

**USEITI Outreach and Communications Subcommittee
Meeting Summary for Tuesday, September 1, 2015**

Agenda

1. Update on where we are and next steps
2. Communications Plan for USEITI Report rollout, including
 - a. Social media discussion
3. Update on State/County/Tribal Outreach

Congressional Outreach

No report.

International Outreach

No report.

State & Tribal Outreach

County Workgroup has been active and making contact and receiving substantial feedback. We are prepared to send out email to Tribes and Tribal leaders to over 400 people.

Communication Plan

- The plan prepared by the summer interns was reviewed by Jerry Gidner.
- DOI IT Department is fine with setting up a Twitter and Facebook accounts.
- Did a review of the Phases outlined in the Communications Plan.
- Discussions needed on public outreach sessions and possible MSG field meeting options (i.e. geography, target audience, actual case study, venue)
- The Communications Plan will not be published on website or through social media.
- Discussion on where to have open public announcements and outreach. Suggestions included: Universities, the Humphrey Institute in Minnesota, hotel in Washington DC, State Department, GSA space. Agreed that seminar/webinar need to happen but outside of government buildings.

Workgroup Updates

Payor Company Workgroup - Debbie Tschudy, Susan Ginsberg, Emily Kennedy,
Laurie Sherman.

Group is now obsolete because work has been completed.

Outreach Materials Group – Jerry Gidner, Judy Wilson

No report.

Meeting was adjourned.

Next Steps/Action Items

1. Reach out to CSO chair for participation on this subcommittee.
2. Prepare a slide on communication/public outreach for the September MSG meeting.
3. Draft a Press Release for review.
4. Send agenda items for next meeting.
5. Start outreach to Universities.
6. The go ahead was given to start using the Twitter Account
7. Wait for more direction from the MSG on outreach sessions & MSG field meeting option after having a facilitated discussion at the September MSG.

Next Meeting

Tuesday, September 8, 2015; at 1p.m. Eastern

Subcommittee Members in Attendance

Veronika Kohler, NMA
Johanna Tuttle, Chevron
Susan Ginsberg, IPPA

Invitees

Jerry Gidner, DOI
Jim Steward, ONRR
Judy Wilson, ONRR
Bob Kronebusch, ONRR

Staff

Rosita Christian, ONRR