GCOOS Communications Strategy

GCOOS Board Meeting
17 March 2014
Tallahassee, FL
Overview

- Purpose
- Remote Approaches (website, E-newsletter…)
- Face-to-Face Interactions
- Priority Audiences

- Quick plug - How to submit story material via GCOOS website
Purpose

To develop a progressive strategy to improve GCOOS Communications
Remote Approaches

Steps

1. Reduce newsletter frequency to monthly and use a newsletter/subscription management system called Constant Contact;

2. Use existing content (e.g., from meeting reports and grant progress reports) for newsletter and website stories;

3. Improve website (specific recommendations);

4. Publish success stories, targeted flyers, GCOOS presentations and posters; and

5. Use Really Simple Syndication (RSS) and explore social networking
1. Develop a “brand” template for use at events;
2. Make available and publicize stock GCOOS on a central, accessible location;
3. Use GCOOS membership brochure and presentation, and other flyers at events; and
4. Coordinate and plan GCOOS participation in upcoming events.
## Priority Audiences

<table>
<thead>
<tr>
<th>High</th>
<th>Medium</th>
<th>Lower</th>
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<tbody>
<tr>
<td>Members</td>
<td>Gulf Sea Grants</td>
<td>News Media</td>
</tr>
<tr>
<td>Other Funders and Potential Funders</td>
<td>Coastal City Managers/County Commissioners</td>
<td>General Public</td>
</tr>
<tr>
<td>Federal and State Legislators and Staff</td>
<td>Select Journals</td>
<td>Students</td>
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<tr>
<td>Educators</td>
<td>NGOs</td>
<td></td>
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<tr>
<td>IOOS Office</td>
<td>Industry Associations</td>
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<tr>
<td>Select representatives of federal agencies</td>
<td>IOOS Association</td>
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<td>Governors’ Offices</td>
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<td>Gulf of Mexico Alliance</td>
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<td>Gulf of Mexico Universities Research Collaborative</td>
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Submit Story Ideas on GCOOS Site

- Click on “Member Activity and Program Submission” link on Home Page
- Online form opens
- GCOOOS staff develop story and work with submitter to edit