## PACIFIC REGION COMMUNICATIONS PLAN

*Alaska, American Samoa, California, Commonwealth of the Northern Marianas Islands, Federated States of Micronesia, Guam, Hawaii, Idaho, Oregon, Palau, Washington*

<table>
<thead>
<tr>
<th>Product</th>
<th>Intent</th>
<th>Audience</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Bi-Monthly Call Email</td>
<td>Remind NACD Pacific Region board members of monthly call. Include agenda and call-in numbers.</td>
<td><strong>Primary</strong>: Board members</td>
<td>Bi-Monthly</td>
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<td><strong>Secondary</strong>: EDs and state contacts</td>
<td><strong>Initial email</strong>: Thurs. before call</td>
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<td><strong>Follow-up</strong>: day before call</td>
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| Bi-Monthly Zoom               | Discussion of opportunities, challenges, resource concerns, project updates, etc. from across the region.                                                                                               | NACD Board Members, State Association Executive Directors and Staff. Please | Bi-Monthly, the first Tuesday:  
|                               |                                                                                                           |                                               | • Nov 3, 2020 04:00 PM Pacific            |
|                               |                                                                                                           |                                               | • Jan 5, 2021 04:00 PM Pacific            |
|                               |                                                                                                           |                                               | • Mar 2, 2021 04:00 PM Pacific            |
|                               |                                                                                                           |                                               | • May 4, 2021 04:00 PM Pacific            |
|                               |                                                                                                           |                                               | • Jul 6, 2021 04:00 PM Pacific            |
| Region newsletter             | Provide news/updates for/about/tailored to the region, e.g., region spotlight                                                                                 | **Primary**: Districts, partners, EDs, state contacts  
|                               |                                                                                                           | **Secondary**: Board members                   | Every month, approximately 2-weeks after Bi-Monthly Calls |
| Region webpage                | Provide news and updates for region                                                                             | **Primary**: Board members, EDs, state contacts, districts, partners | At least monthly, or as needed             |
| Pacific Region Webinars and/or Virtual Tours | Showcase region projects via webinars, short videos, or other virtual platforms to provide ideas and opportunities to learn from district activities   | Board Members, EDs, state contacts, NACD Officers and staff, districts, partners | At least one per member state or territory throughout the year |
| Annual Dues Update            | Provide a complete, state by state picture of dues payments for the previous Fiscal Year                                                                          | NACD Board Members and Officers                | October, after the end of the Fiscal Year   |
| Emails as needed              | Provide news/updates to or request action from associations and/or state contacts                                                                                                                             | **Primary**: EDs and state contacts  
|                               |                                                                                                           | **Secondary**: Board members                   | As needed                                   |