

TCS COMMUNICATIONS COMMITTEE WORK PLAN

Background: TCS Committees will all create Work Plans to feed into a larger [2024 TCS strategic plan](#). Some of the main objectives:

- Increasing TCS membership
- Locating and cultivating new streams of revenue
- Enhancing TCS marketing, promotion, and visibility
- Developing new and increased partnerships
- Strengthening student and chapter connections

Action: Review the strategic plan and develop steps for action items for the TCS Communications Committee. Brainstorm what comms can do to support each action, thus contributing to overall strategic direction.

TCS Communications Committee Work Plan

GOAL ONE: Foster Dialogue

Objective 1: Network and connect with coastal experts, organizations, and coastal communities.

- Develop and maintain relationships
- Develop and hold 3 regional events a year
- Develop and hold at least two web-based Coastal Connection presentations and discussions

Objective 2: Foster on-going information exchange and dialogue between TCS members and other individuals and organizations on coastal issues of mutual interest.

- Identifying critical coastal issues
- Continue use of existing means of communication to facilitate ongoing exchange of information
- Develop new ways to communicate with TCS members

THE COMMUNICATIONS COMMITTEE WILL.....

- *External engagement efforts*
 - *Housing and maintaining exhaustive list of members and stakeholders who have had contact with TCS (long term)*
- *Promotion of all TCS events and key updates via blog, website and social media (short term)*
- *Growth of social media (number and types of posts) (medium term)*
- *Exploration of TCS on nationally based podcasts (long term)*
- *Survey of TCS members on communications preferences and continued intake of feedback via google form on website (medium term)*
- *Develop website to be more interactive (long term)*

GOAL TWO: Forge and Maintain Partnerships

Objective 1: Forge and maintain partnerships to identify common goals and to promote dialogue on important coastal issues.

- Identify key partners that share common interests with TCS
- Engage and collaborate with other groups

Objective 2: Identify opportunities to engage current and new TCS partners to develop events and publications that promote dialogue on coastal issues.

- Reach out to current TCS partners to identify issues of importance and discuss how TCS may assist them
- Convene and participate in sessions at local, regional, national and international meetings with partners
- Participate in 2 events with partner organizations each year

THE COMMUNICATIONS COMMITTEE WILL.....

- *Supporting the development of marketing materials (medium term)*
- *Promotion of all TCS events and key updates via blog, website and social media (short term)*

GOAL THREE: Promote Communication and Education

Objective 1: Cultivate student chapter leaders and members, and assist with their transition into new coastal professions.

- Create TCS network of coastal professionals and students
- Offer mentoring and career-advising opportunities
- Encourage student participation and presentations
- Develop and hold 2 MAD Workshops each year
- Develop and hold 2 coastal connections web series each year

Objective 2: Facilitate networking with senior career-level practitioners for mid- and second-career professionals, and provide development opportunities.

- Explore TCS member needs for mid and second career practitioners
- Partner with established groups that offer training programs
- Hold ongoing career related dialogues at TCS and TCS partner events

THE COMMUNICATIONS COMMITTEE WILL.....

- *Supporting opportunities for continued dialogue following TCS events (medium/long term)*
- *Promotion of all TCS events and key updates via blog, website and social media (short term)*

GOAL FOUR: Maintain a Robust and Sustainable Organization (INTERNAL)

Objective 1: Develop specific short, mid, and long-term plans to help facilitate TCS function and growth.

- Review committee structure
- Development of work plans

THE COMMUNICATIONS COMMITTEE WILL.....

- *Request each committee to check in with comms committee chair monthly via email (short term)*

- *Comms chair to synthesize monthly email and report to comms committee*
- *If appropriate invite committees to join comms call*