

2014 Whatcom Watersheds Information Network (WWIN) Work Plan

Category	Activity	Target Audience	Performance Measures	Tasks	2014 Lead	Resource Needs
Communication	WWIN Website	<ul style="list-style-type: none"> • General Public • WWIN Membership 	<ul style="list-style-type: none"> • No. of hits • No. of contributing articles from the WWIN membership 	<ul style="list-style-type: none"> • Review and select option for improving WWIN Steering Committee access to website. • Modify website to implement option • Maintain website 	Sue Blake Emily Resch	<ul style="list-style-type: none"> • Training for webmaster to work on existing website or resources to transfer site to different platform.
	WWIN Facebook	<ul style="list-style-type: none"> • Facebook Network • 20-40 year old demographic 	<ul style="list-style-type: none"> • No. of site visits • No. of “shares” • No. of postings • No. of “likes” 	<ul style="list-style-type: none"> • Provide Bi-Monthly updates to Facebook (or more frequently if information is ready for posting) including posting different facts related to water • Draft guidance for accepting contributions and posting to WWIN Facebook 	<ul style="list-style-type: none"> • Emily Resch and Nicole Hopper 	<ul style="list-style-type: none"> • Intern or volunteer to assist
	WWIN Email Updates	<ul style="list-style-type: none"> • WWIN Membership 	<ul style="list-style-type: none"> • No. of email broadcasts • No. of new members • No. of requests to unsubscribe • No. of emails opened (click through) 	<ul style="list-style-type: none"> • Send twice monthly email updates to WWIN membership • Maintain email distribution list • Reply to WWIN membership questions or direct to appropriate contact 	<ul style="list-style-type: none"> • Becky Peterson 	
	E-Newsletter	<ul style="list-style-type: none"> • General Public • Decision-Makers 	<ul style="list-style-type: none"> • No. of subscribers • No. of subscribers providing feedback 	<ul style="list-style-type: none"> • Prepare quarterly e-newsletter • Prepare survey link for feedback on newsletter • Provide mechanism for subscribers and others to contribute content 	Becky Peterson and Sue Blake	<ul style="list-style-type: none"> • Capacity for preparing and coordinating newsletter content
	Whatcom EcoNet	<ul style="list-style-type: none"> • WWIN Membership 	<ul style="list-style-type: none"> • No. of members • Compliance with Puget Sound Partnership’s requirements for ECO Nets • No. of regional opportunities and information distributed to WWIN membership/Whatcom EcoNet 	<ul style="list-style-type: none"> • Meet grant deliverables for Eco Net funding • Support WWIN membership meetings • Support WWIN Work Plan development and implementation • Distribute regional information and opportunities to Whatcom EcoNet/WWIN membership twice monthly or more frequently if time sensitive 	<ul style="list-style-type: none"> • Becky Peterson and Sue Blake 	<ul style="list-style-type: none"> • Capacity for coordination beyond June 30, 2014
Training	Program/Project Performance Training	<ul style="list-style-type: none"> • WWIN Membership 	<ul style="list-style-type: none"> • No. of trainings • No. of participants • Specific performance measures to be developed for each training 	<ul style="list-style-type: none"> • Identify potential training topics based on feedback from WWIN membership and Steering Committee • Organize training event(s) 	Sue Blake and Elizabeth Kilanowski (Emily Johnson)	<ul style="list-style-type: none"> • Potential donations for refreshments • Facility rental if needed • Material preparation
	EcoNet Training Opportunities	<ul style="list-style-type: none"> • WWIN Membership/Whatcom EcoNet 	<ul style="list-style-type: none"> • No. of regionally organized and/or supported trainings • No. of participants 	<ul style="list-style-type: none"> • Work with Puget Sound Partnership Personnel to identify opportunities for training • Provide local coordination support for training • Add training resources to WWIN website - clearinghouse 	<ul style="list-style-type: none"> • Becky Peterson and Sue Blake 	<ul style="list-style-type: none"> • Resources available through June 30, 2014

Events	WWIN/MRC Speaker Series	<ul style="list-style-type: none"> • Target Audience determined by topic 	<ul style="list-style-type: none"> • No. of speaking events • No. of attendees 	<ul style="list-style-type: none"> • Convene Speaker Series Subcommittee • Confirm 2014 draft calendar¹ and potential speakers • Solicit hosts/sponsors for speaking events 	<ul style="list-style-type: none"> • Austin Rose 	
	Whatcom Water Weeks	<ul style="list-style-type: none"> • General Public • Target audiences determined by specific host events 	<ul style="list-style-type: none"> • No. of hosted events • No. of participants • No. of sponsorships • Amount of Media Coverage 	<ul style="list-style-type: none"> • Convene Water Weeks subcommittee • Prepare event timeline, milestones, and budget • Prepare Media Plan • Sponsorships • Jr. ski to Sea parade • Contact Event hosts • Website and Facebook updates 	<ul style="list-style-type: none"> • Emily Resch/Becky Peterson with Subcommittee 	<ul style="list-style-type: none"> • Resources will be identified as part of developing the timeline
Coordination	Quarterly Meetings	<ul style="list-style-type: none"> • WWIN membership/Whatcom EcoNet 	<ul style="list-style-type: none"> • No. of attendees 	<ul style="list-style-type: none"> • Organize meetings • Agendas, summaries • Meeting Notifications 	<ul style="list-style-type: none"> • WWIN Steering Committee 	
	WWIN Steering Committee meetings	<ul style="list-style-type: none"> • WWIN Steering Committee 		<ul style="list-style-type: none"> • Convene meetings • Prepare agendas and notes 	<ul style="list-style-type: none"> • Rebecca Schlotterback 	
	Education Grant Opportunities	<ul style="list-style-type: none"> • WWIN Members/Whatcom EcoNet 		<ul style="list-style-type: none"> • Distribute information related to funding opportunities • When appropriate coordinate opportunities for partnerships • When necessary implement local process for reviewing education grant applications 	<ul style="list-style-type: none"> • Becky Peterson and Sue Blake 	Resources available through June 30, 2014

¹ The Speaker Subcommittee invited interests not currently represented on the subcommittee to participate in planning the 2014 Speaker Series slate of topics and potential speakers. The purpose was to obtain feedback on topics of interest to the small cities, agriculture, building community, and salmon co-managers.