



BIC

BLUES INTERGOVERNMENTAL
COUNCIL

Developing a Framework for Communications

Presented on March 28, 2022





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Agenda

Outline and Objectives



- Introduction/Summary
- External communications strategy framework
- Internal communications strategy
- Path forward: options for organizing a communications/engagement strategy
- Next Steps and Action Items

Objective: to develop a list of communication objectives, goals, and foundational information that can be used to build a communication strategy that aligns with how the BIC wants to engage with the public and each other.



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Defining a communication strategy

A **communication strategy** is a guide that describes the objectives (BIG WHY) for engagement aimed at helping an organization be more effective and intentional in communications by defining core items such as audience, key messages, engagement methods and timelines. This can be tailored to address a specific project/incident or a more long-term strategic goal.

- **Creates alignment** in how communication and engagement will happen
- Identifies **purpose** of communications
- Identifies **target audiences**
- Establishes **roles and responsibilities** for group/organization
- Develops **consistent messaging**
- Provides an **action plan**



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Foundations developed by BIC

From the BIC Charter

- i. Information and materials related to full BIC meetings will be made available through a project page on the National Policy Consensus Center (NPCC) website <https://www.pdx.edu/npcc/bluesintergovernmental-council-meeting-materials>, and other venues as appropriate to ensure that the group's work remains accessible to external audiences.
- ii. BIC Conveners will serve as the initial point of contact for all media inquiries with the ability to designate other BIC members at their discretion to speak on behalf of the BIC. As may be needed, the BIC may adopt other communication strategies, such as talking points for all members. Outside of the adopted communication strategies, individual members speaking to the media will make it clear they are not speaking on behalf of the BIC.
- iii. BIC members are expected to keep colleagues and constituents informed about the process and to bring relevant information back to the group. Individuals are expected to bring concerns directly to the individual or the group.



Today's objectives and outcomes



Objective: to develop a list of communication objectives, goals, and foundational information that can be used to build a communication strategy that aligns with how the BIC wants to engage with the public and each other.

<https://www.pdx.edu/policy-consensus-center/blue-mountains-intergovernmental-council>



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External Communication Strategy

Developing a framework

Part 1: Objectives and Goals

Target Audiences and Tactics



External communication strategy

Part 1: Purpose and Objectives

Small Group Breakout (10 minutes)

1. What is our purpose (big WHY)?
2. What does the BIC want to achieve out of public engagement?
3. Why does the BIC want to engage externally?
4. How do you see the BIC's role in external engagement?





Note: each group identify a speaker to report out and notetaker

External communication strategy

Part 1: Target Audiences and Tactics

Small Group Breakout (10 minutes)

1. What target audiences are important to your organization?
2. What does that audience need from the BIC? (Why do we want to engage them?)
3. How does your approach to engagement change depending on the audience?
4. What methods or tools do you have available in your organization that could help the BIC? (what methods have you found to be effective? What tools are you interested in exploring more?)

IAP2 Spectrum of Public Participation				
	Inform	Consult	Involve	Collaborate
				
Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	To obtain feedback on analysis, issues, alternatives & decisions.	To work directly with the public throughout the process to ensure that concerns and aspirations are consistently understood & considered.	To partner with each aspect of the decision-making including the development of alternatives and the identification of the preferred solution.

Note: each group identify a speaker to report out and notetaker

External communication strategy

Bringing it Back Together

Large Group Discussion (10 minutes)

Reflections on objectives, target audiences and tools

Timeframes and long-term planning

1. How often should we share updates externally on BIC activities?
2. How soon do we want to begin implementing our communication strategy?
 - a. Short-term and long-term actions?



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Internal Communication Strategy

Developing a framework
Part 2: Objectives and Goals
Path Forward



Internal communication strategy

Part 2: Purpose, objectives and organizing for success

Large Group Discussion (30 minutes)

1. What are our internal needs?
2. What actions can we take to continue to build trust?
3. How often does the BIC want to meet moving forward?
4. How can we plan strategically for transition of BIC members over time?

Organizing for Success

Path Forward: Options for organizing around a Communications/Engagement Strategy

Large Group Discussion (30 minutes)

1. How does the BIC want to develop the strategy and coordination of communication activities?
 - a. Full BIC participation
 - b. Develop a subcommittee
 - i. BIC members
 - ii. Communications staff representing spectrum of entities on BIC
 - iii. Other?
 - c. Identify a lead

2. Identify roles and responsibilities of BIC for reviews, updates, other communication needs



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Wrap up and Next Steps

Let's get started!

1. Action Items
2. Next Steps
3. Closing Thoughts





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Questions?

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Thank you!