

## BRDI Communication and Outreach Planning

In developing strategies for communication and outreach for BRDI, we have identified the various constituencies for which we have communication objectives, and listed those objectives that apply to each constituency. This table serves as a checklist for assessing whether the entire portfolio of BRDI communication activities is covering our needs with regard to all constituencies.

### BRDI Objectives, By Constituency

<b>1) BRDI Members</b>
a) Maintain energy and interest in participation
b) Enhance prestige/visibility of members
c) Solicit views
d) Tap expertise
e) Share and inform one another about own activities
f) Enable collaboration on activities
g) Inform on progress of work on BRDI activities ***
<b>2) Project Committees</b>
a) Maintain energy and interest in participation
b) Enhance prestige/visibility of members
c) Solicit views
d) Tap expertise
e) Share and inform one another about own activities
f) Enable collaboration on activities
g) Inform on progress of work on BRDI activities ***
<b>3) Sponsors</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Make alignment of sponsor Objectives with BRDI activities transparent
d) Improve understanding of what issues are within BRDI's domain
e) Improve perception and reality of value (impact for \$)
f) Receive input from
g) Maintain independent and neutral relationship with sponsors
h) Inform on progress of work on BRDI activities ***
<b>4) Representatives of Organizations with Related Activities and Interests</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Provide clarity on complex issues
d) Facilitate exchange of information among
e) Improve perception and reality that their views are heard and considered
f) Inform on progress of work on BRDI activities ***
<b>5) Broader S&amp;T Data and Info Community</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Provide clearinghouse/conduit/forum for exchange of information on issues

d) Improve understanding of what issues are BRDI's domain
e) Improve perception and reality that their voices can be heard
f) Harness energy/activity of more of this community
g) Inform on progress of work on BRDI activities ***
<b>Policy Community</b>
<b>6) Congressional</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Improve understanding of what issues are BRDI's domain
d) Enable perception of alignment of BRDI activities with broader Objectives of administration (e.g., jobs, economy)
e) Inform on progress of work on BRDI activities ***
<b>7) Executive Branch</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Improve understanding of what issues are BRDI's domain
d) Enable perception of alignment of BRDI activities with broader Objectives of administration (e.g., jobs, economy)
e) Inform on progress of work on BRDI activities ***
<b>8) Advisory to Executive Branch (e.g. OSTP)</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Improve understanding of what issues are BRDI's domain
d) Inform on progress of work on BRDI activities ***
e) Maintain/enhance credibility of BRDI
f) Enhance visibility of BRDI
<b>9) General Public</b>
a) Maintain/enhance credibility of BRDI
b) Enhance visibility of BRDI
c) Provide useful information
d) Help to understand how issues are relevant to general public
e) Inform on progress of work on BRDI activities ***
<b>10) Journalists/Media</b>
a) Make job of reporting complex issues easier
b) Improve understanding of what issues are BRDI's domain
c) Inform on progress of work on BRDI activities ***

The implementation of communication strategies occurs at several levels within each project and program. One is to identify project communication deliverables, such as reports or policy statements. Another is to identify communication products and media that will aid the process of planning and producing the project deliverables. A third is to identify opportunities within the process of producing the project deliverables to use ancillary communication products to promote the overall objectives of BRDI with respect to its various constituencies, such as raising awareness of BRDI and strengthening its reputation. For example, brochures, newsletters, and logoed items might be distributed at a meeting, workshop, symposium, or roundtable.

### **Type of Deliverable and Distribution Medium (Media)**

Many BRDI projects produce some form of report. One step in the planning process for every project will be to identify the communication deliverables associated with that project, as well as the media through which they will be distributed or published. For example, one communication deliverable of a project to produce a symposium might be a Symposium/Workshop Report, a Letter Report, or a Meeting Recap.

Having identified the type of report that will be produced, one must also decide whether it will be posted on the web for download as a PDF, published on CD, laser-printed, bound in leather with full color on high quality paper, or several of these options.

<b>PRODUCTS</b>	
<b>Written or Recorded</b>	<b>Real Time</b>
<ul style="list-style-type: none"><li>1. Reports<ul style="list-style-type: none"><li>a. Consensus Studies</li><li>b. Symposium/Workshop Reports</li><li>c. Letter Report</li><li>d. Meeting Recaps</li><li>e. Unofficial Summaries</li></ul></li><li>2. Policy Statements</li><li>3. Articles<ul style="list-style-type: none"><li>a. Internal (Published by NAS)</li><li>b. External (Not published by NAS)</li></ul></li><li>4. Aggregations</li><li>5. Bibliographies</li><li>6. Brochures</li><li>7. Newsletters</li><li>8. Slide Presentations</li><li>9. Swag (pens, paperweights, coffee mugs, tee shirts, other logoed items)</li></ul>	<ul style="list-style-type: none"><li>1. Symposia*</li><li>2. Workshops*</li><li>3. Mini-Symposia*</li><li>4. Meetings*</li><li>5. Conferences*</li><li>6. Roundtables*</li><li>7. Webinars*</li></ul> <p>* Real time communication products may also be thought of as media.</p>
<b>MEDIA</b>	
<ul style="list-style-type: none"><li>1. Paper/Print</li><li>2. Email</li><li>3. Snail Mail</li><li>4. Social Media (e.g., Twitter, Facebook, LinkedIn)</li><li>5. Blogs (Internal Only)</li><li>6. Wikis/Collaboration Environments (e.g., Sync.In, Google Docs)</li><li>7. Websites<ul style="list-style-type: none"><li>a. Internal</li><li>b. External</li></ul></li><li>8. Sound</li><li>9. Image</li><li>10. Text</li><li>11. Video</li><li>12. Scheduling Tools (e.g. Doodle)</li><li>13. Teleconference</li><li>14. Video Conference</li><li>15. Content Management Systems</li></ul>	

It may also be helpful to think of a Meeting, Symposium, Workshop, or Roundtable as a communication product in itself. That is, such real time events are communication products, and the medium or media through which they are conducted may make them more or less effective. For example, a Symposium or Workshop can be conducted with all participants in the same location, or it might be conducted over a teleconference or videoconference.

### **Operational Communication**

Certain communication products may be useful or necessary to accomplish the creation of the project deliverables. For example, assigning tasks, scheduling meetings, reporting status may be accomplished through communication products, and it is worth devoting some thought to what medium is best suited to the size and geographic distribution of a committee working on a project for accomplishing these functions.

In identifying these operational communication products and media, it may be useful to consult the following table.

Activity Type	Modality	Medium
Notification	One → Many	Email Snail Mail Paper/Print Social Media Website Internal Extenal Sound Image Text Video Scheduling Applications (e.g. Doodle) Teleconference Video Conference Meetings
Discussion	One ← → One One ← → Many Many ← → Many	Wikis/Collaboration Environments Teleconference Video Conference Meetings
Authoring/Editing	One ← → One One ← → Many	Wikis/Collaboration Environments Teleconference Video Conference Content Management Systems Meetings
Polling	One ← → Many	Wikis/Collaboration Environments Email Snail Mail Paper/Print Social Media Meetings Teleconference Video Conference
Scheduling	One ← → One	Scheduling Applications (e.g. Doodle)

	One← →Many	Wikis/Collaboration Environments Email Meetings Teleconference Video Conference
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