**NCPN COMMUNICATIONS PLAN WORKSHOP**
*June 4-6, 2019 | Sacramento, CA*

### Workshop Logistics

**Meeting Hotel:** Residence Inn® Marriott
Sacramento Downtown at Capitol Park
1121 15th Street
Sacramento, CA 95814

**Meeting Location:** Residence Inn® Marriott | Capitol Room

**Meeting Dates/Times:** Wed., June 5, 8:00am to Thurs., June 6, 5:00pm

### June Workshop Purpose

The purpose of this second of two NCPN Communications workshops is to advance, develop, and prioritize NCPN communications efforts in support of the NCPN mission, and accomplish the following items covered by this work plan:

1. Build a comprehensive national NCPN Communications Plan
2. Assess current inventory of NCPN education and/or outreach tools and align inventory with national NCPN Communications Plan needs
   a. National and crop-specific
3. Discuss leadership of NCPN communications going forward
   a. Management (Hire? Outsource?)
   b. Execution/Implementation (Hire? Outsource?)
   c. Guidance (E&O Committee? Tier 2’s? Other?)
4. Incorporation of other NCPN initiatives (Economics, Strategic Planning)
   a. Economics Initiative
      i. Integrate Economics’ studies to legitimize messaging
      ii. Formalize symbiotic relationship with Economics
   b. Strategic Planning Initiative
      i. Formalize NCPN Communications Plan within NCPN Strategic Plan

### March Workshop Accomplishments

In the March 2019 workshop, we completed the following (by crop):
- Discussed why a national communication plan is critical to NCPN sustainability
- Discussed roles/responsibilities of attendees (“Prokrym’s Power Pyramid”: Industry, Government, Experts, Centers)
- Reviewed the necessary components of a communication plan
  - Set specific and measurable communications goals
  - Determine objectives
  - Identify target audience(s)
  - Understand target audience(s)’s motivations
  - Create compelling argument(s) that moves people to act
  - Create compelling message(s) based on those motivations
  - Identify messengers and influencers to deliver the message(s) (they can be
different)

− Identify the most intentional vehicles in getting the message(s) to them
− Create measurement/metrics for evaluating impact and to revise/update the communications plan

• Defined the audience(s) that buys clean plants
• Defined the difference between a “Center” and a “Program”
• Mapped locations and movement of “clean” plants from Centers or Programs
• Identified what moves the needle
• Identified primary and secondary target audience(s) for purposes of messaging (separate from buyers of “clean” plants)
• Identified the numbers within each target audience
• Defined and captured motivations for each target audience
• Defined the difference between a “Messenger” and an “Influencer”
• Identified the Messengers and Influencers
• Began discussion of tools, measurements, and metrics
• Began discussion of National Communications needs

March Assignment for June Workshop

Each crop group was assigned to reach out to industry (Tier 2 or other reviewers) to do the following:
• Confirm target audience(s) that is to hear the message about clean plants (not necessarily the buyers of clean plants) and determine if there is anyone missing
• Inform how we “get” to that target audience(s)
• Review and confirm the motivations of the target audience(s)
• Suggest compelling messaging that would work with the target audience(s)

June Workshop Outcomes

During the June workshop, the following outcomes are to be accomplished:
• All components of crop-specific and a national communications plan are identified to inform a final comprehensive NCPN Communications Plan
• Current inventory of NCPN education and/or outreach tools are assessed, a gap analysis is performed, and both are aligned with national NCPN Communications Plan needs
• A sustainable plan to execute NCPN communications and provide consistent and intentional management and industry guidance going forward
• Recommendations to incorporate NCPN communications into NCPN initiatives (i.e. Economics and Strategic Planning)

Lodging & Workshop – Rooms are held for those that requested one at the Residence Inn located at 1121 15th Street, Sacramento, CA. The workshop will be on Wednesday, June 5 and Thursday, June 6. See start times within the agenda. The workshop will be held in the Capitol Room at the Residence Inn. The group will have lunch onsite at the restaurant.

Travel – Please use Tuesday, June 4 and Friday, June 7 for your travel days. Parking at the hotel has been arranged, so please see the front desk upon arrival for parking passes. For
those that are flying into Sacramento the ground transportation options are Uber, Taxis and City Bus. The hotel does not have a shuttle service available.

**RSVP** – All participants have RSVP’d to Kate Taylor. If any of your plans have changed, please contact Kate at ktaylor@washingtonwinefoundation.org or 509-782-1108.

**Travel Reimbursement** – The workshop will reimburse the cost of travel and meals. A form will be provided to all attendees on site to be submitted to Kate Taylor for reimbursement from the grant.
Wednesday, June 5 - AGENDA

8:00 AM  Introductions and Review of March workshop

8:15 AM  NCPN Initiatives Update (David/Erich)
    - Economics
    - Others

8:30 AM  “Vision for NCPN Economic Studies from an Education and Outreach Perspective” (Kristen)

8:45 AM  Starting With the End in Mind
    - The Evolution of Prokrym’s Power Pyramid
    - The Role of Communications Plan
      - Visual Map
    - Communications Management Organizational Chart

9:45 AM  Break

10:00 AM Report Out By Crop: Target audience(s) + motivations (~10 min/per crop)
    - Who are the primary target audience(s) for the purposes of communications (not necessarily those that buy clean plans)?
    - What is the target audience(s) motivations for purposes of communications?

11:00 AM Report Out By Crop: Messengers/influencers + messaging (~15 min/per crop)
    - Who are messengers? Who are influencers?
    - What message(s) need to be delivered to target audience(s) for purposes of communications? In order to move the needle, what needs to happen?
      METHOD: _______________________________________________________________
      TARGET: _______________________________________________________________
      GOAL: ___________________________________________________________________
      MOTIVATION: ____________________________________________________________
      COMPELLING MESSAGE: _________________________________________________
      MEASUREMENT/METRIC: Increase of total amount of acres that are clean from ______ acres to ______ acres and from ________ time period to _______ time period.

Noon  Onsite Lunch (provided)

1:00 PM  Identify communications channels or “vehicles” for message(s) (by crop)
    - What are the most intentional tools, the “things”, that can be used to deliver the message to the target audience(s)
    - Assess current inventory of crop-specific education and/or outreach tools
2:15 PM  Break
2:30 PM  Continue discussion
3:00 PM  Measurement + metrics for evaluating impact (by crop)
  − Are results achieving your communications goals? How many people have been reached? Has there been any change in behavior? Are clean plant centers and nurseries seeing increases in sales of clean plants?
4:45 PM  Wrap-up; what to expect for tomorrow
5:00 PM  Adjourn

Thursday, June 6 - AGENDA

8:00 AM  Review of Day 1
8:15 AM  NCPN National Communications Plan
  − What would a national plan do that a crop-specific plan wouldn't?
    o Branding/Messaging
    o Spokesperson/first responder/fact checker
    o Network-wide tools
      ▪ Website
      ▪ Social media
    o Other?
  − National audience is:
    o Policymakers
    o General Ag Media
    o Other?
  − In addition to crop-specific messages, what are the national messages?
  − Who would deliver these messages?
10:00 AM  Break
10:15 AM  Assess current inventory of national education and/or outreach tools
11:30 AM  Onsite Lunch (provided)
12:30 PM  Incorporating NCPN initiatives
  − Strategic Planning Initiative
    o Formalize NCPN Communications Plan within NCPN Strategic Plan
  − Economics Initiative
    o Integrate Economics’ studies to legitimize messaging
    o Formalize symbiotic relationship with Economics
1:30 PM  Break
1:45 PM  Communications Management Organizational Chart
- Discuss skills and experience needed for effective communications plan implementation
  - Job description
    - What will this person be responsible for?
      - Communications plan execution including: budget, metrics, timeline, staffing/consultants, work plan, reporting
    - FTE? PTE? Other?
  - National Communications Program operating budget
    - National
    - By-crop
    - Staffing
      - Salary/Benefits
      - Contracted
    - Tools/Outreach
    - Travel

3:00 PM  New role/charter for E&O committee
- Member job description
- Who are the members?

3:45 PM  Wrap-up – what happens next?

4:00 PM  Adjourn
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