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# **WATER COMMUNICATIONS AND KNOWLEDGE MANAGEMENT (CKM) PROJECT**

**YEAR 6 WORK PLAN**

**For the Period October 1, 2020–March 16, 2021**

**September 2020**

This document was produced for review by the United States Agency for International Development (USAID). It was prepared by ECODIT LLC for the Water CKM Project, Task Order No. AID-OAA-TO-15-00046.

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## **DISCLAIMER**

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## AUTHORITY

Prepared for USAID under the Water and Development Indefinite Delivery Indefinite Quantity Contract Task Order No. AID-OAA-TO-15-00046, awarded September 17, 2015, entitled “Water Communications and Knowledge Management (CKM) Project.”

Prepared by:

Water CKM Project Team

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## ACRONYMS AND ABBREVIATIONS

CKM	Communications and Knowledge Management
COP	Chief of Party
FY	Fiscal Year
GWS	U.S. Government Global Water Strategy
IR	Intermediate Result
IT	Information Technology
KM	Knowledge Management
LOE	Level of Effort
M&E	Monitoring and Evaluation
PM	Project Management
PMP	Performance Monitoring Plan
RFS	Bureau for Resilience and Food Security
SI	Social Impact
STTA	Short-Term Technical Assistance
TO	Task Order
USAID	United States Agency for International Development
USG	United States Government
WASH	Water, Sanitation, and Hygiene

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## INTRODUCTION

On September 17, 2015, USAID signed a contract with ECODIT for the Bureau for Economic Growth, Education and Environment Water Communications and Knowledge Management (CKM) Project (AID-OAA-TO-15-00046). This Year 6 work plan covers the period of October 1, 2020 through March 16, 2021, in alignment with the new fiscal year, as required by Section F.6.1 of the Water CKM Task Order (TO) contract.

Per Section F.6.1 of ECODIT's Water CKM contract, the contractor is required to submit for approval the annual work plan for each fiscal year no later than October 30 of that year. ECODIT hereby submits the work plan for Year 6 of the project, which includes descriptions of tasks and activities, timelines, level of effort (LOE), and budget. Per USAID guidance, the work plan aligns with the Water CKM Project deliverables, outlined in Section F.2 of the TO contract.

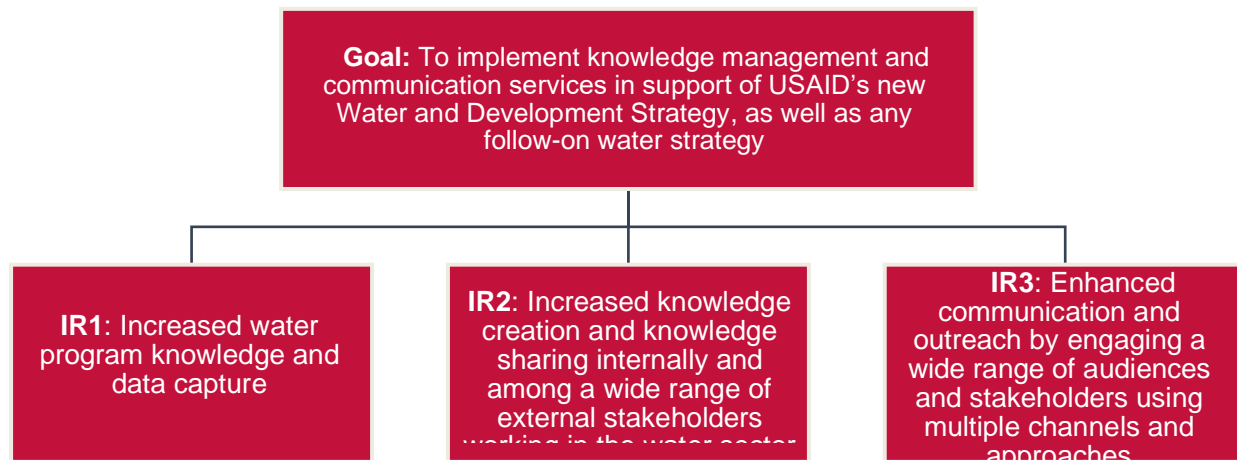
Please note that activities listed in this work plan are in large part illustrative and may be changed as necessary as Water CKM Project activities progress based on needs and priorities of the Bureau for Resilience and Food Security (RFS) Center for Water, Sanitation, and Hygiene. Successful completion of nearly all deliverables depends on clearance from USAID, which in some cases can be involved and lengthy. The work plan assumes that clearances are received in a timely fashion.

### Background and Rationale

Nearly three in 10 people lack access to safe drinking water in their homes, 3 billion lack basic handwashing facilities, and about six in 10 people lack access to proper sanitation, contributing to disease and hampering economic growth. Water is a vital resource, not just for humans, but also for a variety of aquatic ecosystems, including wetlands, watersheds, rivers, estuaries, and coastal areas. By 2025, two-thirds of the world's population could be living in water-stressed conditions. These are the critical issues—and lives at stake—as the RFS Center for Water, Sanitation, and Hygiene (Center for Water) and its Agency counterparts work to support the 2017 U.S. Government Global Water Strategy (GWS) and USAID Water and Development Plan.

The goal of the Water CKM Project is to implement knowledge management and communication services in support of the GWS, the Water and Development Plan, and any follow-on water strategy (see Figure 1 for results framework). The project supports USAID's Center for Water and its partners to increase water program knowledge and data capture (IR1); support knowledge creation and knowledge sharing internally and among a wide range of external stakeholders working in the water sector (IR2); and enhance communication and outreach by engaging a wide range of audiences and stakeholders using multiple channels and approaches (IR3).

**Figure 1. Water CKM Project Results Framework**



## **PROJECT COMPONENTS, TASKS AND DELIVERABLES, AND DATA NEEDS**

### **Core Component 1: Knowledge Management (KM)**

#### **Task 1.1 – Knowledge and Data Capture**

- Task 1.1.1 – Development and maintenance of a database and tracking system for Agency water programming
- Task 1.1.2 – Post-project monitoring and evaluation

#### *Deliverables Expected Under Task 1.1*

- Periodic updates to Water Projects Database
- Completion and dissemination of synthesis report

#### **Task 1.2 – Knowledge Creation**

- Task 1.2.2 – Access to water sector news and information

#### *Deliverables Expected Under Task 1.2*

- Periodic highlights and summaries of current news and information about the water sector and related topics—USAID in the News and *Water Currents*

#### **Task 1.3 – Knowledge Sharing**

- Task 1.3.1 – Design, develop, enhance, and maintain Globalwaters.org
- Task 1.3.2 – Support sharing, learning, and collaboration

#### *Deliverables Expected Under Task 1.3*

- Regular updates to Globalwaters.org



- Enhancements to Globalwaters.org functionality
- Supporting water sector learning and sharing opportunities, such as webinars
- Standard Operating Procedures guide for Globalwaters.org

## **Core Component 2: Communications**

### **Task 2.1 – Globalwaters.org Content Development**

- Task 2.1.1 – Globalwaters.org blog
- Task 2.1.2 – Update Globalwaters.org content
- Task 2.1.3 – USAID.gov website content development

#### *Deliverables Expected Under Task 2.1*

- One–two blog posts per month on Globalwaters.org
- Ongoing updates to Globalwaters.org and web content revisions
- Occasional updates to USAID.gov content

### **Task 2.2 – Technical Writing Support for Center for Water**

- Task 2.2.1 – *Global Waters* on Medium
- Task 2.2.4 – Design and produce materials to promote events and news
- Task 2.2.5 – Design and editorial support
- Task 2.2.6 – Updating photo archives

#### *Deliverables Expected Under Task 2.2*

- Two *Global Waters* issues
- Editorial and design support for project publications
- Updated photo archive on Flickr

### **Task 2.3 – Support USAID Outreach in Key Global Fora and Other Events**

- Task 2.3.1 – Event support

#### *Deliverables Expected Under Task 2.3*

- Support for external events and other fora as requested

### **Task 2.4 – Support Center for Water to Utilize Social Media and Multimedia Tools**

- Task 2.4.1 – *Global Waters Radio* podcasts
- Task 2.4.2 – Social media outreach

#### *Deliverables Expected Under Task 2.4*

- One podcast
- Support for social media and multimedia planning
- Create and distribute communications/social media toolkits for USAID and partners in advance of major water, sanitation, and hygiene (WASH) sector advocacy days and conferences
- Support for implementation of social media and multimedia activities

### **Task 2.5 – Metrics Reporting**

- Task 2.5.1 – Prepare quarterly metrics report

#### *Deliverables Expected Under Task 2.5*

- Two metrics reports

## YEAR 6 TASKS, TIMELINES, AND BENCHMARKS/ MILESTONES

This section, in combination with Table 2, provides a description of tasks, expected timelines, and benchmarks/milestones toward completing project deliverables for cross-cutting project management (PM) tasks and for the two core components—Knowledge Management and Communications. A summary of personnel roles, responsibilities, level of effort, and required resources (Table 1) is shown at the end of the report.

### Cross-Cutting PM

Cross-cutting PM tasks include general outreach, support, and coordination activities as well as preparation of work plans, monitoring and evaluation (M&E) plan updates, bi-annual project reports and close-out related tasks, such as inventory disposal, office closing and ensuring payment and transition of key accounts such as MailChimp and Flickr, Pantheon, etc. to WCKM II. A detailed breakdown and timeline of PM tasks are shown in Table 2.

### Core Component 1: Knowledge Management

#### Task 1.1 – Knowledge and Data Capture

##### ***Task 1.1.1 – Development and Maintenance of a Database and Tracking System for Agency Water Programming***

Task 1.1.1 involves the development, enhancement, and maintenance of a database and tracking system for Agency water programming. By the end of Year 5, Globalwaters.org housed more than 300 project pages, which are some of the most trafficked content types as defined by unique page views on the site, averaging 1,495 page views per month. For the project extension period, to ensure that the project database remains current and relevant to the stakeholder community, the team will continue to add new projects and update existing ones on Globalwaters.org.

##### ***Task 1.1.2 – Post-Project M&E***

Building on the completed ex-post series' body of work, including six completed evaluations and the culminating synthesis report, Water CKM subcontractor Social Impact (SI) will continue work into October to focus on completion of the synthesis and dissemination activities. In particular, Water CKM will host a final webinar featuring the synthesis report, scheduled for late October 2020. The SI team will work collaboratively with Water CKM on closeout activities, including transfer of all pertinent files and data as well as inventory.

#### Task 1.2 – Knowledge Creation

##### **Task 1.2.2 – Access to Water Sector News and Information**

Water CKM will continue to compile periodic summaries of current events and other pertinent information concerning USAID's water sector programming. These digests monitor internal

developments impacting USAID water activities and incorporate relevant water sector news from around the globe, particularly in priority countries. The USAID in the News page on Globalwaters.org will be updated on a regular basis in Year 6 and will include links to recent news articles on USAID WASH activities. Sources of information may include newspaper articles, USAID Mission website updates, and embassy press releases. Water CKM will continue sending out bi-weekly emails to 350+ subscribers, including USAID Water team, providing information on upcoming WASH events as well as the latest published research on a variety of WASH topics. Subscribers often share their latest studies via the list and consistently provide positive feedback on the usefulness of emails.

The team will continue curating and publishing the *Water Currents* e-newsletter in Year 6. *Water Currents* features the latest research on a specific WASH topic. The team will collaborate, when possible, with other USAID-sponsored WASH projects on *Water Currents* issues that relate to their areas of expertise. One issue per month will be published through February 2021 on a specific WASH-related theme, and a monthly COVID-19 issue will be published through December 2020.

Membership in Water CKM's Google Group on Emergency WASH, established at the request of the Office for U.S. Foreign Disaster Assistance (now Bureau for Humanitarian Assistance) and the Global WASH Cluster, currently stands at 280. Biweekly updates will be sent to members of the latest studies, reports, and events on Emergency WASH topics through February 2021.

### **Task 1.3 – Knowledge Sharing**

#### ***Task 1.3.1 – Design, Develop, Enhance, and Maintain Globalwaters.org***

Task 1.3.1 focuses on the continued development and maintenance of Globalwaters.org, a core tool for fostering global knowledge and collaboration for sustainable WASH access for all. It provides water practitioners with the latest news, learning, and resources from USAID and its partners.

Water CKM collaborated with the Center for Water to identify a series of tasks for the extension period:

1. Continue providing support for the centrally funded program and partnership microsites
2. Enhance website features and content to increase usability and improve user experience
3. Conduct closeout-related activities

Underlying these efforts will be ongoing operations and maintenance of Globalwaters.org. This will include identifying and applying performance and security enhancements and patches, upgrading software versions, and ongoing search engine optimization.

The features and activities for each of these work areas, which are described in more detail below, will be reprioritized as needed to meet the Center for Water's "just in time" requirements and demands. This will be facilitated using Water CKM's proven agile development methodology, which allows the team to deliver the right functionality at the right time. This agile methodology centers on major releases broken into three-week sprints. A running backlog of identified features and functionality is constantly reviewed and reprioritized. At the end of each sprint, the whole team meets with Center for Water representatives to view a demonstration of what has been delivered, discuss current topics affecting the website, and review and agree on priorities for the next sprint cycle.

### **Support and Maintain Microsites**

The goal of the microsites is to provide the centrally funded projects and partnerships a place to share, promote, and disseminate information about their activities with the water community, practitioners, and other interested parties. The extension period support will focus on content additions, on an as needed basis. If time and resources allow, the team will work on providing requested structural and feature updates.

### **Enhancing Website Features**

The project team's focus for the extension period will be to continue working on feature enhancements across the breadth of Globalwaters.org. These feature enhancements will include a new annual report summary and results page and may include more visual representations of the data stored in Globalwaters.org. Based on experience to date, Water CKM anticipates other ad hoc requests to arise during the course of the period and will work with the Center for Water to establish priorities for new features.

### **Closeout-Related Activities**

With the close of the Water CKM contract, the team will perform closeout-related activities to ensure a smooth transition to Globalwaters.org's next technical solutions team. These activities will include updating documentation of the system architecture, creating and documenting account information, and training sessions for content management of the site. The result will be a standard operating procedure type guide.

### ***Task 1.3.2 – Support Sharing, Learning, and Collaboration***

Water CKM will seek to support one–two webinars, brown bags, or other sharing events in Year 6. In collaboration with the Center for Water, Water CKM will determine potential formats, topics, speakers, facilitators, locations, and outreach and dissemination tactics.

## **Core Component 2: Communications**

### **Task 2.1 – Globalwaters.org Content Development**

#### ***Task 2.1.1 – Globalwaters.org Blog***

Water CKM will continue updating the blog through February 2021 and will likely queue up a final piece of content to discuss the transition to Water CKM II or to set in motion World Water Day celebrations, which will occur in the very final stages of the current contract. The goal is to continue making the blog a dynamic and responsive section of the website and rely on partners, projects, and missions to contribute content or cross-posts to keep up with the current pace of two blogs a month. Water CKM will also seek out opportunities to create original posts.

#### ***Task 2.1.2 – Update Globalwaters.org Content***

During the project extension period, Water CKM will continue to upload new assets, update the dynamic sections of the website, including the Events and Announcement Pages, USAID in the News, Stories, Blogs, and Good Reads. The homepage will feature new content on a regular basis with emphasis on the two big advocacy days in the fall—Global Handwashing Day and World Toilet Day, technical brief promotion, annual report promotion, and new results pages. Country Plans will be updated as they become available, and archivable PDF versions of all

Global Waters Stories will be added to each page to supplement the Medium links. In addition, prior to close-out, Water CKM will create a World Water Day 2021 event page.

Working with Center for Water staff and in consultation with Google Analytics, the team will continue to refresh the site and offer up new possible features, page designs, and collections to address users' needs/priorities.

### ***Task 2.1.3 – USAID.gov Website Content Development***

Water CKM will provide suggested updates to the water and sanitation pages of USAID.gov such as content related to new USAID publications, photos for the carousel, links to relevant Globalwaters.org content, and advocacy day tie-ins.

## **Task 2.2 – Technical Writing to Support the Center for Water**

Water CKM will produce and publish two issues of *Global Waters Stories* during the final months of the project, one in November and a smaller, transitional issue in January or February. The staff will be available to support the development of additional materials as needed or to update existing documents.

### ***Task 2.2.1 – Global Waters on Medium***

*Global Waters Stories*, the Center for Water's flagship publication hosted on Medium to facilitate social media connectivity and sharing with target audiences, will produce a November 2020 and January or February 2021 issue. Water CKM will hold editorial meetings to determine content and vet story ideas with USAID staff. Each edition may be comprised of original feature stories, photo essays, a featurette promoting the latest noteworthy Globalwaters.org content, a plug for recent *Water Currents* issues, and occasional reprints of stories published by other USAID publications/activities.

### ***Task 2.2.4 – Design and Produce Material to Promote Events and News***

Water CKM will design and produce materials to promote events or convey other important news. Illustrative products include: one-pagers, posters, and email blasts. In the final few months of the contract, emphasis will be on publicizing and disseminating new technical briefs, the annual report, and the ex-post synthesis report.

### ***Task 2.2.5 – Design and Editorial Support***

Water CKM will continue to provide editorial and design support for high-level USAID documents, regular project deliverables (annual reports and work plans), and everything in between.

### ***Task 2.2.6 – Updating Photo Archives***

Water CKM will continue to build upon the USAID Center for Water's reputation for producing communications materials featuring compelling, high-impact visuals. To support the large number of stories, new web pages, and publications, Water CKM will continually expand the Global Waters photo database on Flickr. Ongoing maintenance of the photo database will include regular uploading and tagging of new photos from articles, activities, events, and implementers. This fall will feature a call for handwashing photos to expand the collection as

handwashing photos are in frequent demand with COVID-19 in the news.

### **Task 2.3 – Support USAID Outreach in Key Global Fora and Other Events**

Water CKM will continue to provide regular support to the Center for Water for public and private events highlighting USAID work both nationally and internationally. The team will prepare event-specific material, generate pre- or post-event social media outreach campaigns to raise public awareness of events and outcomes, and produce presentations for event participants, as needed.

### **Task 2.4 – Support Center for Water to Utilize Social Media and Multimedia Tools**

In its continued effort to diversify channels for content delivery and online storytelling in support of USAID WASH programming, Water CKM will continue to develop and produce a variety of multimedia products including podcasts and pictograms, while harnessing the power of leading social media platforms to distribute these products to as wide and diverse an audience as possible. Water CKM will place special emphasis on reaching audiences in priority countries.

#### ***Task 2.4.1 – Global Waters Radio Podcasts***

Water CKM will produce a minimum of one audio podcast in Year 6. Upon completion and clearance, the podcast will be disseminated via social media channels, newsletters, leading podcast syndication platforms (iTunes, Google Play, Stitcher, TuneIn), and Globalwaters.org.

#### ***Task 2.4.2 – Social Media Outreach***

Water CKM will continue to conduct social media outreach via the Center for Water's dedicated Twitter account (@USAIDWater), LinkedIn, and Facebook, as these three social media outlets are among the most prominent platforms for online communications in most USAID priority countries and ensure maximum connectivity with target online audiences. Water CKM will provide new multimedia content, including podcasts and pictograms, as well as original social media messaging customized for use on specific social media platforms, to @USAIDWater administrators on a regular basis. Particular emphasis will be placed on the promotion of products created in advance of major water and sanitation sector global advocacy days and conferences.

Water CKM will also prepare communications and social media toolkits several weeks in advance of major global advocacy days slated to take place during Year 6, including Global Handwashing Day 2020, World Toilet Day 2020, and World Water Day 2021. These toolkits will adhere to USAID's newly published 2019 toolkit template guidelines and help USAID staff and partners more effectively promote USAID WASH programming and highlight the Agency's impact. These toolkits will be prepared in a Google Doc version for review and when finalized transferred to Adobe Spark, if requested.

### **Task 2.5 – Metrics Reporting**

Water CKM will publish quarterly metrics reports documenting audience impact of various Water CKM deliverables produced and published during that time period. Monthly stats will be updated and made available through Google Analytics and the Performance Monitoring Plan (PMP) tracker.

### ***Task 2.5.1 - Prepare Quarterly Metrics Report***

Water CKM's metrics report will feature key statistics and audience-engagement trends regarding the following products and platforms: Globalwaters.org, *Global Waters Stories* on Medium, *Water Currents*, @USAIDWater, *Global Waters Radio*, Sanitation Updates, and featured webinars. Water CKM also will document the success of communications outreach as it relates to key WASH sector advocacy days, including Global Handwashing Day 2020 and World Toilet Day 2020. Finally, we will prepare the metrics dashboard for handover to CKM II.

**Table 1. Personnel Roles, Responsibilities, Level of Effort, and Required Resources**

#	Task	Required Long-Term Technical Assistance (LTTA) and Home Office Personnel	Anticipated Short-Term Technical Assistance (STTA)	Other Anticipated Resources
<b>Core Component 1: Knowledge Management Tasks</b>				
1.1	<b>Knowledge and Data Capture</b>	Technical Solutions Lead M&E Specialist Research/ Operations Associate		
1.2	<b>Knowledge Creation</b>	Knowledge Creation Specialist Research/ Operations Associate M&E Specialist Communications Lead		
1.3	<b>Knowledge Sharing</b>	Technical Solutions Lead Knowledge Creation Specialist Communications Lead	Front end web developer	Event logistics, as needed
<b>Core Component 2: Communications Tasks</b>				
2.1	<b>Globalwaters.org Content Development</b>	Communications Lead Communications Specialist		
2.2	<b>Technical Writing Support for Center for Water Management Operations</b>	Communications Lead Communications Specialist	Freelance writers	
2.3	<b>Support to USAID Outreach in Key Global Fora and Other Events</b>	Research/ Operations Associate Communications Lead	TBD, as needed	TBD, as needed
2.4	<b>Support to Center for Water to Utilize Social Media and Multimedia Tools</b>	Communications Specialist Communications Lead		
2.5	<b>Metrics Reporting</b>	Communications Specialist Technical Solutions Lead Communications Lead		
<b>Project Management (PM) Tasks</b>				
PM1	<b>Coordinate with Other USAID CKM Activities</b>	COP		
PM2	<b>Prepare Year 6 Work Plan</b>	COP Research/Operations Associate Communications Lead		
PM3	<b>Revise M&amp;E and Quality Control/Quality Assurance Plans, as Needed; Update PMP Tracker</b>	COP CKM team inputs		
PM4	<b>Prepare Bi-Annual Progress Reports, Year 6 Quarterly Financial Reports</b>	COP Research/ Operations Associate Communications Lead		



**Table 2. Year 6 Work Plan: Tasks, Activities, Timeline, Outputs, Deliverables, and Staff**

Task	Subtasks	Activities	Timeline		Outputs	Deliverables	Water CKM	
			Q1	Q2	Intermediate Outputs	Products/Services	Lead(s)	Supporting
<b>Component 1: Knowledge Management</b>								
<b>1.1 Knowledge and Data Capture</b>	1.1.1 Development and Maintenance of a Database and Tracking System for Agency Water Programming	Update Master Project Database in Globalwaters.org	X	X	Updated and prioritized spreadsheet	GW.org updated with new projects and additional details	Technical Solutions Lead	CKM team
	1.1.2 Post-Project M&E	Heighten profile of evaluation series and learning synthesis webinar w/ USAID in lead	X		slide deck, webinar	slide deck, webinar	Research & Operations Associate/ Communications Specialist	Knowledge Creation Specialist
<b>1.2 Knowledge Creation</b>	1.2.2 Access to Water Sector News and Information	Prepare targeted reading list for new USAID staff	X	X	Targeted research on topics TBD	Weekly WASH research updates through February 2021	Knowledge Creation Specialist	
		Water Currents	X	X	Compile a bulletin that contains the latest research on a specific WASH topic	Water Currents —1 per month through February 2021 COVID Water Currents— 1 per month through December 2020	Knowledge Creation Specialist	
		Prepare USAID in the News	X	X	Weekly updates	Posted to the USAID in the News page of GW.org	Knowledge Creation Specialist	Technical Solutions Lead Comms Specialist

		Post to <i>Sanitation Updates</i> website	X	5	5 Posts per month	Periodic posts as time allows	Knowledge Creation Specialist	
		Support Emergency WASH Google group in collaboration with Bureau for Humanitarian Assistance (TBD)	X	12	2 Posts per month	Biweekly updates sent to group	Knowledge Creation Specialist	
<b>1.3 Knowledge Sharing</b>	1.3.1 Design, Develop, Enhance, and Maintain Globalwaters.org	Support microsities	X	X	New content; updated layout	New content and updated design of microsite landing pages	Technical Solutions Lead	
		Update and add new content	X	X	Updated or new content		Technical Solutions Lead/Comms Specialist	Web Development Specialist
		Create, enhance, and maintain website features and pages	X	X	Mockups, prototypes, and other design/analysis tools, as needed	New and updated functionality on GW.org, to include landing pages and page components	Technical Solutions Lead	Web Development Specialist
		Monitor GW.org status and activity	X	X	Tables, charts, graphs, etc.	Input to metrics reports, trackers, and other products	Technical Solutions Lead	Web Development Specialist
		Closeout-related activities (documentation, storage, etc.)	X	X	TBD	TBD	Technical Solutions Lead	Web Development Specialist
	1.3.2 Support Sharing, Learning, and Collaboration	Host and share webinars	X	X	1-2 webinars	Webinars and other relevant outputs posted to GW.org	Comms Specialist	Comms, Knowledge Management Specialist
<b>Component 2: Communications</b>								
<b>2.1 Globalwaters.org</b>	2.1.1 GW.org Blog	Populate website's blog every 2-3 weeks	X	X	Production schedule and blog matrix	Blog posts	Comms Lead	Comms Specialist

<b>rg Content Development</b>	2.1.2 Update Globalwaters.org Content	Create/Revise landing pages (design, configure, and write)	X	X	Finalized web pages	Finalized web pages	Comms Lead	Comms Specialist Technical Solutions Lead
	2.1.3 USAID.gov Website Content Development	Update as new content becomes available and upon request	X		Update content as needed	Update content as needed	Comms Lead	Comms team
<b>2.2 Technical Writing to Support the Center for Water</b>	2.2.1 <i>Global Waters</i> on Medium	Research potential country projects and topics to write about	X		List of potential topics for E3/W	Issue published in Nov., March, May, and July	Comms Lead	Comms team
		Create production calendar; host editorial meetings to share story, podcast, photo essay ideas; circulate Google Doc among broader team for buy-in	X		Production calendar		Comms Lead	Comms team
		Produce bi-monthly issues	X	X		2 issues posted to GW.org and Medium	Comms Lead	Comms team
		Add new story content to GW.org, Medium, and social media deck	X	X	Content	Content uploaded to GW.org	Comms Lead	Comms team
	2.2.4 Design and Produce Materials to Promote Events and News	Support advocacy days, launch events, others activities, as needed and as available	X	X	Blasts, posters	High-priority blasts, posters, templates created upon request	Comms Lead	Comms team
	2.2.5 Design and Editorial Support	Copy or line edit, format, design (if needed), 508, post online any publications produced by Water CKM and Center for Water	X	X	Final clean versions in PDF to submit to DEC and upload on GW.org	Final clean versions in PDF to submit to DEC and upload on GW.org	Comms Lead	Comms team

	2.2.6 Updating Photo Archives	Update Global Waters Flickr database monthly with latest photos	X	X	Organized photo archive	Organized photo archive	Comms Specialist	Comms team
<b>2.3 Support USAID Outreach in Key Global Fora and Other Events</b>	2.3.1 Event Support	Provide support for webinars, including designing invitations, preparing Mailchimp lists, etc.	X	X			Research/Operations Associate; Comms Specialist	Comms team
<b>2.4 Support Center for Water to Utilize Social Media and Multimedia Tools</b>	2.4.1 <i>Global Waters Radio</i> Podcasts	Produce a minimum of 1 original podcast "package" (podcast, podcast summary for the series' Blubrry homepage and Globalwaters.org asset page, and transcript for 508 compliance)	X		Podcast, podcast summary, social media messaging, transcript	1 podcast, summary, social media messaging, transcript	Comms Specialist	Comms team
	2.4.2 Social Media Outreach	Produce original social media messaging for Twitter (@USAIDWater), Facebook, and LinkedIn to promote Center for Water and Water CKM materials; produce social media toolkits in advance of major advocacy days/conferences, and prepare social media messaging for minor advocacy days/weeks/conferences as needed	X	X	Tweets, Facebook, LinkedIn promotional messaging, and social media toolkits for major advocacy days/conferences	Tweets, Facebook, LinkedIn promotional messaging; social media toolkits for major advocacy days and conferences; social media messaging for minor advocacy days/weeks/conferences	Comms Specialist	Comms team

<b>2.5 Metrics Reporting</b>	2.5.1 Prepare Quarterly Metrics Reports	Gather data from all media channels, keep track of top-level numbers in PMP, analyze, prepare summary report 2x/year, and meet with USAID to share findings bi-annually	X		Metrics reports	1 quarterly metrics report; final quarterly metrics incorporated into highlights doc in Q2	Comms Specialist	Technical Solutions Lead, Comms Lead, Knowledge Creation Specialist
<b>Project Management</b>								
<b>PM 1. Coordination</b>	Coordinate with Other USAID Central Mechanisms and Partnerships	Coordinate with other water activities; meet/coordinate with other central mechanisms and partnerships as needed	X	X	Meetings, events		COP	
<b>PM 2. PMP</b>	Update/Maintain PMP	Review quarterly updates, prepare annual PMP, set targets for FY6 q1-q2	X	X	PMP updated	PMP updated	COP	Water CKM Team
<b>PM 3.–PM 5. Reporting</b>	Bi-Annual Report + End of Project “highlights” document	Collaborate with CKM team on biannual and “highlights” report preparation through planning meetings, small group work, and writing assignments		X	One bi-annual and one end of project brief “highlights” document	One bi-annual report and one end of project “highlights” document	COP	Comms lead
	PMP Tracker/ Updates	Work with Water CKM and Center for Water to finalize new mandatory (PMP) and non-mandatory indicator tracking	X	X	Monthly updated task tracker and PMP	Annual PMP tracker	COP	Water CKM team

		sheet. Collaborate with CKM team on quarterly trackers, feed inputs into bi-annual report						
	Quarterly Financial Reports	Prepare quarterly financial reports with inputs from home office	X	X	Quarterly financial reports		COP/Home Office Manager	ECODIT Home Office, COP, Water CKM, Center for Water
<b>PM 6. Closeout</b>	Closeout Activities	Closeout Water CKM project (programmatic, financial, logistical)		X	Closeout work plan and tracker		COP	ECODIT Home Office, Comms Lead, Technical Solutions Lead

