



Outreach Committee Workplan 2017-2018

Supporting efficient and responsible dredging for the Great Lakes region

Federal co-chair: Andrew Kornacki, U.S. Army Corps of Engineers

Non-federal co-chair: Joe Cappel, Toledo-Lucas County Port Authority

Mission statement: To raise the profile of the GLDT as an effective forum for dredging and as a promoter of efficient and responsible dredging in the Great Lakes.

Committee Objectives: To act as a clearing house for distribution of products and information pertaining to dredging and dredging-related activities in order to communicate the framework, priorities and mission of the GLDT to broad and diverse groups who have an interest in Great Lakes dredging; and also to obtain, organize and provide information internally (i.e., to the full GLDT) in a timely manner to ensure maximum transparency and the ability to speak with one voice. The Outreach Committee will work with the Technical Committee on some projects.

Detailed activities

Activity	Description	Leader	Schedule
Committee calls	Task: Plan and host Outreach Committee calls	GLC	Every other month
Listserv	Listserv are a fast and easy way to reach members and interested parties. The GLDT has general and committee listservs.		
	Task: Maintain the different GLDT listservs up-to-date	GLC	On-going
	Task: Expand listserv to reach out to potential interested parties (e.g., magazines, contractors)	All committee members	September 1, 2017
Website	The GLDT website is a great tool for outreach. It contains information about the GLDT, the partners, and dredging in general, both in the basin and outside of the basin.		
	Task: Update and maintain the GLDT website	GLC	On-going
	Task: Add dredging news on the home page	GLC	September 1, 2017
	Task: Update factsheet and FAQ	All committee members	August 11, 2017

<p>Newsletter “The Great Lakes Dredging Dispatch”</p>	<p>Newsletters are an efficient way to communicate information about the organization to its members, but also to external interested parties. The GLDT Newsletter includes feature stories on a theme, other dredging-related stories, and updates from the members. It should be published for the annual meeting and the fall webinar.</p> <p>Task: Coordinate production and distribution of the GLDT Newsletter</p> <p>Task: Prepare “Word from the co-chair”</p> <p>Task: Submit agency/organization update</p>	<p>GLC</p> <p>K. Keil (USACE); T. Rayburn (LCA)</p> <p>GLDT members</p>	<p>Bi-annually</p> <p>1 month before publication</p> <p>1 month before publication</p>
<p>Product publicity</p>	<p>The GLDT and partners are constantly working on material to inform about dredging and related issues. These products can be reports, factsheets, brochures, posters, etc.</p> <p>Task: Publicize products developed by the GLDT and partners through listserv and partners’ social media</p> <p>Task: Add a “post” on the website to publicize new products</p>	<p>GLC; All committee members</p> <p>GLC</p>	<p>As necessary</p> <p>As necessary</p>
<p>Event publicity</p>	<p>The GLDT and partners host events throughout the basin. In order to maximize the visibility of the team, these events should be publicized as much as possible through the GLDT and partners listserv, website, social medias, and any other relevant media. For annual meetings, there should be a press release and media event planned to increase publicity.</p> <p>Task: Publicize events related to dredging hosted by the GLDT or partners of the GLDT</p> <p>Task: For GLDT Annual Meeting, work with host port to have coverage with local media</p>	<p>All committee members</p> <p>GLC</p>	<p>As necessary</p> <p>Prior to annual meeting</p>

Webinars	Webinars are a great a way to reach a maximum of people. These webinars can be topical and inform about an aspect of dredging, or goal-oriented as a tool to exchange ideas, like in a workshop.		
	Task: Identify topics and secure speakers for informational webinars on topics related to dredging	All committee members	August 2017; December 2017
	Task: Plan and convene informational webinars	GLC	October 2017; February 2018
	Task: Plan and convene the GLDT fall webinar	GLC	November or December 2017
	Task: Plan and convene webinar to introduce Annual Meeting field trip	GLC	April 2018