

November 16, 2017

## Collaboration and Outreach Work Group

Attendees: Candice Hopkins, Dan Sullivan, Martha Clark Mettler, Wendy Norton, Danielle Donkersloot, Sheri Alcalde, Steve Greb

### 1. Update on Webinars

- We have one webinar scheduled in November and two in January. Candice has been working to line up a speaker on remote sensing from NASA.
  - Steve Greb suggested that we also invite Blake Shaffer or Richard Strumpf to speak to our group on the CYAN project. Candice will work to line those speakers up in February if possible.
  - The group looked through a list from the Call for Topics that was sent in March; this list has many potential webinar topics that we can identify speakers for.
- ACTION: Members of the C&O workgroup will look through the list of suggested topics and send Candice contact information for potential speakers.

### 2. Photo archive/library account

- DOI denied a request for an Instagram account and instead suggested using a FLICKR account.
- We are going to continue communications with both USGS and DOI about this possibility and look at what that partnership may look like.

### 3. Support of Water Quality Portal (WQP) Outreach Activities

- The group was given a month to review the WQP's Draft Communication Plan and provide feedback
- Comments and edits were compiled in a document and reviewed by the group. Overall take-aways are:

1) Approach: the three-tiered approach lined out in this document seems reasonable. However, as written, the document is confusing and leaves room for a lot of ambiguity.

2) Key Messages: C&O had several ideas for messaging but would like to hear from the entire NWQMC about messages they would like conveyed. The group agreed that messaging on the WQP will vary based on the targeted audience, so several lines of messaging will likely need to be generated.

3) Communication Tactics: The group liked the idea of the WQX Web Training Videos since they are easy to record and deliver to a large audience. The Collaboration and Outreach Group also has a "Product Launch Plan" we would encourage the WQP Team to use when big developments or tools are announced (in addition to the STORET user community and listerv outreach). The tactics involving NWQMC members presenting at various conferences and meetings needs to be refined further.