



Federal Asian Pacific American Council  
Southwest  
(FAPAC-SW)  
Communications Plan

01 January 2015

## Table of Contents

<b>Objective</b> .....	<b>1</b>
<b>Communication Methods</b> .....	<b>1</b>
1. Face-to-Face.....	1
2. Telephone .....	1
3. Email .....	2
4. FAPAC-SW Website .....	2
5. FAPAC-SW Blog .....	2
6. FAPAC-SW Facebook Site.....	2
7. Formal Meetings/Discussions.....	3
8. Informal Meetings/Discussions .....	3
9. Control Documents.....	3
10. Virtual Support Infrastructure.....	3
11. Lessons Learned.....	4
<b>ATTACHMENT A: CEO Memo One</b> .....	<b>5</b>
<b>ATTACHMENT B: Guidelines For Meetings</b> .....	<b>6</b>

## **OBJECTIVE**

The objective of the FAPAC-SW Communication Plan is to increase effectiveness and unity of effort in the channeling of information to FAPAC Southwest target audiences in order to achieve organizational business objectives. The target audiences are classified as FAPAC Southwest members, friends, stakeholders and officers. In support of the FAPAC CEO Southwest Memo One, Attachment (A), this Communications Plan will place priority in supporting the objectives of promoting member career development and retirement assistance, increasing social interaction, and membership participation.

## **DESIRED EFFECTS**

1. The communications plan will serve to promulgate techniques and procedures to strategically plan information releases with the intended target audience in mind by addressing information releases in terms of desired effect, content, method, time, frequency and any other factor critical to the achievement of objectives.
2. Communicate to our target audience FAPAC Southwest Mission, Vision, Activities, invitations to events and any other information with goal of increasing social interaction, organizational participation, and the promotion of member services through the establishment of a dynamic form of person to person connection and two-way engagement.
3. This communications plan provides business rules on the operation of a Virtual Organizational Office. Members and officers not only live from great distances from one another, but the demands on the professional and personal time of members vary as well. This communications plan will assist the officers and committee members to overcome the challenges of time and distance as they collaborate in projects synchronously and asynchronously. It will also provide a single repository of information, in effect establishing a virtual office environment for FAPAC Southwest officers and committee members

## **COMMUNICATION METHODS**

### **1. Face-to-Face**

Face-to-face interaction is the preferred method of communication between members of our organization and other stakeholders. Face-to-face communication emphasizes the importance of “Leading by Being Present,” and demonstrates our commitment to staying involved with our members, regardless of where they work and live. Additionally, information passed in this manner reduces the risks of the message being lost or misunderstood, and helps to ensure the efficiency and effectiveness of the southwest chapter and our role within the national organization.

### **2. Telephone**

When face-to-face communications are not practical, the telephone shall be the primary means of communication between individuals to discuss ideas, issues, problems, and other topics. Telephone discussions which may or will result in major decisions or which impact expenditure of funds shall be confirmed by a follow-on email, letter or message which summarizes the telephone conversation and captures the specifics of the decision.

### **3. Email**

Email records are one of the primary means of sharing and preserving information, including informal discussions relevant to decision-making, official tasking and transmittal of critical information. FAPAC-SW members shall abide by their specific organizational policies regarding use of their work email accounts when performing FAPAC-SW business. If in doubt as to whether organizational policies enable use of work email accounts, FAPAC-SW members shall endeavor to use their personal email accounts to complete FAPAC-SW tasking.

### **4. FAPAC-SW Website**

The FAPAC-SW website is the primary means of identifying our organization and what we stand for to the world-wide-web. It provides an interface that meets and exceeds the standards of professional service organizations of its type and size. It also serves as a formal means of distributing official information to the membership. The minimum information that will be provided on the FAPAC-SW website follows:

- a. Purpose, Mission, Vision and Code of Ethics,
- b. Constitution and By-Laws available for download,
- c. Names of the current Executive Board officers,
- d. Schedule for FAPAC-SW and FAPAC national leadership training conferences, POCs and email addresses for getting involved,
- e. Strategic planning for FAPAC goal in two years: activities, mentoring and coaching opportunities,
- f. FAPAC-SW scholarship information and POC,
- g. FAPAC-SW online membership application,
- h. FAPAC-SW Control Documents,
- i. Link to the FAPAC-SW Facebook site, and
- j. FAPAC-SW current address and webmaster.

### **5. FAPAC-SW Blog**

The FAPAC-SW Online Blog serves as an interactive information repository for sharing ideas, direction, concepts, and receive feedback. This allows open and transparent communications to all parties interested or belonging to FAPAC-SW. The Blog, accessible only from the FAPAC-SW website, [www.fapac-sw.org](http://www.fapac-sw.org), is currently not configured but may be in the future.

### **6. FAPAC-SW Facebook Site**

The FAPAC-SW Facebook site is the primary informal means of communications among the active membership and potential members. Albums of activities and posts of photos of events is encouraged. Using the site for questions and answers is encouraged. Facebook has proven to be a medium that people can easily monitor from their smart phones. As such, changes in event plans can be quickly communicated across everyone who has access to the Facebook site. We will encourage all members, stakeholders and potential members to “Like” the FAPAC-SW site in order to receive the most current news and information.

## **7. Formal Meetings/Discussions**

Per the FAPAC-SW Constitution and Bylaws, monthly Executive Council meetings will be held to present and exchange information, and develop execution strategies on the goals and objectives of the FAPAC-SW organization and leadership. These meetings provide effective and efficient management direction and oversight. The Executive Council Meeting is chaired by the Chief Executive Officer. The briefings and meetings of this type will utilize Agendas to guide the discussions, Meeting Minutes to record discussion, questions and issues, and Action Item Logs to record action items and status. The Executive Secretary/Historian shall serve in the documentation function.

## **8. Informal Meetings/Discussions**

FAPAC-SW will utilize this means of communication as needed in keeping with the consultative philosophy and obtain stakeholder buy-in on organizational objectives. Working Groups and Committees shall use informal/ad-hoc meetings, briefings and guided discussions to communicate initiatives/issues that relate to FAPAC-SW objectives and to ensure delivery of ideas and concepts. This delivery method provides an interactive environment to allow for the most complete and thorough understanding of the detailed issues that cannot be covered in formal executive council meetings due to time constraints. Most briefings and meetings of this type utilize Agendas to guide the discussions, Meeting Minutes to record discussion, questions and issues, and Action Item Logs to record action items and status. A FAPAC-SW member should be selected to serve in the documentation function.

## **9. Control Documents**

Control Documents track and document progress, issues for resolution, open action items and changes. The Executive Council members and action item owners will manage action items within their respective areas from identification through resolution. Properly used, control documents will satisfy FAPAC-SW continuous process improvement goals. Templates for the following control documents are available on the FAPAC-SW Website. Control documents include:

- k. Meeting Agenda: Identifies the meeting's purpose, participants, topics, and deliverables, chair and recorder for all meetings. Meeting Agenda details are described in Attachment (B).
- l. Meeting Minutes: Provides discussion notes from meetings and status briefings and identifies action items and issues. Meeting Minutes details are described in Attachment (B).
- m. Action Item Log: The Action Item Log is used to document action items that result from/during business meetings, including, for each item, a description of the desired/assigned action, the name of the item "owner", the due date for completion, current status and a unique tracking number.

## **10. Virtual Support Infrastructure**

FAPAC-SW will utilize commercial and government IT infrastructure support to meet organizational objectives. Given the distributed membership that FAPAC-SW supports and the large geographic area of responsibility of FAPAC-SW, it is imperative that the Executive Board set the example and use effective IT infrastructure at the least cost possible and encourage the membership to follow suit. Dial-In teleconference numbers shall be used for voice calls. When collaborating or reviewing MS Word documents, Excel spreadsheets, or PowerPoint slides are

to be reviewed by meeting members, Defense Collaboration Services or such substitutes should be used. This guidance does not preclude the use of commercial services by the membership when it is convenient and the consensus is to do so. Therefore, when collaborating on files asynchronously, DropBox, Google Docs, or other such substitutes may be used. When DCS is unavailable or inconvenient, Skype, Google Plus Hangouts, or other such substitutes may be used.

## **11. Lessons Learned**

Throughout execution of all FAPAC-SW initiatives and tasks, participants must document lessons learned. Lessons learned can be passed to other organizations conducting similar work efforts as well as future organizational participants. Lessons learned will be incorporated into existing models and practices.

## **ATTACHMENT A: CEO MEMO ONE**

Dear FAPAC Southwest Member,

You are receiving this email because our records indicate that you are a member of FAPAC Southwest and I would like to report that I have completed the turnover with Paul Memije as your new Chief Executive Officer (CEO). Thank you Paul!

**PHILOSOPHY:** I promise to operate with a philosophy of integrity, service and transparency. I am happy to report that a thorough accounting of financial records was conducted by both the incoming and outgoing financial teams. A financial report will be made and approved at the executive council meeting, and published afterwards.

We will have monthly executive council meetings as prescribed by the Constitution via telephone and online. Once in a while it will be in person during happy hour.

**FOCUS:** While FAPAC Southwest list five main objective areas in article three of the constitution, I intend to place priority to the provisions of Section Five, "To promote the career development and advancement of Asian Pacific Americans in the Federal Government and Southwest Region Government and to do so through such vehicles as the sponsorship of training conferences, Asian Pacific Heritage observances, and developmental workshops." We will also try to help those that are transitioning out of the government.

**SOCIAL:** Not all learning happens in a formal setting. As Asia Pacific Islanders (API), there's a lot that we can learn from one another, especially in social gatherings. I intend to program social activities in the year to take advantage of our unique learning backgrounds, to nurture a FAPAC Southwest Community, and to build trust. We are planning a social event in the January 2015 timeframe to kick off our new term.

**PARTICIPATION:** It is important that we hear from you, as I know the officers and I cannot do this alone. I would like to hear your ideas and initiatives. As such, we will also be soliciting information from you via online surveys on occasions. We are also investigating the use of social media to improve organizational communications. In case you have not received the announcement, the following is the list of other newly elected officials:

Chief Operating Officer - Rene Lau  
Chief Financial Officer - Jaime Arcega  
Executive Secretary/Historian - Catherine Jose  
Chief Committee Officer- Michaëlle Landais  
Deputy Chief Financial Officer - Joe Adan

I look forward to meeting and working with you!

Sincerely,  
Dan Gruta  
Chief Executive Officer  
FAPAC Southwest  
(Office) 619-553-4592  
(Cell) 619-806-1155

## **ATTACHMENT B: GUIDELINES FOR MEETINGS**

### **Meeting Agenda**

Meeting Agendas will be distributed 1 business day in advance of the meeting. Agendas that include “read-ahead” materials will be distributed NLT 2 business days in advance of the meeting to ensure participants have sufficient time to review the materials and prepare comments. Meeting Agenda should identify the presenter for each topic along with a time limit for that topic. The first item in the agenda should be a review of action items from the previous meeting.

### **Meeting Chair Person**

The Chair is responsible for developing/distributing the meeting agenda, facilitating the meeting and developing/distributing the meeting minutes. The Chair will ensure that the meeting starts and ends on time and that all presenters adhere to their allocated time frames.

### **Meeting Recorder**

The Recorder is responsible for capturing all action items, discussion notes and voting results (if votes are taken) for the meeting. Within one business day following each meeting the Recorder will provide to the Meeting Chair a draft copy of the meeting minutes for review, and will assist the Chair in resolving any questions/issues/omissions in the draft minutes prior to approval.

### **Meeting Minutes**

Meeting minutes will be distributed to all invited participants within 2 business days following the meeting. Meeting minutes will include the status of all items from the agenda along with new action items and the Parking Lot list.

### **Action Items**

Action Items (including identification of the owner, due date and current status) are recorded in both the meeting agenda and minutes. Meetings will start with a review of the status of all action items from previous meetings and will end with a review of all new action items resulting from the meeting.

### **Parking Lot**

The Parking Lot is a tool used by the Meeting Chair to record and defer items which aren't on the meeting agenda, but which merit further discussion at a later time or through another forum. A parking lot record should identify an owner for the item who will be responsible for ensuring follow-up.

### **Templates**

Templates for the Meeting Agenda, Meeting Minutes and Action Item Log are available on the FAPAC-SW Website.