

ICWP Communications Plan August 2025 *Adopted by ICWP Board November 2025*



ICWP MISSION STATEMENT:

Enhance the stewardship of the nation's water resources by:

- Serving as the national policy voice for state and interstate water managers and planners
- Serving as a national forum for evaluation of policy issues and developing solutions to water resource challenges
- Promoting and implementing national policies that support integrated water resource planning and management
- Providing opportunities to engage and shape national water policy

Communication Goals

1. Establish effective interactions with members and external stakeholders.
2. Encourage community engagement and collaboration within the ICWP network.
3. Enhance recognition of the ICWP brand.
4. Provide information and representation regarding policy issues relevant to ICWP membership.
5. Share information about ICWP's activities to support funding and participation efforts.

Target Audiences

1. Membership:
 - State and regional water managers, planners, scientists, engineers and technicians
 - Sustaining Partners: Private sector (engineering, water data measurement and management, water planning)
 - Affiliates: Academic institutions, water centers
2. External partners: NGOs, interest groups, coalitions
3. Federal government: Executive branch agencies, Congressional committees

Key Messages

Global Messaging

As the national voice for regional, state, and local water resources agencies, ICWP keeps its members informed about significant policy developments and legislation with nationwide implications.

ICWP serves as the sole national forum dedicated to evaluating, engaging in, and developing water policy solutions for regional, state, interstate and local water resources organizations.

ICWP fulfills three principal roles:

1. **Information** – ICWP facilitates connections among professionals in different states who encounter similar water management challenges, enabling the exchange of expertise and collaborative problem-solving.
2. **Influence** – ICWP represents its members in discussions concerning national water policy, ensuring their views are communicated to federal and congressional stakeholders.
3. **Implementation** – Through direct interactions with key federal agencies and participation in annual meetings and conferences, members actively contribute to shaping water policies and legislative initiatives at the national level.

Membership Benefits Messaging

Shape the Future of Water Policy—Your Voice Matters with ICWP

At ICWP, our nimble size is our strength.

As a “small but mighty” organization, we’re uniquely positioned to adapt quickly to the ever-evolving water policy landscape, ensuring that your perspectives remain at the forefront of national discussion.

Direct Influence, Real Impact

As a member, you’ll have a direct voice in shaping ICWP’s policy priorities. Provide feedback, drive engagement on critical national water issues, and play a central role in coalition letters and advocacy efforts that make a difference.

Dues-paying organizations are exclusively eligible to serve on our board of directors or as a committee chair. This gives you the unique opportunity to guide the evaluation of our policy priorities and oversee our collective mission.

Exclusive Access & Insider Insight

Gain privileged access to our Legislation & Policy Committee closed-door meetings. This committee is reserved solely for dues-paying members where we discuss emerging policy issues and strategies.

Your membership helps support our partnership with Van Scoyoc Associates, a premier DC-based government affairs firm. This collaboration ensures our advocacy is informed and effective, and every dues-paying member enjoys direct-line access to our VSA adviser for personalized support on questions or policy challenges.

Enjoy members-only briefings with key federal agency leaders and Congressional committees, including coveted opportunities to participate in Washington DC Roundtable visits. These exclusive experiences connect you to the decision-makers shaping water policy at the highest level.

Premium Member Offerings & Events

Unlock a suite of exclusive benefits: periodic members-only webinars and workshops on hot topics, an online community featuring a private Members Directory, and a Members Portal packed with proprietary resources, meeting notes, and draft documents unavailable to the public.

Build Your Network, Elevate Your Expertise

Membership isn't just about information, it's about connection.

Enjoy discounted admission to in-person events where you can network with peers across the nation, share strategies, and find solutions to common water management challenges.

Join ICWP today, where your involvement shapes policy, drives innovation, and connects you with peer leaders in water resource management.

Communication Channels

Website – www.icwp.org

- The primary online hub for ICWP, the website offers comprehensive information about the organization, public updates on activities, and serves as a central access point for both members and prospective members.
- The website is regularly updated with news, event details, committee schedules, and links to important documents, ensuring transparency and facilitating engagement with diverse audiences.

Monthly Newsletter

- This is a monthly publication that is delivered directly to subscribers with curated, timely updates, event announcements, and important organizational developments.

- The newsletter keeps members and interested stakeholders informed about ongoing initiatives, upcoming opportunities, and recent accomplishments, helping maintain regular engagement.
- Standing content sections include:
 - Federal Affairs Updates
 - These updates provide members with the latest information on ICWP's advocacy efforts, legislative priorities, and coalition activities at the federal level. They include links to letters, summaries of meetings, and announcements related to federal engagement, keeping members informed of policy developments that impact water management.
 - ICWP Organizational News
 - This channel shares news relevant to the organization's structure, leadership, and internal milestones, such as staff changes, strategic plan updates, and new partnerships. It reinforces transparency and keeps stakeholders connected to the organization's direction and achievements.
 - Policy Issues
 - Policy alerts and updates communicate emerging or ongoing policy matters affecting water management. These messages help inform members on topics being discussed within committees and provide a call to action when member engagement or feedback is needed.
 - Internships (1st half of each year)
 - Used to promote internship openings, these messages help attract new talent and provide information about application processes, deadlines, and benefits, supporting workforce development in the water policy sector.
 - Membership Benefits
 - This content details the exclusive advantages of being an ICWP member, such as access to members-only content, discounted event attendance, and networking opportunities. Messaging here is used in recruitment and retention efforts to demonstrate value.
 - Upcoming Events
 - Announcements and reminders about scheduled webinars, workshops, committee meetings, and signature events like the Annual Meeting and Washington DC Roundtable. This channel ensures strong participation and allows members to plan ahead.
 - Annual Meeting
 - Dedicated communications for the Annual Meeting include save-the-date announcements, registration details, agendas, and follow-up summaries, ensuring members are well-informed and engaged before, during, and after the event.
 - Washington DC Roundtable

- Messaging provides exclusive information about this high-profile event, including invitations, program highlights, and opportunities for in-person engagement with federal agencies and Congressional committees, reinforcing the value of membership.
- Committee Meeting Schedule
 - Updates and reminders inform members about upcoming committee meetings, agendas, and topics for discussion, ensuring active participation and transparency in organizational governance and policy development.
- Water News
 - Regularly curated news from the broader water sector keeps members informed on industry trends, scientific developments, and regulatory changes, enriching their professional knowledge and supporting informed decision-making.

Committees (Legislation & Policy, Water Data & Science, Interstate Coordination & Planning)

- ICWP Committees facilitate introductions, collaborative discussions, and information sharing among members working on shared issues. Standing agenda items include progress reports, guest speaker announcements, and action items to drive outcomes.
- Committees match members with counterparts in other states or organizations, fostering peer-to-peer learning, collaborative problem-solving, and opportunities to speak on shared water management challenges.
- Real-time updates keep members informed about shifts in ICWP's strategic focus, event programming, and policy efforts, ensuring alignment and collective action.
- Announcements and recaps of guest speaker sessions introduce members to fresh perspectives and emerging issues, encouraging engagement with broader subject matter.
- After meetings and events, communications summarize decisions, next steps, and assigned actions to ensure accountability and momentum on key initiatives.

Online Events

- Workshops
 - Targeted sessions to connect members with shared interests, with messaging focused on thematic deep-dives, resource sharing, and collaborative problem-solving in water management.
- Sustaining Partner Features
 - Quarterly webinars that highlight private sector innovations, with invitations and recaps showcasing technology, trends, and partnership opportunities for members.

Members-Only Products

- Water Insights newsletter
 - This exclusive monthly newsletter delivers timely, in-depth content on policy, legislation, federal agency updates, funding, and job opportunities, reinforcing the value of membership and keeping members informed on actionable intelligence.
- Web Portal
 - This secure online space houses meeting notes, draft documents, and member resources, supporting ongoing collaboration and providing a centralized repository for institutional knowledge.
 - Links to meeting recordings/notes are shared via email or the Members Portal, ensuring that members who were unable to attend meetings can stay informed and engaged with organizational activities.

Recruitment tools

- Materials such as flyers and “sneak peak” invitations are used in outreach campaigns, offering previews of member benefits and one-time access to exclusive meetings to convert prospects into members.
- Speaking engagements foster peer recognition and knowledge sharing.

Reports (End of Year Accomplishments)

- Annual reports and summaries are distributed to highlight organizational impact, celebrate successes, and inform members and stakeholders about ICWP's progress and future goals.

Marketing (“About ICWP”, “Why Join?”, “Committees”, etc.)

- These materials are used in outreach, recruitment, and onboarding efforts to clearly communicate the mission, value proposition, and opportunities available through ICWP membership and committee participation.

Attachment 1: 2026 Communications Calendar

(review annually by January 1st; subject to change as organizational priorities emerge)

| <u>Month</u> | <u>Newsletter Feature Story</u> | <u>Committee Meetings</u> | <u>Online Events</u> | <u>Members-Only Products</u> | <u>Reports</u> | <u>Marketing</u> |
|------------------|---|--|-------------------------------------|------------------------------|---|--------------------------------------|
| January | Congressional Updates + Roundtable announcement | Committee topics and calendar to be determined by Committee chairs upon completion of Annual Meeting | | Timely content as it arises | | Updated and used on an ongoing basis |
| February | Appropriations/Budget updates | | Workshop: Topic 1 | | | |
| March | Roundtable recap | | Sustaining Partners Feature Webinar | | | |
| April | TBD | | | | | |
| May | Internship final reports | | Workshop: Topic 2 | | | |
| June | Annual Meeting announcement | | | | | |
| July | TBD | | | | | |
| August | Congressional recap (August recess) | | Workshop: Topic 3 | | | |
| September | Annual Meeting reminder | | Sustaining Partners Feature Webinar | | | |
| October | Annual Meeting recap | | | | Year-to-Date Accomplishments (for Annual meeting) | |
| November | Elections results recap | | Workshop: Topic 4 | | | |
| December | ICWP's year-to-date accomplishments | | | | | |