

Attachment C: Implementation Schedule

Marketing Outreach Task	Start Date	Est. End Date	Status/Comments
Newsletter Q1-Q4	January 2020	December 2020	Sent at the end of the quarter
Kachina Q1-Q4	January 2020	December 2020	Dates defined by Kachina
Brochure (trifold)	December 2019	January 2020	Update general trifold. May add additional brochures
WRRC	February 2020	March 2020	Printed materials need to be ready for this event
Conferences/Expos	Ongoing	Ongoing	
Drupal Deployment	November 2019	May 2020	Deployed to test. Easy migration
E-apps update	May 2019	TBD	Update e-apps language and add features from a focus group in May 2019
SEO/Mobile optimization of the website	Attachment D	Attachment D	Part of the web plan
Outreach Letters	January 2020	January 2020	
Outreach workshops (or webinars)	Ongoing	Ongoing	Aiming for 1x a quarter.
Outreach Small, tribal, and DAC	Ongoing	Ongoing	Aiming for 1x a quarter
Publication Articles	Ongoing	Ongoing	WIFA is a member of AMWUA. Aiming to create visibility through guest spots or op-eds
RWIC Funding Fair	December 2019	Fall 2020	Discussed at the Q4 RWIC meeting. Partners are deciding
Social Media	Ongoing	Ongoing	Social Calendar built out monthly
Distribution List Management	December 2019	May 2020	Researching with ASET if this is an appropriate solution
Subject-specific sheets	January 2020	February 2020	Review, redesign, and add new if necessary
Outreach Calling	Ongoing	Ongoing	Staff follow up on leads as soon as possible
CRM implementation	December 2019	Ongoing	Business Process Analyst hired
Website	December 2019	Ongoing	Test environment installed, content audit in progress, page build-out in progress
Business Process Analysis and Lean events	December 2019	Ongoing – Estimated 4-6 months	BPS wired, start date 12/16
New Materials, 100% FP, DB assistance, COGS	January 2019	February 2020	New policies approved, some projects in progress. Materials in design
Annual Report (Governor)	December 2020	December 2020	Yearly report to the governor's office. Shares content with the yearly EPA report. Due by the end of the CY each year