

Future Directions  
FGDC Strategic Communications Team  
September-October 2004 Monthly Report

1. Where team needs assistance

- The Communication Team needs management input on message development. We will be requesting time on the November Coordination Group agenda to get specific guidance from management and from Coordination Group members as to what the FGDC strategic messages need to be for the following audiences: Federal agencies; FGDC partners; Tribal, State and local governments; non-geospatial community of users.

2. Meetings/workshop

- Sept 10, 2004 kickoff meeting
- September 23, 2004 telecon
- October 5, 2004, workshop
- October 14, 2004 telecon
- Next telecon scheduled November 1, 2004

3. Accomplishments

- Team charter drafted and accepted.
- Brainstormed objectives, audiences (all and targeted for 2005) and messages
- Team is working in conjunction with NGPO communications team development. See minutes for telecons and workshop.
- Drafted strawman Communications Plan and it sent to team members on October 22, 2004.
- Second version of draft Communications Plan sent to members October 25, 2004, for discussion at November 1 telecon.

4. Next Steps

- Review draft Communications Plan at November 1 telecon.
- Update draft Communications Plan based on November 1 team telecon and November 2 Coordination Group input on strategic messages to targeted audiences.
- Continue to refine plan.
- Need to schedule at least one, probably 2 additional telecons prior to finalizing plan. Much of the review may be able to be done via email.