

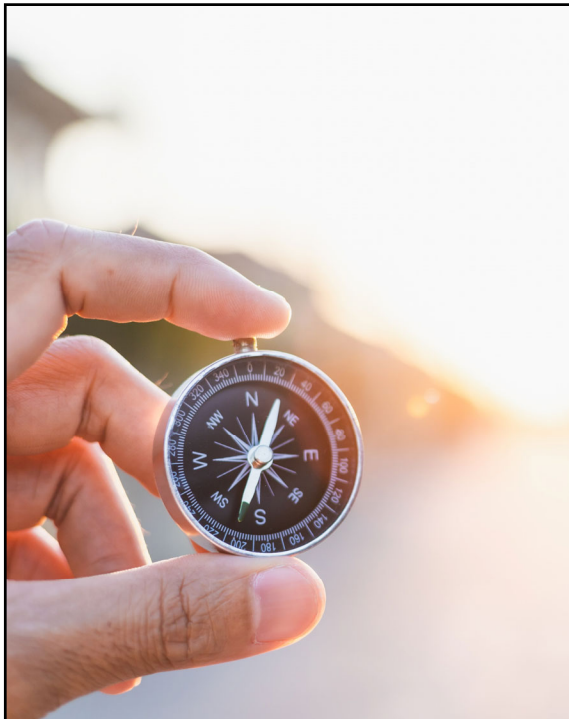
Item No. 2



Strategic Communications Plan Update

MWD OC Planning and Operations Committee
March 4, 2024

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Purpose and Benefits


Why Have a Strategic Communications Plan?


Effective communication is critical to an organization's success, like securing support for a particular program or initiative, shaping public opinion, or managing a crisis.

- ✔ Aligns with Board Strategic Priorities
- ✔ Clearly Defines Goals and Objectives
- ✔ Provides a Roadmap for Staff (Framework)
- ✔ Guides Effective Tailored Messages
- ✔ Clearly Connects Audience Groups to Intended Messages and Programs
- ✔ Clarifies the Purpose of Programs and Activities

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Seeking a Plan Update

Why Now?

MWDOC's Strategic Communications Program and Plan must remain a **living document** to implement effective, relevant communication with timeliness and accuracy.

- 🌱 Developed and Introduced in 2019: Pre-COVID
- 🌱 New Board, New Priorities
- 🌱 Changing Demographics
- 🌱 "Changing Climate"
- 🌱 Technology is Constantly Evolving

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Phased Approach

What's Involved?



Review Existing Plan: Now

- ✓ Goals, Messages, Tactics
- ✓ Platforms and Channels
- ✓ Audience Groups

Goal Review: April 2024

- ✓ Board Strategic Priorities
- ✓ Present Revised Draft Goals
- ✓ Discuss and Amend



Seek New Information: Now

- ✓ MWDOC Board
- ✓ OC Water Providers
- ✓ Partners and Others

Final Draft: June 2024

- ✓ Align Goals, Messages, Tactics, and Audience Groups
- ✓ P&O Discussion
- ✓ Distribute July 2024

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Plan Framework

Walking Through the Process.



Broad Topic/Overarching Goal: Promote Water Use Efficiency (Mission)
(Strategic) Focus/Objective: “Whatever it is”



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Overarching Goals

Seeking Board Direction – Example 1



Overarching Goal: “Identify, expand, and promote the District’s Shared Services Programs”
Focus/Objective: Showcase & Highlight the Leak Detection Program



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Next Steps...

Use Today's Feedback & Input to Inform the Communications Plan Update.

Update Board: April 2024

- Board Strategic Priorities
- Present Revised Draft Goals & Examples
- Discuss and Amend

Final Draft: June 2024

- Align Goals, Messages, Tactics, and Audience Groups
- P&O Discussion
- Distribute July 2024

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Thank You. Questions?

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