

### 2016 Whatcom Watersheds Information Network (WWIN) Work Plan

Category	Activity	Target Audience	Performance Measures	Tasks	Proposed <sup>1</sup> 2016 Lead	Resource Needs
Communication	WWIN Website	<ul style="list-style-type: none"> <li>General Public</li> <li>WWIN Membership</li> </ul>	<ul style="list-style-type: none"> <li>No. of hits</li> <li>No. of contributing articles from the WWIN membership</li> </ul>	<ul style="list-style-type: none"> <li>Select new platform for WWIN website.</li> <li>Transfer website to different platform that can be updated by WWIN Steering Committee members.</li> <li>Update website with current projects, committees, etc.</li> <li>Maintain website at least monthly.</li> </ul>		<ul style="list-style-type: none"> <li>Training for lead to move website to new platform or hire someone (Student?) to move website to new platform.</li> </ul>
	WWIN Facebook	<ul style="list-style-type: none"> <li>Facebook Network</li> <li>20-40 year old demographic</li> </ul>	<ul style="list-style-type: none"> <li>No. of site visits</li> <li>No. of “shares”</li> <li>No. of postings</li> <li>No. of “likes”</li> </ul>	<ul style="list-style-type: none"> <li>Provide Bi-Monthly updates to Facebook (or more frequently if information is ready for posting) including posting different facts related to water</li> </ul>		
	WWIN Email Updates	<ul style="list-style-type: none"> <li>WWIN Membership</li> </ul>	<ul style="list-style-type: none"> <li>No. of email broadcasts</li> <li>No. of new members</li> <li>No. of requests to unsubscribe</li> </ul>	<ul style="list-style-type: none"> <li>Send twice monthly email updates to WWIN membership</li> <li>Maintain email distribution list</li> <li>Reply to WWIN membership questions or direct to appropriate contact</li> </ul>	<ul style="list-style-type: none"> <li>Becky Peterson</li> </ul>	<ul style="list-style-type: none"> <li>Resources available through July 2016</li> <li>Communication with Whatcom LIO for continued distributions beyond July 1.</li> </ul>
	E-Newsletter	<ul style="list-style-type: none"> <li>General Public</li> <li>Decision-Makers</li> </ul>	<ul style="list-style-type: none"> <li>No. of subscribers</li> <li>No. of subscribers providing feedback</li> </ul>	<ul style="list-style-type: none"> <li>Prepare quarterly e-newsletter</li> <li>Prepare survey link for feedback on newsletter</li> <li>Provide mechanism for subscribers and others to contribute content</li> </ul>		<ul style="list-style-type: none"> <li>Capacity for preparing and coordinating newsletter content</li> <li>Discuss options with Whatcom LIO</li> </ul>
	Whatcom EcoNet	<ul style="list-style-type: none"> <li>WWIN Membership</li> </ul>	<ul style="list-style-type: none"> <li>No. of members</li> <li>Compliance with Puget Sound Partnership’s requirements for ECO Nets</li> </ul>	<ul style="list-style-type: none"> <li>Meet grant deliverables for Eco Net funding</li> <li>Support WWIN membership meetings</li> <li>Support WWIN Work Plan development and implementation</li> </ul>	<ul style="list-style-type: none"> <li>Becky Peterson and Sue Blake</li> </ul>	<ul style="list-style-type: none"> <li>Capacity for coordination beyond June 30, 2016</li> </ul>

<sup>1</sup> Leads are proposed and have not been confirmed. Lead is defined as being the lead for seeing that the activity “launches” and is not intended that the lead is responsible for doing all of the tasks.

**2016 Whatcom Watersheds Information Network (WWIN) Work Plan**

Category	Activity	Target Audience	Performance Measures	Tasks	Proposed <sup>1</sup> 2016 Lead	Resource Needs
Training	Program/Project Performance Training	<ul style="list-style-type: none"> <li>• WWIN Membership</li> </ul>	<ul style="list-style-type: none"> <li>• No. of trainings</li> <li>• No. of participants</li> <li>• Specific performance measures to be developed for each training</li> </ul>	<ul style="list-style-type: none"> <li>• Identify potential training topics based on feedback from WWIN membership and Steering Committee</li> <li>• Organize training event</li> </ul>		<ul style="list-style-type: none"> <li>• Potential donations for refreshments</li> <li>• Facility rental if needed</li> <li>• Material preparation</li> </ul>
Events	WWIN/MRC Speaker Series	<ul style="list-style-type: none"> <li>• Target Audience determined by topic</li> </ul>	<ul style="list-style-type: none"> <li>• No. of speaking events</li> <li>• No. of attendees</li> </ul>	<ul style="list-style-type: none"> <li>• Convene Speaker Series Subcommittee</li> <li>• Confirm 2016 draft calendar and potential speakers</li> <li>• Solicit hosts/sponsors for speaking events</li> </ul>	<ul style="list-style-type: none"> <li>• Sue Blake</li> </ul>	
	Whatcom Water Weeks	<ul style="list-style-type: none"> <li>• General Public</li> <li>• Target audiences determined by specific host events</li> </ul>	<ul style="list-style-type: none"> <li>• No. of hosted events</li> <li>• No. of participants</li> <li>• No. of sponsorships</li> <li>• Amount of Media Coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Convene Water Weeks subcommittee</li> <li>• Logic Model to develop Framework for 2016</li> <li>• Prepare event timeline, milestones, and budget</li> <li>• Prepare Media Plan</li> <li>• Sponsorships</li> <li>• Website and Facebook updates</li> </ul>	<ul style="list-style-type: none"> <li>• Emily Hagin and Water Week Subcommittee</li> </ul>	<ul style="list-style-type: none"> <li>• Resources will be identified as part of developing the timeline</li> </ul>
Coordination	Quarterly Coordination Meetings	<ul style="list-style-type: none"> <li>• WWIN membership/ Whatcom EcoNet</li> </ul>	<ul style="list-style-type: none"> <li>• No. of attendees</li> </ul>	<ul style="list-style-type: none"> <li>• Organize meetings</li> <li>• Agendas, summaries</li> <li>• Meeting Notifications</li> </ul>	<ul style="list-style-type: none"> <li>• WWIN Steering Committee</li> </ul>	
	WWIN Steering Committee meetings	<ul style="list-style-type: none"> <li>• WWIN Steering Committee</li> </ul>		<ul style="list-style-type: none"> <li>• Convene meetings</li> <li>• Prepare agendas and notes</li> </ul>		
	Education Grant Opportunities	<ul style="list-style-type: none"> <li>• WWIN Members/ Whatcom EcoNet</li> </ul>		<ul style="list-style-type: none"> <li>• Distribute information related to funding opportunities</li> <li>• When appropriate coordinate opportunities for partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Becky Peterson and Sue Blake</li> </ul>	
	WWIN linkages with Whatcom LIO	<ul style="list-style-type: none"> <li>• Whatcom LIO</li> </ul>	<ul style="list-style-type: none"> <li>• Establish specific mechanisms for linking WWIN activities and/or information/outreach to needs of the Whatcom LIO</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with WRIA 1 Management Team and associated LIO Staff Teams and Work Groups to discuss and identify linkages.</li> <li>• Develop strategic information plan for 2016 based on outcomes of meetings.</li> <li>• Solicit annual input from Whatcom LIO on WWIN work plan and speaker series.</li> </ul>	<ul style="list-style-type: none"> <li>• Sue Blake and Becky Peterson</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Strategic Subcommittee of WWIN members that are also represented on the LIO</li> </ul>

				<ul style="list-style-type: none"><li>• Standing agenda item on Whatcom LIO meetings for WWIN updates.</li><li>• Standing agenda item on WWIN meetings for Whatcom LIO updates.</li></ul>		
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