

Task Title: Create a 9-1-1 Stakeholder Communications Plan

Region: Region 1

Committee Chair: Allan L. Weese

Committee Participants: Charlie Udriet (Hanover County ECC), Rebekah Craft (Salem Police Dept), Charles Werner (VDEM), Suzanne Crostic (Chesterfield County IST), Tracie Chambers (Chesterfield County IST), and open to anyone else across the Commonwealth that would like to participate.

Task Business Case

Overview
<ol style="list-style-type: none"> 1. Develop a communications plan for internal and external 9-1-1 stakeholders to include policy and process on how communications will take place among stakeholders. 2. Identify methods of communicating with 9-1-1 professionals and the public 3. Create processes for a central repository of documents and information relative to 9-1-1 in the Commonwealth
Benefit/Jeopardy
<p>Benefit</p> <p>Increase stakeholder awareness of activities related to the E911 Services Board and Regional Advisory Council, have a single source for documents, information, and news, and communicate the Commonwealth's progress towards developing NG911.</p> <p>Jeopardy</p> <p>Inconsistent information regarding 9-1-1 can be detrimental to the public and creates confusion as to the mission and purpose of 9-1-1 in the Commonwealth.</p>
Goal/Objective
<p>The goal of this task is to create a 9-1-1 stakeholder communications plan. Objectives include polices and processes for:</p> <ol style="list-style-type: none"> 1. Website 2. New Letter 3. Social Media 4. Public Service Announcements

Deliverables

Milestone 1 – Task Group Formation
<p>Finalize task group membership; identify subject matter experts and technical experts. Schedule meetings and/or conference calls and determine responsibilities of the group participants.</p>

Milestone 2 – Audience and Media
Identify the audience, what is to be presented to each, presentation media, and processes for each media.
Milestone 3 – Web Site Processes and Ownership
Define processes for building a robust, dynamic web site including the goals, scope, ownership and management, site planning and content.
Milestone 4 – Email Processes and Ownership
Define processes for building and usage of email in delivering content specific information to recipients including the goals, scope, ownership and management, and content.
Milestone 5 – Social Media Processes and Ownership
Define processes for the usage of social media in delivering content specific information to recipients including the goals, scope, ownership and management, and content.
Milestone 6 – Draft Report
Prepare draft of the Task Group report; review and incorporate additions, changes and comments.
Milestone 7 – Final Submission
Submit Report and Policies to RAC

Initiatives Resources and Dependencies

Resources Required
<ol style="list-style-type: none"> 1. Marketing / Public Relations 2. Web Site Hosting 3. Web Developer 4. Social Media (Twitter, Facebook, etc.) 5. Listserv/E-mail Blasts
Dependencies
<ol style="list-style-type: none"> 1. Interface with Goal 2, Int A, Task 1, "Create a 9-1-1 Clearinghouse." 2. Input from all members of the 911 community willing to share information 3. Input from other RAC Task Projects

Risks

- Failure to identify and implement a stakeholders communication plan will leave a major void in addressing the Commonwealth's plans for implementing NG911.
- RAC will have a difficult time interacting with the local PSAP community and other stakeholders without a forum to discuss issues and communicate improvements to the E911 Services Board.
- The public and other public safety partners will not receive information needed for their acceptance of the goals and objectives of the RAC and NG911.

Schedule**Overall Schedule**

Task Group Formation – 4/28/2016
Audience and Media – 5/2016
Processes and Ownership – 6/2016
Policies for Communications – 8/2016
Steps for Building Communications System – 10/2016
Draft Report – 12/2016
Final Submission of Report and Policies – 1/2017