

USSD Committee on Advocacy, Communication and Public Awareness

Charter, v4-20-2018

Pursuant to § II.4, Article IV, Committees, of the USSD Operating Manual dated April 2009, and pursuant to the USSD strategic plan Advocacy Initiative, the USSD Board of Directors has approved the creation of an integrated Advocacy, Communication and Public Awareness (ACPA) committee for the purpose of uniting all related internal and external communication activities on behalf of the Society. Creation of this ACPA Committee will clarify and resolve all communication responsibilities that previously were included as part of the separate charters of the former Advocacy, Communications (formerly Newsletter), and Public Awareness Committees.

Charter of the USSD Advocacy, Communication and Public Awareness (ACPA) Committee:

The ACPA Committee shall serve as the clearinghouse for establishing positions on technical and policy related issues, messaging and communication for USSD. The committee will work on behalf of the Board of Directors, the USSD Executive Committee, and the general membership for any initiative that:

1. *Supports national, state and local programs related to dams, levees, and stewardship of water resources*
2. *Supports legislation and funding of local, state and federal programs*
3. *Educates – Proactively addressing the full set of dam/levee issues and needs, and providing information on the role of dams in the management of water resources to benefit society and the natural environment. Educational outreach shall include:*
 - a. *Membership*
 - b. *Colleges*
 - c. *Collaborative Trade Organizations*
 - d. *Communities*
 - e. *Responses to significant natural events such as floods, earthquakes and dam incidents/failures*
 - f. *Responses to significant publications or other communication events involving dams and the public response to dam and levee projects*
4. *Develops Common Messaging for internal communication with members and external communication with collaborative associations, trade organizations, congressional inquiries and outreach, and the public: Why we care about safety, sustainability, responsible resource development, and being a part of the solution.*

- a. *Identify focus areas*
 - b. *Develop talking points and provide access to committee materials for all members to access.*
5. *Advancing USSD's use of communication resources to interact with members and a broad range of people including electronic distributions, social media, and print and visual media.*
6. *Socializing advocacy, public awareness, and technical developments within and outside USSD through the publication of the USSD newsletter, electronic communication, workshops and keynote presentations and proceedings from annual conferences. The Committee shall be responsible for assuring the competency of published items including appropriate peer review and shall establish appropriate guidelines and procedures for accomplishing its responsibilities.*
7. *Developing and evaluating measurements of success for **USSD's strategic Advocacy program.***

The committee is empowered to receive requests for positions on issues within the scope of responsibilities of the society, to vet those requests and make determinations on the position[s] USSD should take on those issues. The committee is empowered to use whatever technology is necessary and appropriate in the furtherance of this mission and to ensure timeliness of responses, within the approved budget, and with the objective of engaging the membership of USSD in grassroots activities, education efforts and communication in support of its decisions. The committee is empowered to enter into agreements, to be administratively supported by the Executive Director, with other organizations to form coalitions, working groups and other such collaborative entities in the furtherance of this charter, and as approved by the Board of Directors (Board).

Operations

By necessity, many of the issues brought to the ACPA Committee will have very short time/response constraints. This will require the committee members to be able to quickly read materials presented to the committee and arrive at a decision on behalf of USSD. Where time allows, the committee may make recommendations to the Board for its decision, though this is not necessary for all instances, given potential time constraints for response. To make USSD ready to respond in the case of a short timeline, the committee will prepare general position statements.

Composition

The ACPA shall be organized and composed of members as shown on Figure 1. The committee shall be led by a six member executive leadership team (ELT) including a minimum of two members of the Board of Directors. These six positions shall be considered standing positions for the purpose of ensuring the Board's senior leadership is represented in committee decision-making. The committee may add additional members as may be needed to contribute to the purposes of the committee and have the time to dedicate to its success. The committee shall establish a system for rotating the executive team membership. Executive membership on the committee shall be subject to the approval of the USSD Board of Directors.

Executive Team Members will include:

Keith A. Ferguson	Advocacy
Phoebe Percell	Communication (Board)
Rebecca Ragon	Public Awareness
Yulia Zakrevskaya	Web Site and Social Media
Chris Allen	Web Site and Social Media
Manoshree Sundaram	VP, BOD Member No. 1
Stuart Harris	BOD Member No. 2

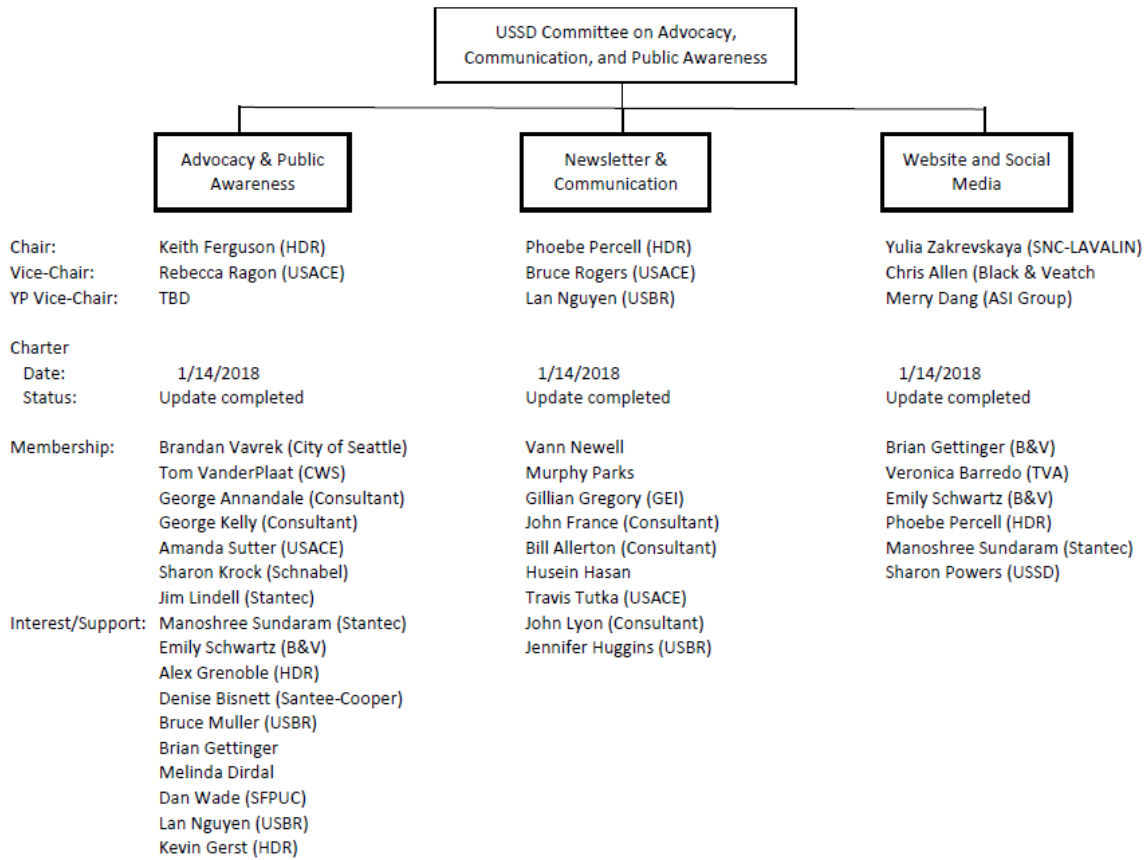


Figure 1. Organization Structure for ACPA Committee

Background and History

An initiative to assess consolidation of the Advocacy, Communication (Newsletter), and Public Awareness Committees began in early 2017. Committee chairs held a number of conference call meetings with support from the USSD Executive leadership team and proposed an overarching Charter for the creation of the joint Advocacy, Communication and Public Awareness Committee (ACPA Committee) for Board approval at the November 2, 2017 Board meeting held in Miami, Florida. The motion to approve the committee was passed unanimously. Subcommittee members have created this version of the Charter for final approval at the February, 2018 Board meeting.

Subcommittee Charters

Each subcommittee has prepared individual charters that are appended to this document. These charters address the primary responsibilities of the ACPA Committee outlined in the first section above. The Committee's Executive Leadership Team (ELT) has reviewed these charters and has attempted to resolve potential conflicts, and clarify primary and support responsibilities. Any conflict or operational issues that arise and are not covered by this primary charter, as well as the subcommittee charters will be resolved and the Charters will be updated accordingly.

Appendix A

Advocacy and Public Awareness Subcommittee Charter

V1-14-18

Committee Description

The role of the USSD Subcommittee on Advocacy & Public Awareness is to provide information on the role of dams and levees in the management of water resources to benefit society and the natural environment. The Advocacy & Public Awareness Subcommittee also supports legislation and funding of local, state and federal programs through interaction with other organizations, responses to congressional inquiries and common messaging for USSD members.

Terms of Reference

The Advocacy & Public Awareness Subcommittee is charged with informing the public, federal and state agencies, environmental organizations and professionals on the role of dams and levees and the benefits these structures provide to society. To accomplish its mission and goals, the Advocacy & Public Awareness Subcommittee in conjunction with the Communication and Social Media Subcommittees collaborates with other USSD technical committees to develop advocacy materials for internal and external publication. The Advocacy & Public Awareness Subcommittee also participates on two International Commission on Large Dams (ICOLD) Committees: Public Awareness and Education on Dams and World Register of Dams.

Background and History

Prior to 2017, the Committee was organized as the Committee on Public Awareness (COPA). With the adoption of the 2014-2017 Strategic Plan: Advocate, Educate and Collaborate and Cultivate, the need for more focus on advocacy was realized. With advocacy and public awareness closely related, the new Advocacy & Public Awareness Subcommittee was created under the larger Committee on Advocacy, Communication and Public Awareness.

Before the creation of this new Subcommittee, COPA was a very small Committee with notable accomplishments. For the 2013 ICOLD meeting held in Seattle, Washington, COPA prepared the "Overview of Dams in the United States" for the Book - Dams of the United States, A Pictorial Display of Landmark Dams. COPA also developed multi-media presentations and brochures that could be used by the USSD membership and by teachers, agencies, associations and other water resources professionals. These materials highlighted the benefits of dams to society, including flood control; water supply; hydroelectric power; irrigation; recreation; water quality; fish and wildlife enhancement; aesthetics; and boating, rafting and kayaking. COPA initiated the informative continuing article in the USSD Newsletter titled "Did You Know?" to provide members with short stories on the benefits of dams. COPA also assisted in the development of a video on dams titled Water and Dams in Today's World. COPA, in cooperation with the U.S. Army Corps of Engineers, developed educational pages for incorporation with the USSD website. COPA also participated with

the ICOLD Committee on Public Awareness and Education, including providing the pros and cons of dams and the effects of reservoirs on people and the natural environment. COPA also participated with the ICOLD World Register of Dams, providing information on the dams in the U.S.

Responsibilities

The Advocacy & Public Awareness Subcommittee is responsible for promoting the role of dams and levees in the management of water resources as well as the organizations position on Dam Safety and dam safety related incidents and failures. This information may be distributed internally to USSD members for their use and/or externally to the public, media, government agencies, and other organizations.

The subcommittee is also responsible for assisting the USSD Executive Director and staff to answer media calls and providing responses in a very timely manner.

Chair and Vice Chairs

Chair: The Chair is responsible for leading advocacy efforts and coordinating with the Executive Director, President, and Vice President of USSD as well as the other Subcommittees within the APCA to provide information on the roles of dams and levees. To accomplish this, the Chair reaches out to the APCA members and the USSD membership to solicit input and support on specific advocacy topics. The Chair is responsible for recruiting Committee members to support USSD's Advocate mission.

Chair: Keith Ferguson, P.E., V.P., D.WRE
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Vice Chair: During an USSD response to media, congressional or other organizational request, the Vice Chair assists the Chair when reaching out to the USSD membership. Whenever necessary, the Vice Chair steps in for the Chair and leads or represents the Subcommittee. The Vice Chair represents USSD by participating with the two ICOLD Committees – Public Awareness & Education on Dams and World Register of Dams.

Vice Chair: Rebecca Ragon
U.S. Army Corps of Engineers
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Alexandria, VA 22315
703-428-6820
Rebecca.Ragon@usace.army.mil

Vice Chair (Young Professional): The YP Vice Chair's primary responsibility is to assist in recruiting other YP USSD members to participate in the Advocacy and Public Awareness Subcommittee. The YP Vice Chair will assist both the Chair and Vice Chair when responding to an issue. The YP Vice

Chair may provide a different perspective or solution to an external request for information or media response.

YP Vice Chair: TBD

Goals and Objectives

Identify specific goals and objectives for a three year period beginning in January 2018.

1. Build and verify Subcommittee membership to support more frequent advocacy statements and responses by USSD.
2. Continue to strengthen participation in an informal inter organizational team for advocacy initiatives: ASCE, ASDSO, ASFM, DFI, etc.
3. Develop organizational position statements on the following topics:
 - a. Sustainability
 - b. Removal of dams
 - c. Reservoir Sedimentation
 - d. Multi-purpose project benefits
4. Design and develop USSD statement and materials for support Dam Safety Awareness Day in May of each year.
5. Develop procedure and guidelines for quickly providing a response to media, congressional or other organizational requests.
6. Provide interesting statistics, stories or examples to the Communication Subcommittee to revitalize the “Did You Know” section of the Newsletter and to assist with the population of the USSD web site and social media sites.

Membership

Committee Members:

Brandan Vavrek (City of Seattle)
Tom VanderPlaat (CWS)
George Annandale (Consultant)
George Kelly (Consultant)
Amanda Sutter (USACE)
Sharon Krock (Schnabel)
Jim Lindell (Stantec)

Interest/Support:

Manoshree Sundaram (Stantec)
Emily Schwartz (B&V)
Alex Grenoble (HDR)
Denise Bisnett (Santee-Cooper)
Bruce Muller (USBR)
Brian Gettinger
Melinda Dirdal
Dan Wade (SFPUC)
Lan Nguyen (USBR)
Kevin Gerst (HDR)

Appendix B

USSD Communication Committee Charter

V1-14-2018

Committee Description

The Communication Committee is a subcommittee of the Advocacy, Communication and Public Awareness (ACPW) Committee. It is responsible for producing the newsletter three times annually to inform readers on items of key professional interest and technical activities and advances through the publication of the *USSD Newsletter*. It provides tools to advocate dams and the dam/water resources industry, as well as the technical resources available within the USSD membership.

Terms of Reference

The Communication Committee was formerly known as the Newsletter Committee. It is charged with providing current technical information and important developments of USSD and its members. The Committee assists in compiling technical articles, promotion of USSD technical activities, and coverage of the annual meeting. The Committee has historically established technical article guidelines, reviews submitted items, makes appropriate editorial changes, and proofreads the Newsletter issues prior to publication. The Committee collaborates and/or assists with other committees in promoting education and training activities under the four imperatives of the 2014-2017 Strategic Plan: Advocate, Educate, Collaborate, and Cultivate. The Communication Committee will achieve these imperatives through the cooperation with the other subcommittees under the ACPW Committee.

Background and History

The Newsletter began as a true newsletter, with brief technical articles and news items for the general membership. Being the single scheduled publication of USCOLD and now USSD, the Newsletter is published three times per year, with March, July, and November issues. Over the past 5 years, the Newsletter began to resemble many technical journals, both in size and technical content. Beginning in March 2012, the format was revised along with a change to a full color publication. This change also necessitated high-resolution graphics and photographs to maintain a professional quality appearance. Issues infrequently follow specific themes, such as remedial dam construction, instrumentation, monitoring, and investigation, advances in analytical techniques, risk assessment, and focusing on levees. The July issue focuses on the annual meeting, with articles on the various Outstanding Papers, Project, and Poster, as well as the Lifetime Achievement and other recognitions. The November issue over the past 8 years has featured an article by that year's USSD scholarship winner and has become the edition focused on young professionals.

The Communication Committee will continue to develop material and use modern technologies to Advocate, Educate, Collaborate, and Cultivate.

The Communication Committee is responsible for preparing newsletter issues that combine technical relevance, USSD operations news, technical meetings and workshops, and technical committee activities. The Committee is responsible for assuring the technical competency of published items, and performs peer review as required. Under the four imperatives of the 2014-2017 Strategic Plan, the Committee will work with the President, Vice President, and Strategic Plan Imperative Champions to provide the membership with clear, concise information on these activities. Looking forward, this committee will embrace modern technology to communicate in a timely, efficient manner to reach a larger audience and build the credibility of USSD and the capabilities of its members in the dam sector and political arenas.

Chair and Vice Chairs

Chair: The Chair is responsible for leading communication efforts in various venues and coordinating with the Executive Director, President, and Vice President of USSD. To accomplish this, the Chair reaches out to Committee members and the USSD membership to solicit candidate articles, coordinate social media posts, and provide big-picture perspective for effective communication strategies. The Chair is responsible for recruiting others for peer review of candidate articles as needed. The Chair is responsible for recruiting Committee members, either agency or geographic region representatives, and maintaining contacts throughout the year. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft newsletter issues before publication.

Chair: Phoebe Percell, PE
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Vice Chair: The Vice Chair is responsible for reaching out to the membership to solicit candidate articles for thrice-yearly issues. Candidate articles are reviewed for technical content and clarity. The Vice Chair steps in for the Chair and leads or represents the Committee whenever necessary. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft issue before publication.

Vice Chair: Bruce Rogers
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Vice Chair (Young Professional): The YP Vice Chair's primary responsibility is to assist in recruiting other YP USSD members to the Newsletter Committee, and to provide a succession plan for the existing agency and regional representatives. The YP Vice Chair is responsible for reaching out to the membership to solicit candidate articles for thrice-yearly issues. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft issue before publication.

YP Chair: Lan Nguyen
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Goals and Objectives

Identify specific goals and objectives for a three-year period beginning in 2018.

Advocate

- Through articles and special features in the Newsletter, provide overview of Strategic Plan initiatives and latest activities.
- Begin expanding the role of the Communication Committee to contribute to social media and electronic media.
- Focus the November issue on our YP with technical articles, ICOLD participation, and related items.
- Recruit additional Young Professional members to the Newsletter committee.

Educate

- Publish technical papers and presentations.
- In conjunction with the YP committee, develop a YP graphic that will assist in identifying all YP technical articles and presentations to highlight the efforts of younger members in USSD.

Collaborate

- Create a complete communication operation plan with the other subcommittees in the ACPW Committee.
- Communicate collaboration efforts in other USSD committees.
- Promote participation in other related organizations.
- Strategically collaborate with targeted international organizations.

Cultivate

- Improve committee operations.
- Perform succession planning.

- Specific activities to increase committee membership including the involvement of younger members:
 - Ascertain level of interest of current committee members
 - Recruit additional Agency Representatives (Dept. Homeland Security, FEMA, etc.)
 - Recruit a committee member from academia (2017)
 - Increase scope of Committee
 - Rename the USSD Newsletter as part of a naming competition for the membership

Rebranding of the newsletter to modernize its appearance and reflect more accurately the content

Membership

The current membership of the USSD Communication Committee is provided below.

Area Representatives	East	Vann A. Newell
	South	Murphy Parks
	North	Gillian M. Gregory
	West	John W. France
Agency Representatives	Bureau of Reclamation	TBD
	Corps of Engineers	Travis Tutka
	FERC	William H. Allerton
	TVA	Husein A. Hasan
Other Members		John Lyon
		Jennifer Huggins

Appendix C

USSD Sub-Committee Website and Social Media Charter

V1-14-2018

Committee Description

The Website and Social Media Committee is a sub-committee of the Advocacy, Communication and Public Awareness (ACPA) Committee. The Website and Social Media (WSM) sub-committee informs the membership and dams industry on items of key professional interest and technical activities through the use of the USSD website and social media tools. The WSM maintains an awareness of social media tools and harnesses its power to promote USSD and its mission to be viewed as the primary source for dams related issues.

The WSM is charged with communicating current events and important developments related to USSD and its members along with relevant news taking place in all aspects of the dams industry. The WSM uses various social media tools such as Facebook, Twitter, and LinkedIn to convey information about USSD, to generate interest in USSD activities, and to maintain a respected voice in the dams community. The WSM establishes guidelines for the publishing of information under the leadership of USSD's Advocacy, Communication and Public Awareness Committee.

The WSM shall also collaborate and/or assist with other committees in promoting education and training activities under the four imperatives of the Strategic Plan; Advocate, Educate, Collaborate, and Cultivate.

Background and History

In June 2016 the Executive Director created various accounts for use of the USSD, including Facebook, Twitter and LinkedIn. Following a change in Executive Director leadership in April 2017 the social media tools were inactive for a period of time. The following stats were collected about the USSD social media tools:

Twitter  Home 289 Following, 201 Followers (1,315 tweets)

<https://twitter.com/USSDams>

Account Created: June 2016

Note: As of October 3, 2017 Twitter has suspended the USSD Twitter account for unknown reasons.



LinkedIn

(49 followers - May 2017, 149 Followers-January 2018)

<https://www.linkedin.com/company/10871965/>



Facebook

29 Total Page Likes

Account Created: June 2016

<https://www.facebook.com/ussocietyondams/>

Responsibilities

The WSM is responsible for communicating USSD news and information about upcoming opportunities to get involved with the USSD. The WSM is also responsible for updating and maintaining the USSD Website, to ensure information posted is easily navigable and of current interest. The WSM is not responsible for the portion of the website that collects membership dues or conference registration.

The WSM will work to socialize the four imperatives of the Strategic Plan, to bring awareness to the dam safety community about how they can become involved in USSD and its mission. The WSM will work to improve brand recognition of the USSD and it's roll in the dam safety industry.

The WSM will report directly to the Advocacy and Communication Committee Chair.

Chair and Vice Chairs

Chairperson: Stuart Harris (interim)
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srharris@tva.gov

The Chair is responsible for reaching out to the Advocacy and Communication Committee to solicit input on development of guidelines for socialization of information. The Chair is responsible for recruiting membership to build the WSM sub-committee. The Chair is responsible for assigning committee members to update social media tools on a routine basis (preferably weekly).

Vice Chairperson: Yulia Zakrevskaya
SNC-Lavalin
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Montreal (QC), CA H3A 2N4
514-393-8000 ext 5511
yulia.zakrevskaya@snclavalin.com

The Vice Chair is responsible for reaching out to the membership to solicit relevant information for posting on USSD social media tools. Selected information is to be reviewed for technical content and clarity. The Vice Chairs and their designee(s) are responsible for ensuring the information proposed to be socialized is of the quality and standard that represents the USSD. The Vice Chairs and their designees shall also proofread the information before publication.

Vice Chair-Young Professional: TBD

The Young Professional (YP) Vice Chair's primary responsibility is to assist in recruiting other YP USSD members to the WSM sub-committee, and providing a succession plan for media tool assignments (i.e. Facebook, LinkedIn, etc.). The YP Vice Chair is responsible for reaching out to the membership to solicit candidate articles for posting. The Vice Chairs and designee(s) are responsible for proofreading the draft issue before publication or posting.

Goals and Objectives

Identify specific goals and objectives for a three year period beginning in January, 2018.

1. Develop guidelines for socializing of information that represents USSD in a professional, unbiased manner.
2. Build sub-committee membership to support day-to-day activities of posting and sharing information via various electronic media tools.
3. Increase brand recognition of USSD in the dam safety community.
4. Drive continuous improvement of social media tools and increase membership use of tools by increasing awareness.
5. Identify improvement needs and opportunities to the current USSD website platform and develop plan for review and approval by the USSD Board.

Membership

The proposed membership of the USSD Sub-Committee on Website and Social Media is provided below.

To be added