



Enterprise Architecture Shared Interest Group

Communications Strategy/Plan
May 2010

Version 1.1

Communications Strategy/Plan: Goal

- ▶ Provide a framework for sharing white papers and the results from other project endeavors to act–iac members, Federal Agency representatives and interested parties.
- ▶ Communications are to be:
 - Consistent
 - Clear
 - Timely
 - Relevant

Communications Vehicles

- ▶ Web Presence (migrate current site to IAC site)
- ▶ Interactive Webcasts (currently used for A+)
- ▶ Targeted Media Outlets (e.g., “Government Executive”)
- ▶ Social Network Media – ‘Linked-In’ (IAC Group)
- ▶ ‘You Tube’ Postings

Communications Plan: CEOG

- ▶ White Paper: CEOG = Citizen-Enabled Open Government
- ▶ Gain Exposure to translate CEOG principles into Executive Action
 - Publish to Web Site
 - Send Web site link within Executive Summary e-Mail to:
 - Other SIG Leadership Teams
 - Government Advisory Panel (GAP)
 - Agency CIO's and Deputy CIO's
 - Academic Coalition Members
 - Publish article in "Government Executive"
 - Start a Discussion Topic at IAC Linked-In
 - Execute Web-based, downloadable video access to CEOG
 - Partner w/other SIGs (e.g., Human Capital) to enhance content/direction

Communications Plan: EA SIG

- ▶ Follow Framework for CEOG for White Papers (e.g., Cloud Computing)
- ▶ Regular and structured updates to GAP
 - RFAs Accepted/Status
 - Feedback from Leadership Meetings
 - Notes from GAP Meetings & Quarterly Meetings
- ▶ Engage formal & informal Federal IT Leaders
- ▶ Engage EA SIG resources to execute the Plan
 - Phil Cooke (pcooke@telesispartners.com; 703.930.0070 to Chair an expanded team)
 - Doug Jackson to remain involved; 2–3 others to be added