

Communications Plan



Geospatial Data Stewards Meeting
National Coal Mining Geospatial Committee

June 28th, 2006

Rick Koehler



Introduction

The Office of Surface Mining, Reclamation & Enforcement (OSM), under the auspices of its Technical Innovations & Professional Services program (TIPS), and in partnership with the various state and tribal Surface Mining Control and Reclamation Act (SMCRA) organizations, has created the **National Coal Mining Geospatial Committee (NCMGC)** .

The field of geospatial technology (GT) is expanding explosively, in part due to the demand for greater efficiencies, and in part due to the commoditization of the constituent technologies encompassed by GT: geographic information systems (GIS), global positioning systems (GPS), and remote sensing/satellite imagery (RS/SI), among others.

Many governmental entities are faced with the need to design and implement GT systems which will enhance their business processes, but they also must do so with limited resources. The logical solution to this dilemma is to join together to leverage those limited resources in the most sensible and equitable manner possible. If organizations are to join together to work towards a common goal, they need to communicate. To ensure effective communication, most businesses and agencies develop a **Communications Plan**.

The Fundamental Goal

“Every OSM employee, every state or tribal SMCRA employee, every member of management, every coal mine operator or other industry stakeholder, every outside agency partner, and every citizen has ready access to information about the purpose, and the successes, of the NCMGC.”

This over-arching goal is aimed at keeping stakeholders and the public informed through a variety of media and techniques. The NCMGC Communications Plan (GC-CP for brevity's sake) will incorporate the following principles:

Principles

- 1. We will answer the "who, what, when, where, why, and how" questions;*
- 2. We will treat communication as a two-way process: listening, speaking, questioning, and sharing feedback;*
- 3. We will be consistent, credible and reliable, to facilitate the goals of the NCMGC and SMCRA;*
- 4. We will ask that stakeholders take responsibility for improving communication;*
- 5. We will endeavor to discover the best ways to convey our message to each stakeholder, and to the public;*
- 6. We will continually assess the effectiveness of our communication plan and its implementation;*
- 7. We will provide a system for manageable recordation and distribution of information regarding NCMGC activities.*

Who Is The "Target Audience"?

To gain continued support for our efforts, we must provide those who assess our programs with ready access to information, and we must tell a compelling story - get the word out. The "target audience" for the GC-CP is:

- All SMCRA-related programs (Federal, Tribal and State)
 - Management
 - Geospatial Professionals
 - SMCRA Staff
 - Parent Organizations (DOI, state or tribal departments)
- Industry
 - Mine Operators
 - Contractors
 - Consultants
- Other Organizations
 - Partners
 - Outside Agencies at all levels of government
 - NGOs and Interest Groups
- Legislators & Law-Makers
- The Media
- The Public

Not Just A Web Site ...

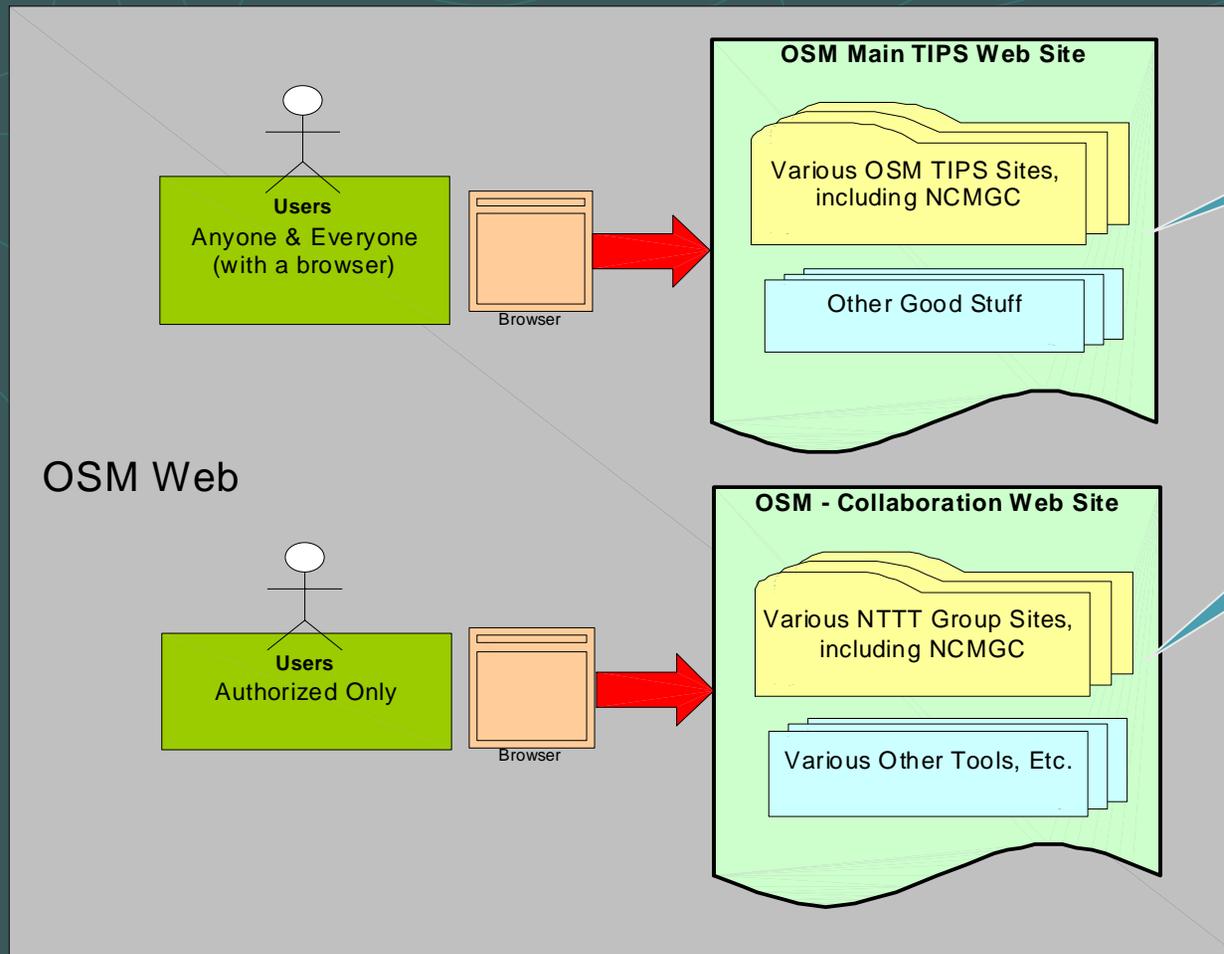
It is important to think “expansively” when planning how best to communicate with one’s “target audience” – the final GC-CP should not simply focus on an “Internet presence”. The Communications Plan is not just a web site.

The final list of elements contained with the plan, the strategies, the tools, the tactics, the methods used to “get the word out”, could include:

- Internal Collaboration Website
- External Public Website
- Media/Press Releases
- Briefings & White Papers
- Brochures and Pamphlets
- Mailing Lists / List-Servers / Targeted Email Contacts
- Meetings & Forums
- Who-To-Contact Lists
- Distributable Instructional Materials

Proposed Overall NCMGC "Web Presence"

Overall NCMGC Web Presence



Current "Minimal" NCMGC External Website



Technical Innovation and Professional Services
U.S. Dept of the Interior
Office of Surface Mining

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- TIPS Team Members

Resources

- OSM Regional Offices
- Geospatial Onestop

Geospatial Data Stewards Meeting

Date & Location

Date: Tuesday, June 27th, 2006 through Wednesday, June 28th, 2006.

Location: Warwick Hotel
1776 Grant Street, Denver, CO, 80203-1112;
PH: (303) 861-2000.

Purpose

The purpose of the National Coal Mining Geospatial Data Stewards Meeting is to:

- Promote the use of geospatial data in coal mining
- Provide a forum for coal mining geospatial workers to collaborate
- Review the various goals, needs, and issues facing the stakeholders
- Kick-start a number of geospatial initiatives
- Work together to set priorities for cooperation

Agenda

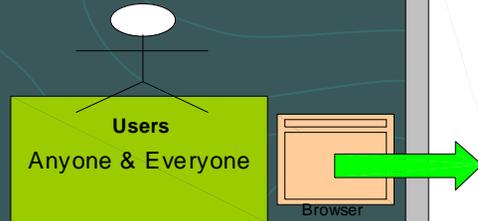
The most up-to-date version of the Geospatial Data Stewards Meeting **Agenda**.



Warwick Hotel Map
Click on the image to view directions and maps.

NCMGC Proposed External Website

Proposed NCMGC External Web Site



Standard TIPS Banner

Standard
TIPS
Navigation
Bar

NCMGC External Web Site

Introductory Section

Statement of Goals
Background Info
Purpose of NCMGC

Recent News

Formal Documents

Charter
Briefings
White Papers

Initiatives

Data Stewards
Data Standards
Training
Technical Support
Collaborations

Meeting Info

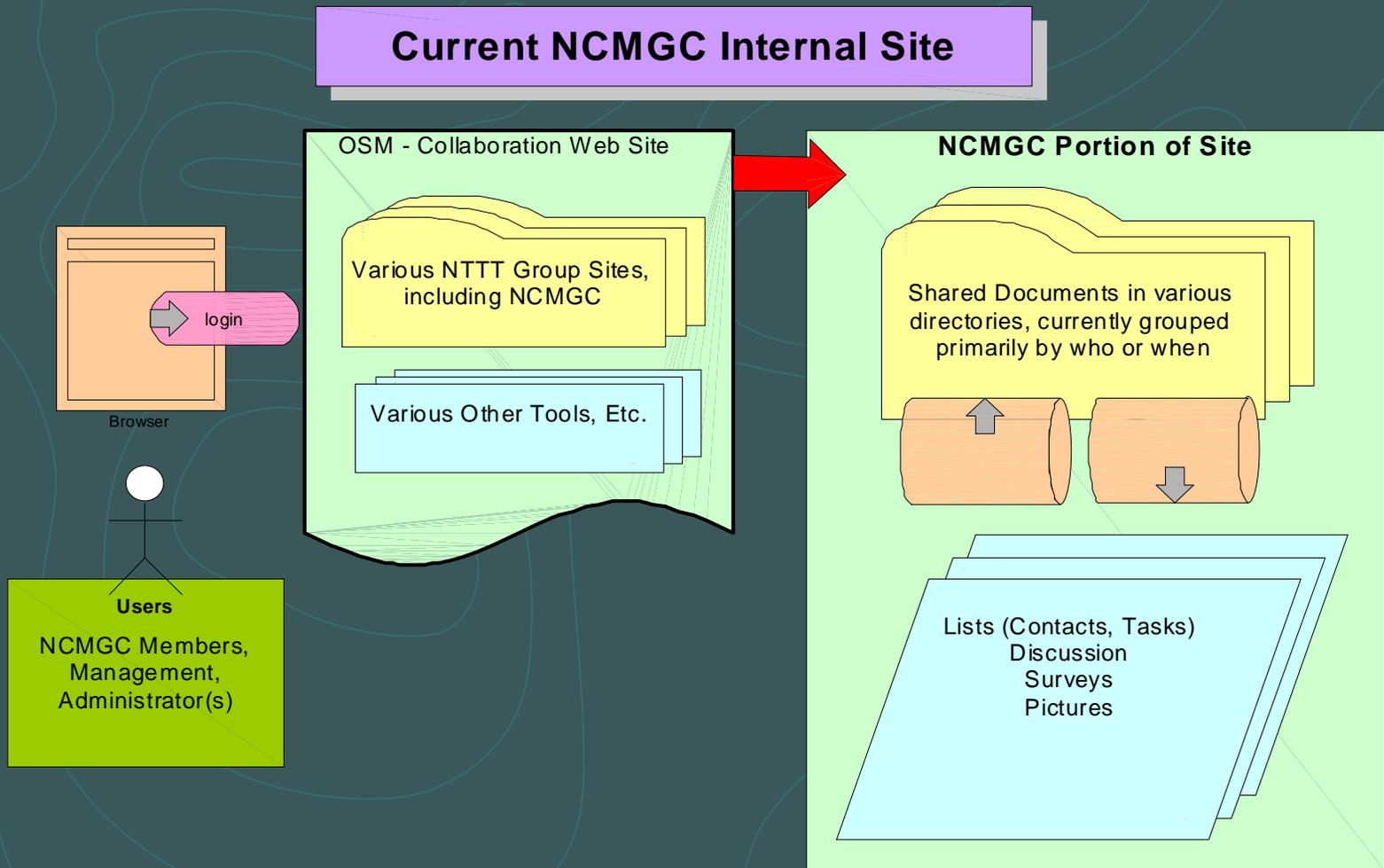
Who - What - Where
for each meeting

Accomplishments

Listing of Accomplishments
& Similar Materials

Committee Members

Current NCMGC Internal Website Structure



Current NCMGC SharePoint Structure

Home Documents and Lists Create Site Settings Help Up to OSM - Collaboration Web Site

 National Coal Mining Geospatial Committee
Shared Documents  

Select a View

Explorer View

Actions
 Alert me
 Export to spreadsheet
 Modify settings and columns

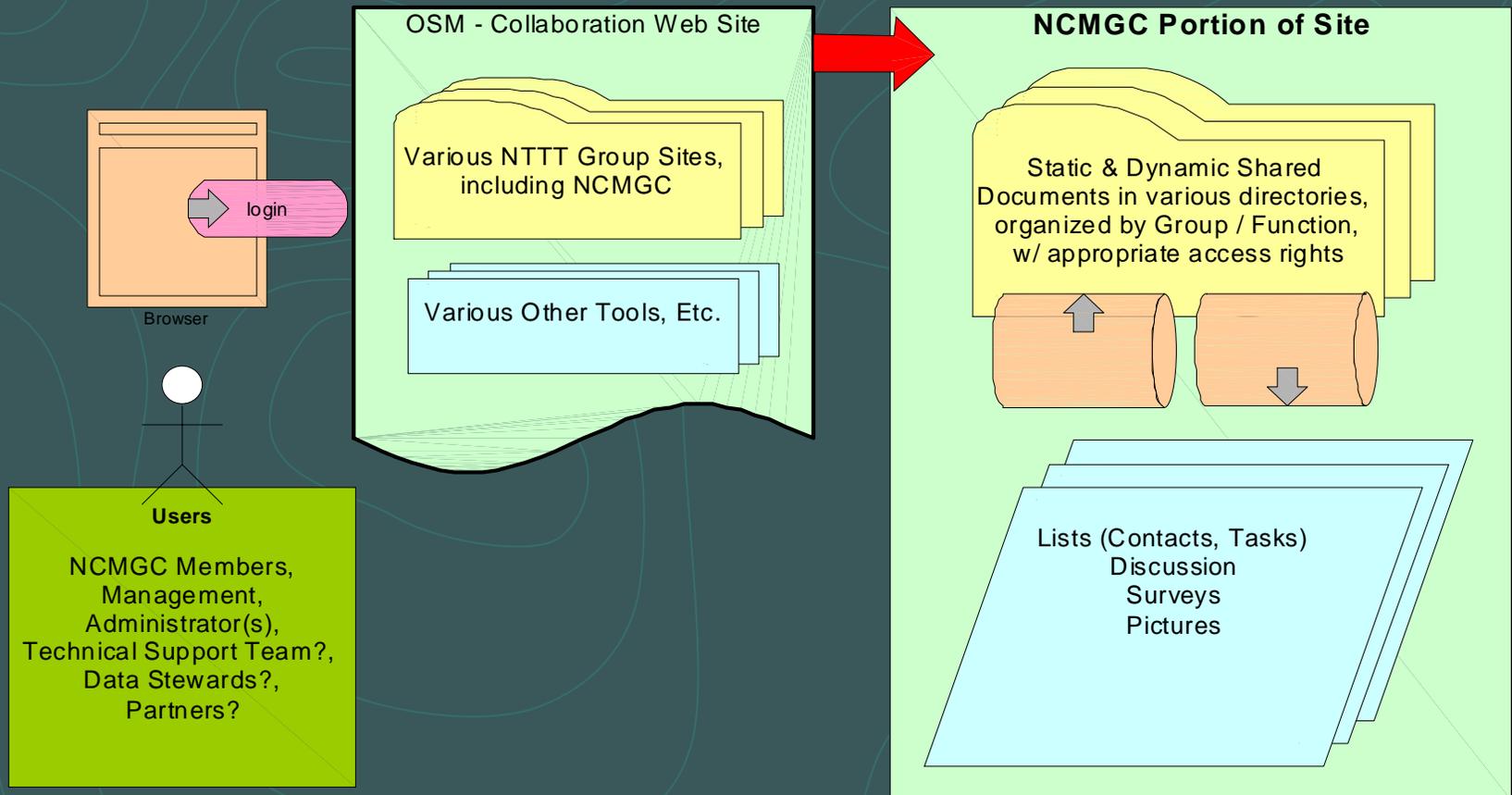
Share a document with the team by adding it to this document library.

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Type	Name	Modified	Modified By	Checked Out To
	TempSite	6/20/2006 11:03 AM	Rick Koehler	
	ForLenMeier	6/22/2006 9:10 AM	Rick Koehler	
	IA_SA	6/15/2006 1:54 PM	Larry Evans	
	NCMGC Meeting 20060228	3/17/2006 2:22 PM	Bill Card	
	NSMGC Meeting 2005_09_13	10/6/2005 2:56 PM	Steve Parsons	
	Planning Documents	8/5/2005 7:32 AM	Bill Clark	

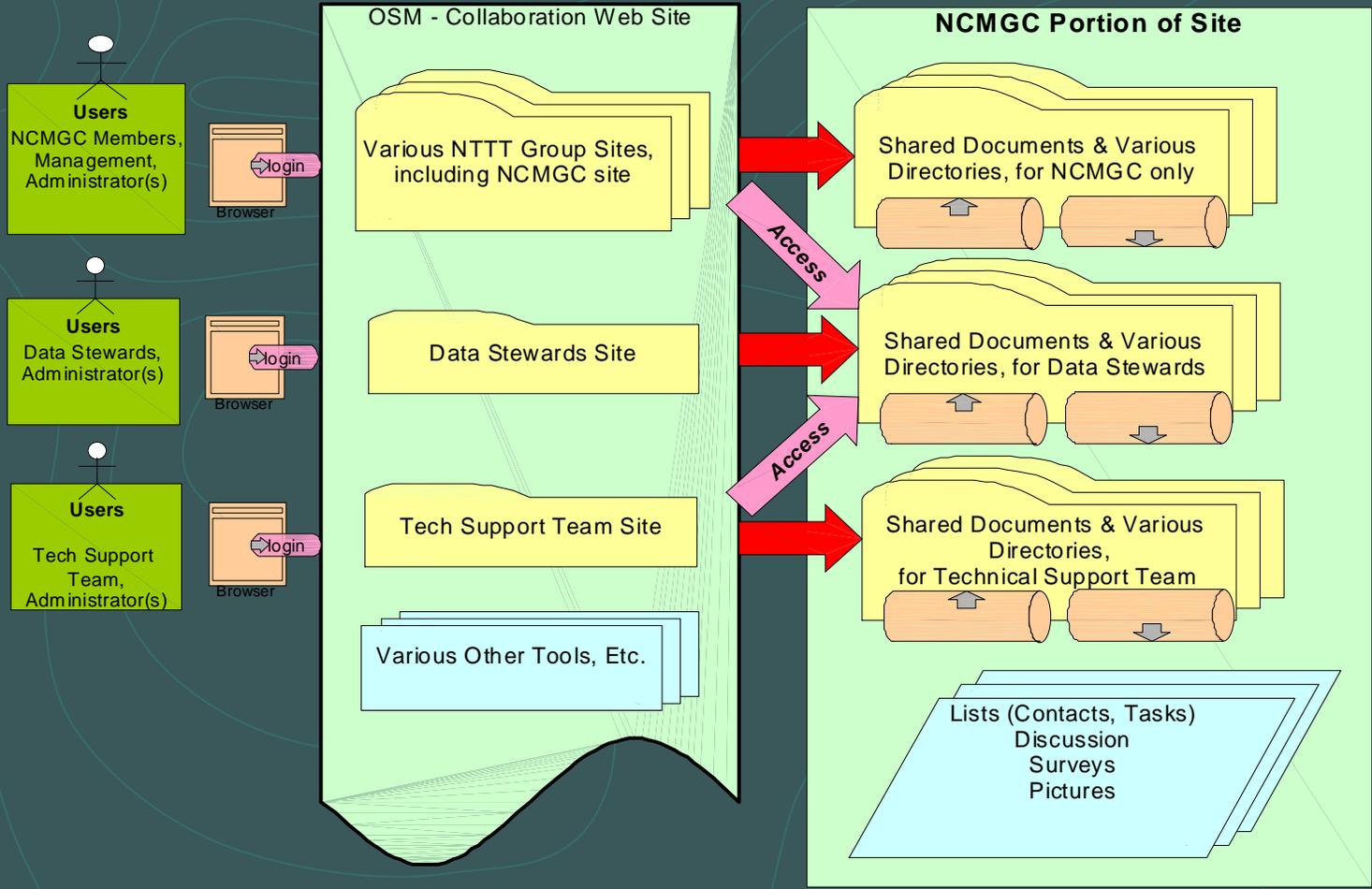
Proposed Internal Website Alternative A

Proposed NCMGC Internal Site A



Proposed Internal Website Alternative B

Proposed NCMGC Internal Site B



What To Do: Actions & Decisions

1. Decision: “How Complex Does This Need To Be?”
2. Finish Draft Communications Plan (1-2 Volunteers needed)
3. Complete or Revise:
 - A. Goals
 - B. Tasks
 - C. Assignments & Responsibilities
4. Finalize Internal Website Structure (be gentle)
5. Decision: External Website Methodology To Be Used
 - A. Current System (HTML + .asp)
 - B. Contribute
 - C. Plone or other CMS
6. Complete External Design / Get Approval / Implement / Feedback

Plone CMS Example

[site map](#) [accessibility](#) [contact](#)



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Welcome to NMGIC

by [NMGICAdmin](#) — last modified 2006-04-28 01:18

The New Mexico Geographic Information Council, Inc. (NMGIC) is a non-profit organization dedicated to geospatial technology education, and a spirit of cooperation in developing and accessing geographic information for New Mexico. If you are interested in geospatial technologies, please join us.

NMGIC Meeting Snowed Out!

As the picture to the right will attest, the Spring 2006 NMGIC Meeting was snowed out by a sudden late April blizzard that dumped over 50 inches of fresh snow on an already hard-hit New Mexico. The Winter of 2005-06 will long be remembered for the seemingly unending storms that brought a record 155 inches of snow to the Albuquerque area, and close in 77 inches in Las Cruces. Total Precipitation for 2005 ended up being approximately 45.2322043334488493993 inches in Albuquerque.

Once the roads have become passable again, NMGIC hopes to re-schedule the Spring Meeting. Early indications are that July 17th, 2006 would be a good date. By that time, it is hoped that the infernal scourge of locusts will also abate somewhat.

This Space For Rent

Tired of poor results from local media outlets? TV ads costing an arm and leg? Yellow Pages got you seeing red? Rent this space for a nominal fee and get results fast! Increase sales! Use more exclamation points!!!!

June 2006

Su	Mo	Tu	We	Th	Fr	Sa
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18	19	20	21	22	23 24	
25	26	27	28	29	30	

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The End ... ?

Thank you.