

Washington State - SET Communications Plan

The SET communications plan for Washington State is designed to coordinate the dissemination of information About the SET Initiative to all stake holders. Interested parties include potential (and successful) applicants, The State Partnership Team (SPT), other interested or potential partners and the general Public.

The Communication plan is designed to serve as a guide for communication about the SET initiative from the first formal announcement through the application and selection process, and continuing through the training period and beyond.

All communication pathways available will be used, to will include:

- Formal Presentations – at meetings conferences or other gatherings.
- Standard press releases distributed not just to media but also to stakeholders and interested parties.
- Email or electronic announcements through list serves and other standard channels of information sharing (see examples below)
- Social Networking sites to the degree that we are able to use these

Attached below is a sampling of efforts we have made utilizing these communication tools.

Formal Presentations

3/19 Seminar at Statewide Rural Conference: Pathways to Prosperity, Moses Lake
26 Participants

Electronic advertisement

3/15 WA Horizons Coaches

3/22 Association of Washington Cities – All cities/municipalities on AWC Mailing list

3/25 Washington State University Extension Weekly Update - All WSU Extension Faculty and Staff around the State.

3/28 WEDA – All members

3/31 Affiliated Tribes of Northwest Indians (ATNI) newsletter

3/31 Horizons Facebook page

Web Outreach

WA USDA RD

Washington State University Extension – Community Development

Individual Consultation/Phone/E-mail outreach

- 3/17 Rich from North Central Washington Loan fund
- 3/21 Staci Hanlin – Tri County Economic Development District
- 3/25 Rob Allen – Pierce Co Planning
- 3/25 Michael Cade – Thurston Co EDC
- 3/25 Jesse Cardenas - Columbia Pacific CRC&D
- 3/27 Craig Nolte SF FRB
- 3/28 Dick Larman – Lewis Co EDC
- 3/25 Karelina Resnick, West Rainier Economic Initiative
- 3/28 George Sharp – Thurston Co VCB
- 3/28 Debra Kollock – Stevens County Extension and Tri-County Economic Development
- 3/28 Debbie Emge, Director of Economic Development, City of Snohomish
- 3/29 Klickitat CECK/Big River Reservation/MECDD
- 3/30 Robert Weymire Skamania Co EDC
- 3/30 Susan Bauer – Peninsula Development District
- 3/30 North Central Washington Economic Development District
- 3/30 Michelle Long Business Alliance for Local Living Economies
- 4/4 Albert Tripp, Airway Heights, WA

Press Releases

- 4/18 SET Grant news release announcement and follow-up teleconference scheduled for 5/3 to answer questions from potential applicants

Grant Teleconference Call/Q&A

- 5/3 Informational Teleconference scheduled to provide a group forum for Q & A.