7/26/2023

OGIC Communications Plan

Approved by the Oregon Geographic Information Council

July 26, 2023

Version 1.0

Introduction

A communication plan is a tool to help an organization align their communications and produce cohesive and consistent messaging. The Oregon Geographic Information Council (OGIC) created an Outreach and Communications Committee (OCC) in 2023 to strengthen the awareness of OGIC and OGIC activities to advance geospatial data sharing by and for the public, the GIS community at-large, the legislature, and other key stakeholders. This committee leads the collection and dissemination of information, creates materials and key messages, and communication strategies to support OGIC initiatives and activities. This communication plan was created by the OCC to assist OGIC in achieving its priority initiatives.

To achieve the shared vision of geospatial data sharing and management for the State, OGIC has identified the following priority initiatives:

1. Strengthen Communications
2. Support Sustainable Funding
3. Improve Data Sharing
4. Legislative Coordination / Advocacy

This communication plan is designed to support OGIC's activities to promote these initiatives and advance the shared mission and vision of the Council. The plan identifies specific audiences, a summary of the messages to be sent to the audiences, the frequency of communications, and the method or tool to be used to deliver the messages.

The following methods or tools are planned for OGIC members to use to disseminate OGIC-related information: email, stakeholder listserves, in-person and virtual meetings and events, website, esri hub site, USPS mail, and GovDelivery.

The OCC must also create new materials to support this communications plan. Draft materials will be presented to OGIC for review and approval for use by all OGIC members.

Communication Plan Summary

Audience	Message Summary	Frequency	Method / Tool	Distributor	Support Materials	Supports Initiatives
GIS Community At-Large	o OGIC Meeting Highlights / Decisions o GIS Events o Framework Program Grant Opportunities o Priority Projects / Updates o OGIC Bills / Legislative Concepts o Education: data sharing, mgmt, etc.	o Quarterly Newsletter o As Needed	o GovDelivery o web site o hub site	o OCC Reviews o GIO	o newsletter template	o All Initiatives
OGIC Member Constituents	o Specific items of interest as they arise.	o Variable	o Email o Listserves o Meetings	o Individual OGIC Members		o All Initiatives
OGIC Members & Advisory Committees	o Meeting Agenda/Materials o OGIC Newsletters	o Quarterly Newsletter o As Needed	o GovDelivery o web site o hub site	o GIO		o All Initiatives
Legislators	o Bills of interest / concern o Funding requests o OGIC Intro o Benefits of data sharing (need & value)	o As Needed	o Meetings o Presentations o Legislative Days	o Legislative Coordination Committee Members	o Fact Sheets • OGIC 101 • Priority Projects • Framework Program • Storymaps	o Strengthen Communications o Legislative Coordination
Events	o OGIC Info o Benefits & Requirements of Data Sharing o Framework Program Info	o Variable		o All OGIC Members	o Fact Sheets o Monitor / Computer	o Strengthen Communications o Improve Data Sharing
Framework Data Custodians & Stewards	o Information specific to data sharing requirement of public bodies	o As Needed	o Email o Formal letter via USPS	o OGIC Chair o GIO o OGIC Members o Framework Coordinator		o Strengthen Communications o Improve Data Sharing

GIO = Geographic Information Officer - Rachel L. Smith

List of Events for OGIC Participation

Event Name	Month
OSACA Conference	January
Oregon APCO/NENA Conference	April
GIS In Action	April
Framework Forum	March/April
OSACA Conference	August
NW GIS User Group Conference	September
Framework Forum	October
LOC Annual Conference	October
GIS Day	November
AOC Annual Conference	November

GovDelivery

GovDelivery is a robust communications platform created to support government operations. This tool is used by the Oregon Department of Administrative Services and Enterprise Information Services and allows for users to subscribe to receive communications based on their topics of interest. This tool also allows the OCC to monitor the success and audience reach for specific messages that are sent out via the GovDelivery platform. The following table outlines the proposed OGIC topics that will be presented to users who can then subscribe to receive the content summarized in the message summary column.

GovDelivery Topic	Message Summary
General Information	- OGIC Meetings/Agendas - GIS Events (conferences, GIS Day, Framework Forums, etc.)
Legislative Coordination	- Bills of interest or concern - Funding Requests
Data Sharing and Management	- New statewide datasets/data updates - Importance/Benefits of data sharing, mgmt, governance - Framework Forum Notices - Framework Program Grant Opportunities - Priority Projects Notices / Updates