

Discussion Areas for the Waste Treatment and Immobilization Plant Communications Strategy

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The following describes potential questions and areas that the TWC needs to obtain a better understanding in order to continue to discuss and prepare for Developing a Communications Strategic Plan for the Waste Treatment and Immobilization Plant.

These questions represent the data that the TWC might need in order to provide a plan that will be of value to DOE/ORP, the Tri-Party Agencies, and the Public and Stakeholders. Most questions are for the WTP Management and Communications staff need to address, such as budget, timelines, responsible parties and evaluation measures. Existing ongoing communication and public relations activities that should be in the plan also need to be considered or added.

1. What: The Content of the Communication

- What is the expected scope of the WTP plan, what level of detail, and what are the expected impacts or benefits for all parties involved (Tri-party agencies, public and Stakeholders)?
- What information about the size, timing, costs, internal risks, reviews and other needed information about the project is to be included in the plan?

2. Why: The Purposes of Communication

Why does the WTP project want to communicate?

- On which areas should the plan focus?
 - Collect: To collect information from others? To determine requirements needed to achieve project confidence? Discover the true current status of the project?
 - Decide: To persuade others to take action?
 - Exchange Dialogue: To arrive at mutually agreeable ways to respond to Issues or Risks?
 - Regulatory: To meet legal, regulatory, enterprise, or standard process requirements?
 - Inform: To increase ownership in the project? To inform others, and get their commitment to engage in the project success? To help assure that their needs information needs are met?

3. Who: Communication Responsibilities, and the Audiences

- Communication Responsibilities: Who is to be responsible for implementing the communications plan?
 - The Project Manager?
 - Tri-party Agencies?
 - Project Team Members?
- Audience:
 - The audiences for communications can be narrow or very broad. Who are the audience that should be the focus of this communication?

4. When: Timing or Periodicity of the Information

- When should this communications take place?
 - Initial Communication? From inspiration until the team is formed and underway.
 - Recurring Communication? Repeated throughout the plan initiative.
 - Close-out Communications?

5. Action Preferences: Prevent, Intervene, Recover

- What are the areas that the WTP Project specifically would like the plan to address?
- What are the urgencies for action? On what areas should the plan focus:
 - Risk/Threat? Has not occurred, action could prevent
 - Issue? Has occurred, opportunity exists to intervene
 - Failure? Has occurred, recovery is only option
 - Lesson Learned? May occur again

6. How: Communication Distribution and Reporting

- Given that different audiences have different preferences in the way they prefer to receive information, how does the WTP Project prefer to communicate?
 - Formal or informal information delivery
 - Meetings
 - Face-to-face in one-on-one briefings
 - Open two-way dialog with Public and Stakeholders
 - Open technical discussions with Project and Contractor Technical Experts
 - Summary information or details
 - Visuals (charts and graphs)
 - Data (words or numbers)
 - Email, online and interactive
 - Mailings
 - Paper