



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Communications

Objective

3.1 Increase utilization of both traditional and social media to keep those we serve informed, and help them prepare before, during and after a domestic emergency.

Strategies

- 3.1.1 Proactively push positive news stories and increase value of earned media by Dec. 2016.
- 3.1.2 Create and host special events for traditional media reporters to increase understanding of our agency and create positive press by Dec 2016.
- 3.1.3 Increase percentage of followers of our agency social media channels by Dec 2016.
- 3.1.4 Create short b-roll/infographic videos to post on social media channels by Dec 2016.

Performance Measure(s)

- # earned media/quarter
- # special events for traditional media/year
- % social media followers/quarter
- # b-roll or infographic videos/quarter

Target(s)

- TBD earned media/quarter
- 2 special events for traditional media/year by Dec 2016
- +7.5% social media followers/quarter by Dec 2016
- 2 b-roll or infographic videos/quarter by Dec 2016.

Actual

- 2
- 5
- 7

Status

- In June , we flew three media outlets to the Yakima Training Center to observe AT and see our new Strykers. On 1 August, we'll be flying media out to Westport to observe the beach landing.
- We saw significant social media growth during our first couple of years. That growth has slowed slightly. EMDs pages still see strong increases in followers – with a growth of more than 30 percent over the last year.
- We're averaging roughly 7 video packages per quarter that are promoted on our website and social media channels.



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Communications

Objective

3.2 Increase community outreach to enhance efforts to more effectively share our priority messaging with a broader audience.

Strategies

- 3.2.1 Develop formal community outreach program that more effectively aligns/provides priority messages, tracks where our members are going, and identifies those audiences we could better serve by Jun 30, 2016.
- 3.2.2 Increase outreach efforts and awareness of the Great WA ShakeOut through more traditional and social media coverage to increase participation over previous year by Oct 2016.
- 3.2.3 Continue to sustain outreach notices to support the Washington Youth Academy (WYA) with its recruitment and retention goals by Dec 2016.

Performance Measure(s)

- % of community outreach program developed
- # of Great ShakeOut participants/year
- # of WYA outreach releases/year

Target(s)

- 100% of community outreach program developed by Jun 30, 2016
- >1M Great ShakeOut participants/year by Oct 2016
- 2 batches of WYA outreach releases/year by Oct 2016

Actual

- 80
- 1
- 2

Status

- While the State Public Affairs Officer has pulled together a well-attended workgroup to help coordinate public outreach among the divisions – we still need a concrete process to fulfill requests and track ongoing work to promote our agency and key message
- The agency was successful at getting more than 1 million people registered to participate in the Great Washington ShakeOut.
- The Communications Team continues to support the Youth Academy with press releases announcing the graduation of cadets – as well as press releases announcing open houses/info forums/etc... and major events/accomplishments.



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Communications

Objective

3.3 Increase the Washington Military Department employees understanding of our agency mission and capabilities to help develop strong ambassadors who can help share our story.

Strategies

- 3.3.1 Create and distribute the Evergreen Magazine to agency staff by 1<sup>st</sup> quarter FY 17.
- 3.3.2 Create and distribute all staff emails with new web content and upcoming events.
- 3.3.3 Plan and implement employee town hall events by Dec 2016.
- 3.3.4 Implement regular calls with Major Subordinate Command (MSC)/WG Public Affairs (PA) staff to enhance coordination and streamline talking points by Jun 2016.

Performance Measure(s)

- # Evergreen Magazines/quarter
- # all staff emails prepared/month
- # employee town hall events/quarter
- # MSC/WG PA staff calls/month

Target(s)

- 1 Evergreen Magazine published/quarter by 1<sup>st</sup> quarter FY17
- 1 all staff email /month (Dec 2016)
- 1 employee town hall/quarter(Dec 2016)
- 1 MSC/WG PA staff calls/month (Jun 2016)

Actual

- 1
- 1
- 1
- 0

Status

- We continue to publish a quarterly Evergreen Magazine – however, due to budget constraints, we produce an online version and are no longer printing hard copies.
- We had good success meeting this measure initially – and have tailed off some. Will meet this monthly target moving forward.
- Successful at meeting this measure.
- Poor attendance on the calls led to the cancellation. Need to revisit this measure and develop alternative strategy.



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Communications

Objective

3.4 Increase leadership and the State Emergency Operations Center (SEOC) preparedness to deliver critical messaging to all citizens before, during and following a disaster.

Strategies

- 3.4.1 Complete message mapping exercises to enhance ability to respond immediately during certain disaster/emergencies by Dec 2016.
- 3.4.2 Develop and offer social media training to internal staff to improve use of social media to gain situational awareness by Dec 2016.
- 3.4.3 Develop and maintain trained cadre of state agency PIOs that can support ESF 15 during disaster response and recovery operations by Jun 2016.
- 3.4.4 Update the Comprehensive Emergency Management Plan (CEMP)/Emergency Operations Plan (EOP) Annex/ESF 15 Section Book to comply with laws, doctrine and SEOC processes by 31 Dec 2016.
- 3.4.5 Review and revise ESF 15 annex to the State CEMP/SEOC EOP to ensure communication with LEP populations is an essential activity for ESF 15 during disaster response and recovery.

Performance Measure(s)

- # message maps/quarter
- # social media staff training classes/year
- # trained, available PIOs/year
- % Plan/Annex fully updated
- % ESF Annex updated to include LEP population communications

Target(s)

- 1 message map/quarter by Dec 2016
- 2 social media staff training classes/year by Dec 2016
- 2 trained available PIOs/year by Dec 2016
- 100% by 31 Dec 2016
- 100% LEP Plan communications add to ESF 15 Annex by Dec 2016

Actual

- 1
- 
- 20
- 100
- 100

Status

- Successful at meeting this measure.
- Curriculum has been developed and training is available. Our social media manager has provided ongoing training to those who request it.
- Measure has been met.
- Measure has been met.
- Measure has been met.



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Intergovernmental Affairs & Policy

Objective

3.5 Increase Washington Military Department legislative outreach, education and tracking to achieve agency policy and fiscal priorities.

Strategies

- 3.5.1 Visit at least 75% of the legislative leadership/members annually for the relevant policy, fiscal committees including both parties and both houses.
- 3.5.2 Conduct Mil Dep 101 education annually for Governor’s Office, Legislative Policy and Fiscal staff.
- 3.5.3 Government Affairs editing of all agency budget decision packages narrative prior to submitting to the Office of Fiscal Management (OFM).
- 3.5.4 Attend/monitor 100% of focus hearings highlighted in weekly legislative committee meetings for request legislation and bills of interest to discuss legislation with members on the committee.
- 3.5.5 Prepare legislative fact sheets of 100% of the agency budget and policy priorities.
- 3.5.6 Respond to all Legislative inquiries received each year.

Performance Measure(s)

- % Legislative members identified visited/year
- % new leg staff that receive Mil Dep 101 brief/year
- % budget decision packaged edited/year
- % focus hearings attended-monitored/year
- % agency budget and policy priorities with leg fact sheets/year

Target(s)

- >= 75% identified visited/ by Jun 2017
- 100% of new leg staff that receive Mil Dep 101 brief/year
- 100% budget decision packages edited/year
- 100% focus hearings/year
- 100% legislative priorities/year

Actual

- 100
- 100
- 100
- 100
- 100

Status

- (84) Member Visits (9) Leg Director Bill Meetings (13) Hearing Testimony (6) Work Session Briefings (88) Closely Watched Bills.
- Accomplished them per person for 100% of new leg staff instead of 1 single session.
- Edited 100% of agency decision budget packages.
- Attend 100% of focus hearings on operating, capital budget, and policy bills.
- Operating and capital budget fact sheets.
- Completed all legislative inquiries received to date.



# WASHINGTON MILITARY DEPARTMENT

Goal: Outreach

Division: Intergovernmental Affairs & Policy

Objective

3.6 Increase Washington Military Department unity of effort and outreach to achieve federal Congressional priorities.

Strategies

- 3.6.1 In-person visits of all Congressional Offices by TAG/ATAGs annually.
- 3.6.2 In-person visits of all Congressional District offices by Government Affairs team twice each year.
- 3.6.3 Respond to all Congressional inquiries received each year.
- 3.6.4 Develop federal priorities document each fiscal year.

Performance Measure(s)

- % of In-person /year
- % of District offices visited twice/year
- % of inquiries responded/year
- % federal priorities documented/year

Target(s)

- 100% of In-person visits/year
- 100 % of District offices visited twice/year
- 100% of inquiries responded/year
- 100% of federal priorities documented/year

Actual

- 100
- 40
- 100
- 100

Status

- In-person visits completed.
- Inquiries responded to completed.
- The FY 18 federal priorities are consolidated on a 1-page document and have been distributed to each office in the Washington State Congressional Delegation.