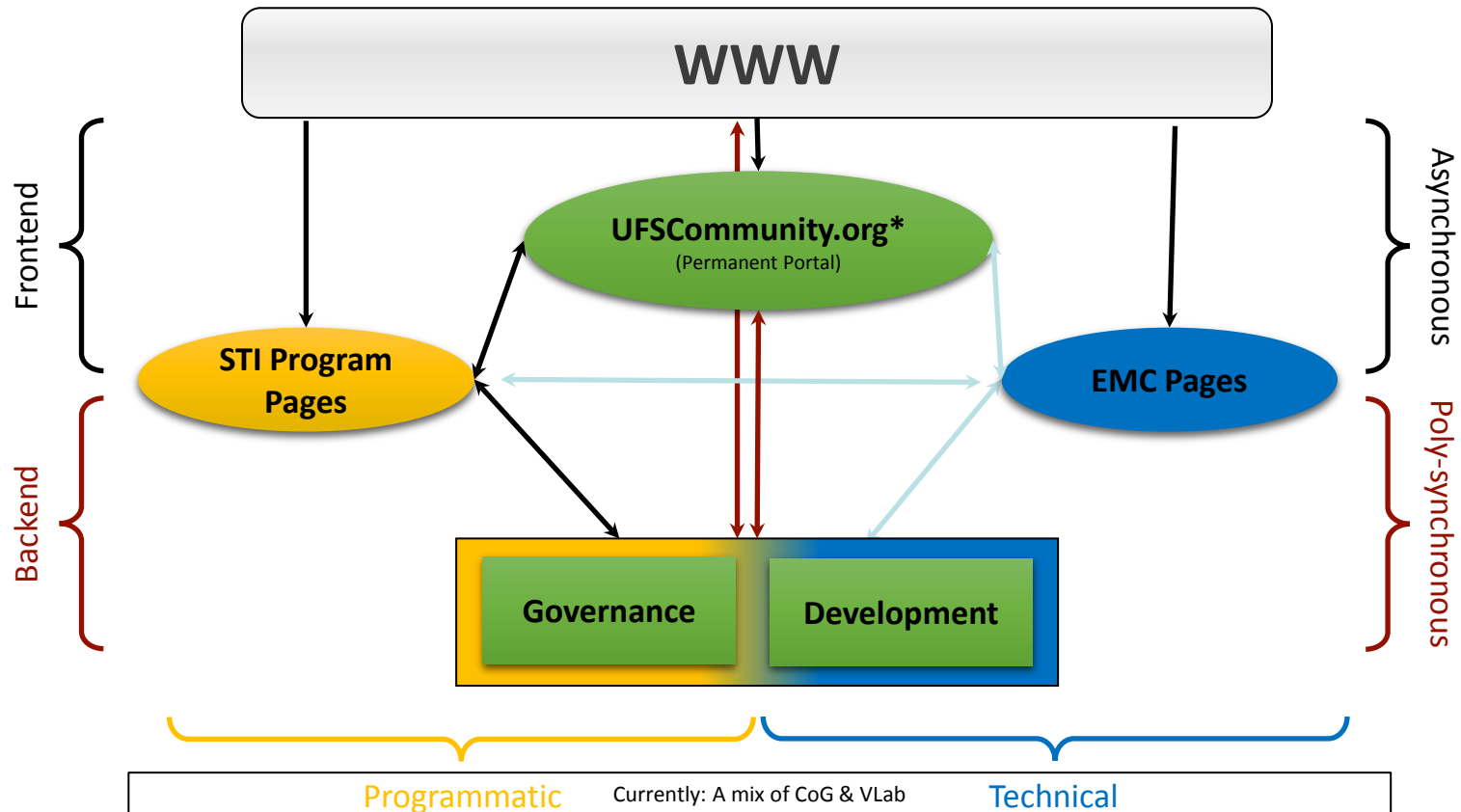
Notes - Some Considerations

#1 Priority from Communications and Outreach perspective (per the plan)

- Establish UFS "branding"
- Ver. 0 done NLT mid-July; then ongoing additions and refinements
- URL: *UFSCommunity.org*
- Guiding Principles:
  - Professional; sexy and compelling
  - Clean & elegant
  - Simple
  - Multiple ways to find info – easy to navigate
  - "sexy" – professional; incl. graphics
  - Dynamic
  - Interactive
  - Content Management (CMS) – Interactive
- Consider diverse audience:
  - Interested lay people (aka tax payers)
  - Grad students
  - Professionals who want to engage…

Notes - Some More Considerations

- Community expectations: sensitivity to time
  - Roll out quickly
- Pressure for interim solutions:
  - CoG -> Home-brewed -> NCAR (host; domain name; flexibility)
- Consideration of the landscape – existing pages
  - EMC (technical)
  - NGGPS (programmatic)
- Integrates with other channels (Wiki; feeds; etc.) and content
- All leading to next exercise:
  - Features; design/navigation; O&M; etc.

Notes

- Navigation & Features
  - Search Feature
  - Track usage/statistics
  - Other drop down nav.:

I am a…	Interested in…
Drop down	Drop down

- Logo/Icon: we need a UFS logo/icon

  - Competition

Current Plan: Goals

- GOAL 1:
  Establish, maintain, monitor, and assess a range of channels that ***promote multidirectional communication and convey content*** related to the UFS.

- GOAL 2:
  Establish guidelines and processes that result in ***improvements in content quality and consistency***.

- GOAL 3:
  Promote and enable ***collaborative development and integrated decision making*** through open access to information and resources.

- GOAL 4:
  Create and sustain an identity through branding for the UFS, working through and with NOAA Communications and other parallel offices in partner organizations.

Current Plan: Outreach

Outreach is a form of communication. Crucial elements are:

1) Information on how potential collaborators can participate in the UFS community

2) User interface design aimed at keeping communication barriers low by conveying information in convenient, concise, and visible ways

3) Enabling easy communication by users with members of the UFS community.

Current Plan: Communication Content

What is communicated:

1. Mission, Vision, Values, and Iconography
2. Scope and Definition UFS
3. Governance Processes
4. Requirements
5. Plans, Schedules, Reports and other Management Records
6. Software and Technical Documentation
7. Data
8. Training Materials
9. Calendars
10. Glossaries

Current Plan: Communication Channels

How we communicate:

1. Websites
    1. Asynchronous Websites
    2. Collaboration Environments
2. Meetings, Focus Groups, and Panels
3. Email Lists
4. Media
5. Surveys

Implementation – Phase 1

Establish a foundation for communication

- **P1-OBJ1 - Define a communication core team that will implement this Plan**
  - "Lead"
  - Acquire technical capabilities: resources including a high-level web design professional
- *P1-OBJ2 - Form a Communication Focus Group*
- *P1-OBJ3 - Provide and promote a common vocabulary for the UFS community*
- **P1-OBJ4 - Establish an identity for the UFS enterprise**
  - How do we define community
  - Mission and Vision Statements
  - What is UFS? Why are we creating it? What has been accomplished? How are we doing it?
  - Who's involved? Support networks

Implement channels of communication and provide basic content

- **P2-OBJ1 - Establish channels to facilitate robust communication within and among all Working Groups**

- **P2-OBJ2 - Establish a Community Development Website**
  - Front end first (FY18)! Then develop depth on the backend (now -> early FY19)
  - Professional and compelling design and implementation. SLICK & MODERN
  - Scope Requirements
  - Clarify roles and functions of EMC NGGPS/STI pages (asynchronous) and collaboration pages

- P2-OBJ3 - Implement channels for broad community updates and announcements

- P2-OBJ4 - Advance the EMC products website [and Program Pages]

- P2-OBJ5 - Communicate the UFS identity

Implementation – Phase 3

Improve the quality of content and communication processes over time

- *P3-OBJ1 - Collaboratively develop and implement guidelines for technical documentation*

- *P3-OBJ2 - Improve information and communication of policies related to data*

- *P3-OBJ3 - Improve quality and communication of management records*

Summary of Short-term Implementation Priorities

1. Define a communication core team that will implement this Plan (P1-OBJ1; Foundations)
   - "Lead" ✓
   - Acquire technical capabilities: resources including a high-level web design professional ✓

2. Establish an identity for the UFS enterprise (P1-OBJ4 ; Foundations)
   - Mission and Vision Statements
   - What is UFS? Why are we creating it? What has been accomplished? How are we doing it?

3. Establish a Community Development Website (P2-OBJ2; Basic channels)
   - Front end first (FY18)! Then develop depth on the backend (now -> early FY19) Professional and compelling design and implementation. SLICK & MODERN
   - A couple of examples:
     - https://www.earthcube.org/
     - http://www.cesm.ucar.edu/
   - Scope Requirements
   - Clarify roles and functions of EMC NGGPS/STI pages (asynchronous) and collaboration pages

Summary of Short-term Implementation Priorities, cont.

4. Communicate the UFS identity (P2-OBJ5 ; Basic channels)

5. Establish channels to facilitate robust communication within and among all Working Groups (P2-OBJ1; Channels)

6. Advance the EMC products website [*and Program Pages*] (P2-OBJ4; Channels)