



Business Resource Group Application Documents
Communication Plan

Executive Sponsor:

Nicholas Vann, AIA
Deputy Director
Department of Archaeology and Historic Preservation

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COMMUNICATIONS PLAN 3

Communication Plan

2022-2023 HAPPEN Communications and Action Plan

Communications Goals:

1. Expand the membership of HAPPEN by presenting and sharing information about the BRG to executive leadership, employee resource groups and state employees.
2. Gain nominations for elected roles and secure elected positions by communicating the roles, responsibilities, and election process to the membership on a frequent basis leading up to elections.
3. Inform membership and the public of events, resources, news, and meetings via multiple communication outlets, such as a new website, social media accounts, and GovDelivery subscriptions.
4. Raise awareness of the importance and business needs of the ANHPI communities in Washington State.
5. Provide opportunities for participation with ANHPI state employees and their allies through events and meetings.
6. Learn what issues employees want HAPPEN to focus on through dialogue and surveys.

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Department of Archaeology and Historic Preservation (DAHP)

BRG Strategy and Planning Working Group:

The state employees from various agencies listed below (alphabetical order) have met twice a month over the last year to plan, design, and create the required application documents for BRG establishment. These documents will be submitted to the Office of Financial Management (OFM) for consideration of approval. This working group also has assumed the temporary role of an Executive Committee in terms of creating the monthly membership meeting agendas and strategic planning until elected BRG positions can be occupied.

- Denise Ross, PSP
- Brian Lock, DOH
- Christina Pourarien, ESD
- Janaye Lockett, ESD
- K'gnausa Yodkerepauprai, CAPAA
- Kelsey Vincent, OAH
- Kristen Jenkins, UTC
- Lisa Narciso, DVA
- Melissa Cheesman, UTC

- Michaela Doelman, ESD
- Nicholas Vann, DAHP
- Rachel Friederich, OFM
- Roslyn Leon Guerrero, HCA
- Tahiamauani Malu, ESD

HAPPEN's Commitment as listed in the Governor's Executive [Order 21-01](#)

Each executive cabinet or small cabinet agency shall provide appropriate and reasonable resources to the BRG as needed in order that the BRG may carry out the purposes of this Executive Order. This includes reasonable accommodations for employees with disabilities to attend BRG meetings and events during work time, and as necessary and available, office supplies, distribution capabilities, reasonable storage space for promotional materials, teleconference technologies and meeting facilities for BRGs. Participation in BRGs is open to all current state employees. Participation in BRGs is work-related and agencies should support reasonable requests from employees to participate. Agencies are encouraged to be proactively inclusive by planning, approving, and providing reasonable accommodations for their employees with disabilities to participate in BRGs.

Target Audience:

All Washington State employees who are interested in promoting the values, principles, goals and activities of HAPPEN.

Key Messages:

- HAPPEN's vision is to be a business resource group for the ANHPI state employees and their allies that want to work collaboratively to give identity and voice to the ANHPI experience in the workplace.
- All employees are invited to attend HAPPEN meetings!
- HAPPEN's goals align with the state of Washington's policy priorities of pro-equity and antiracism by increasing equity and belongingness, reducing workplace disparities, combating workplace microaggressions, and becoming an anti-racist employer.

General Meetings:

Meetings are currently held virtually on every second Wednesday of every month except for December. The date or time in which the recurring general membership meetings occur will need to be re-evaluated and likely will change. The form in which the membership meets will also evolve into a hybrid model of in-person and virtual to keep current with COVID-19 guidance.

Reminders of meeting decorum, as outlined in the charter, will be made at the beginning of every general membership meeting by HAPPEN Leadership. The Executive Committee’s goal for each membership meeting is to include engaging icebreakers, guest speakers, presentations, and/or general business updates.

Executive Committee Meetings:

Executive Committee Meetings will be held at varying locations bi-monthly or at least once a month. The Executive Committee consists of all elected positions for HAPPEN and the Executive Sponsor.

OFM’s Monthly BRG Leads Meetings:

The Co-Chairs of HAPPEN will attend the monthly BRG Leads meetings hosted by OFM in order to stay informed of all changes and updates, upcoming required actions, and to share best practices among other BRG Leads. Other meetings will be attended as requested for necessary business purposes such as BRG finance committee, BRG annual report subcommittee, BRG executive sponsors meetings and check-ins with OFM.

Strategies and Tactics:

March-----General Meeting

- Promote attendance at Membership meeting via email to distribution list and presentations to small groups within state government agencies.
- Provide an update on the status of the charter and bylaws.
- Request for volunteers to plan the kickoff event.

March----- Strategy and Planning Bi-Weekly Meetings

- Discuss status of the communication plan, charter and bylaws, ongoing goals and initiatives, and volunteers for the planning of the kickoff event.
- Submit BRG application to OFM by the end of March.

April-----General Meeting

- Update the membership on the submission of the BRG application and that it’s expected to take several weeks to receive a response.
- Distribute elected position descriptions to membership via meeting and email.
- Announce elections are needed and the nomination process will begin next month and

list the positions. *(tentative)*

- Promote Office of Equity events, including the Real Talk! events.

April ----- **Survey**

- Send a survey to the Active Membership Distribution List to vote on a BRG name. *(tentative)*

April ----- **Strategy and Planning Bi-Weekly Meetings**

- Prepare for the first election of seats by providing position descriptions to members. *(tentative)*
- Begin planning for the BRG kickoff.

May ----- **General Meeting**

- Acknowledge Asian Pacific Islander Heritage Month.
- Anticipated first official BRG meeting. Introduce Executive Sponsor and share next steps.
- Announce results of survey to select a BRG name. *(tentative)*
- Promote Office of Equity events, including the Real Talk events!

May ----- **Executive Committee Bi-Weekly Meetings**

- Finalize a date for BRG kickoff event and assign leads and tasks.
- Plan for setting up communication channels: social media, web site, BRG general email box and GovDelivery account.
- Discuss the monitoring and updating of all channels.
- Solicit logo recommendations from the membership.

June ----- **General Meeting**

- Continue promoting safe spaces by facilitating discussion regarding workplace inclusion and belonging.

June ----- **Executive Committee Bi-Weekly Meetings**

- Update on the kickoff planning.

July ----- **General Meeting**

- Newly elected officers are announced at the July meeting. *(tentative)*
- Membership Request: Submit a logo for voting! *(tentative)*

- Promote Office of Equity events, including the Real Talk! events.

July -----Executive Committee Meeting

- Update on the kickoff planning.

August -----Election Nominations (tentative)

- During the first two weeks in August: Request nominations for all elected positions from the Active Members Distribution List. For the initial election year, 2022, active members of the BRG may submit nominations for the elected officer positions to the Elections Facilitator. After 2022, the Membership Lead will receive the nominations each election year.
- During the last two weeks of August: Nominees will submit information about themselves, including their interest in the position they were nominated for, to the Election Facilitator.

August -----General Meeting

- Recruit for memberships to join a standing committee.
- Promote Office of Equity events, including the Real Talk! events.
- Send survey to Active Members Distribution List to vote on logos submitted.
- Announce the nominees for the elections and allow time for each candidate to share some information about themselves and their interest in the position. *(tentative)*

August -----Executive Committee Meeting

- Final update on kickoff planning; finishing touches.

September ----- Kickoff Event

- Kickoff Event.
- Prepare for meeting next month.

September ----- General Meeting

- Kickoff Event debrief.
- 2023 Planning and Goals Brainstorming
- Gain ideas for next year’s Communication Plan.
- Promote Office of Equity events, including the Real Talk! events.

October ----- Executive Board Meeting

- Start BRG monthly or quarterly newsletter.

- Prepare for meeting next month.
- Start developing next year’s Communication Plan.

November ----- General Meeting

- Present annual report and charter/bylaws updates (if any) May be carried over to 2023 due to only three months of data to report.
- Present draft Communication Plan for feedback.
- Promote Office of Equity events, including the Real Talk! events.

November -----Executive Committee Meeting

- Finalize Communication Plan.
- Prepare for meeting in January.
- Discuss guest speaker and scheduling.
- Planning for Lunar New Year event or guest speaker.

No Meetings in December

January -----General Meeting

- Promote Membership meeting. (Guest speaker)
- Promote Office of Equity events, including the Real Talk! events.

January ----- Executive Committee Meetings

- Prepare for meeting in February.
- Prepare for Lunar New Year event or guest speaker.

February ----- General Meeting

- Promote Membership meeting. (Guest speaker).
- Acknowledge Lunar New Year.
- Promote Office of Equity events, including the Real Talk! events.

February ----- Executive Committee Meetings

- Prepare for meeting in March.
- Prepare statement/press release from Co-Chairs regarding the anniversary of the Atlanta Spa Shooting.

March -----General Meeting

- Promote Membership meeting (Guest speaker).
- Acknowledgement of the 2nd anniversary of the Anti-ANHPI Hate Atlanta Spa Shooting and moment of silence.

March----- Executive Committee Meetings

- Prepare for meeting next month.
- Begin planning for May Asian Pacific American Heritage Month event in May.
- Start preparing the Annual Report to OFM.