

Work Plan

**** This work plan builds towards the end need for OAH communications plans, as described in the 2019 OAH Action plan.**

Short term planning – 3 months to 6 months

(Completed by the OAH Council staff and the WG members)

1. Assess the context for our efforts – what is done, what is being done, seek collaborations (i.e., don't reinvent the wheel)
2. Establish and prioritize our goal and objectives – large scale guiding ideas
3. Identify and prioritize our target audience(s)
4. Identify our messenger(s)

Medium term planning – 4 months to 18 months

(Completed by ODFW contractors and, if SB1554 is successful a RFP through OOST, in direct consultation of the OAH Council and WG members)

5. Making message(s) – formal techniques and wording
6. Creating communication materials – printed, graphics, and tool kits
7. Tactics for delivering communicating messages – teach the teacher programs, outreach goals
8. Evaluation Planning – how do we know our message is getting through to our intended audiences?

Long term planning – 12 months to 24 months

(Completed by the OAH Council staff and the WG members)

9. Implementation Planning
10. Evaluations Implementation
11. Long term Visioning Planning – addressing needs identified in the Evaluation

Major Questions

- Who is doing the work?
 - o What will be done by the OAH Council staff?
 - o What will be done by the Education and Outreach WG members?
 - o What will be done as a contract through OAH Council funds?
 - o What will be done as a RFP through OOST funds in consultation with the OAH Council?