

CWC Communications Committee Summary

Communications keep CWC members and committees **connected** and **engaged** with CWC actions.

“Committees” includes State Affairs, Federal Affairs, Water Quality, POND, Endangered Species Project, Stewardship Project, Communications, Awards, CWC Board, work groups, and discussion groups.

Communicating to the right audience at the appropriate time with the appropriate information in an easily accessible format is critical to protecting and emphasizing CWC’s relevance to our members.

Although CWC may not be a “retail” source for water information for the public, it is a “wholesale” source; that is, it provides background and context on issues to those who interact directly with the decision-makers, public, and news media.

Communications Purpose includes:

- Listening for members’ opinions on key water issues and expectations of CWC
- Providing open, transparent flow of information about key water issues as developments unfold
- Informing members about the work of our committees (status of key issues, how they affect the water community, and what (if anything) CWC and members are doing about them)
- Rapidly responding to issues of concern
- Delivering information to and distributing information from our partners
- Supporting public education efforts (may include CWC op-ed pieces in traditional media)

Communications Plan will:

Identify: Strategic Priorities (Key Issues), Membership Audiences ¹, Communication Platforms ², Communication Frequency, and Roles/Responsibilities for Content

Track: Measuring metrics (feedback loop on usefulness, quality, and timeliness of information)

¹ CWC members are diverse geographically and demographically with varied career responsibilities and interests. Further, the type of information that we deliver and to whom it gets delivered may vary through time as a given issue evolves.

² Communication Platforms refers to the systems of sharing information among CWC membership and may include email, Enews, events, podcasts, blogs, vblogs, webinars, member directories and databases. Multiple formats may be needed to meet the wide range of expectations from CWC’s diverse audiences.

Communications Content includes:

- State policy updates
- Federal policy updates
- Committee work summaries
- Tool kits for members to respond (advocate) about key issues
- Event information
- Connections to CWC members (directories)