

NBIMS Communications Committee
Report to the Executive Committee
March 15, 2006

Most recent conference call was Wednesday, March 1. Five members are currently actively participating.

In response to a request from ExCom, the Communications Committee (CC) discussed and agreed to suggest the following:

Direct communication between committee chairpersons and task leaders is appropriate where coordination is required and to develop consensus on high-level concepts. Individual committees, assisted by their chairperson and ExCom, should establish an internal communications plan to share concepts and seek input from members to promote the greatest level awareness and participation practical. Once concepts and working solutions are developed, committees should share these to the listserv subscribers for informational purposes and, if appropriate, solicit input. On a regular basis (every two weeks is suggested) committees should post a short, informational update to the listserv.

CC has provided ExCom with an initial budget; including both estimated expenses and estimated in-kind contributions.

CC has updated its Communications Plan, especially the task items. Tasks as currently defined and current related activities follow.

CC-000 CC Member Conference Call - CC will be holding bi-weekly calls with web meeting support donated by OSCRE. Following the call, Alan Edgar will post a weekly activity report to the listserv highlighting items of interest to the general audience.

CC-001 Press Releases and CC-002 Media Resource List. – CC started gathering names of organizations and media contacts almost immediately after the previous executive committee meeting. The first press release went out to a general industry and publishing list. CC is improving its media capability by formalizing the process for getting releases written, approved and published, and by growing and improving the NBIMS media contact list. Toward those goals CC has done the following:

- Asked for and received from ExCom an agreed process for press releases. In general CC will research and write releases, ExCom and NIBS will review, and NIBS will manage release.
- Initially, CC designated Dick Bilden as lead for compiling the media contact list and we began compiling information from NBIMS Committee members and research. More recently, NIBS has provided Bob Miller, NIBS communications staff person, to assume management of the media list.

- Bob Miller will coordinate final press releases to the media. Dick Bilden will now focus on researching, authoring and managing the review/approval process.

CC-003 Marketing Opportunities Inventory – CC is building a living document to identify presentations, seminars, articles, etc. planned by NBIMS Committee members that offer an opportunity to market NBIMS. Our goal is to publish this list approximately every two weeks to the listserv and perhaps keep a current list posted on the NIBS site. Later, when NBIMS has its own public website/portal, this would likely become part of the homepage.

CC-004 NBIMS Concept Diagram/s Graphics – As part of the overall effort by CC to support NBIMS members with information and marketing collateral, CC is working with ExCom, Scoping, and Development groups to create rich, understandable graphics which can be used to introduce NBIMS as a business concept and as an organization. This material is conceptualized as a set of 3 to 6 slides that can be used at the beginning of a presentation to ‘set the stage’ for almost any related industry-specific or organization-specific topic and venue. This task is highly dependent on a clear definition of the NBIMS organization, scope and products.

CC-005 A/V Package – This task is related to CC-004 and is currently highly conceptual. The idea is to produce a self-contained movie that, in addition to supporting direct presentations, could serve as a self-serve marketing tool through distribution on the web. Similar products have been produced by OSCRE and OGS and are available on their websites.

CC-006 NBIMS Membership Logo, and CC-007 Vendor and Software Certification Logo are related to NBIMS image and media support. It is expected that they will grow out of the work in CC-004 and, similarly, they are highly dependent on a clear definition of the NBIMS organization, scope and products. These materials are needed as soon as possible to support member presentations. CC-007 will coordinate with schedule and requirement of the Testing Committee.

CC-008 Banners And/Or Large Placards - These materials are needed as soon as possible to support NBIMS presence at events and member presentations. It is expected that they will grow out of the work in CC-004 and, similarly, they are highly dependent on a clear definition of the NBIMS organization, scope and products.

CC-009 Contact Management Strategy – Strategy would be to make it easier to track and manage membership lists, working group members, potential new members, etc. CC needs to discuss this further with ExCom.

CC-010 Create NBIMS portal web site - Envisioned as both an external presence and communications tool for public access and a logon-protected access point for internal working groups. CC would take lead in coordinating site development but assumption is that a contractor would develop and host the site. Initial planning has been discussed with ExCom in order to scope the work and seek funding. However, this task is essentially on hold pending availability of funding.

CC-011 Update content on current websites and team working sites – CC is aware that donated resources being used for sub-committee team sites as an interim, immediate solution. These include Communications, donated by GSI, Development donated by USACE, and ExCom donated by NIBS. CC has attempted to estimate in-kind value of manpower and hosting services in its budget.

Respectfully submitted by Alan Edgar, Chairman Communications Committee.