

Agenda Item 1:

Discuss Communications and Community Engagement

Purpose:

The Communications and Community Relations Officer (CCRO) has met individually with more than 30 representatives – at OWASA and in the community – to listen and learn from their experiences with OWASA, about their perceptions of the organization, their needs from the organization, and their goals for the organization. The objective of the exercise was to help shape the development of a communications and community engagement plan for OWASA.

Following these interviews, the CCRO shared the highlights of her findings and facilitated two planning discussions – one with OWASA’s director team and one with a representative group of staff – to ensure the communications planning process is participatory and representative of organizational needs at all levels.

At the Board meeting, the CCRO will share her findings from her interview series and her facilitated discussions with OWASA staff. The CCRO will facilitate a similar discussion with the board to ensure their insights as leaders in the community, who are in touch with the engagement needs of the community, are incorporated. She will invite dialogue on the data presented and feedback on the development of the communications plan, priorities, and processes that are currently in development.

Information:

None

December 19, 2018