WATER COMMUNICATIONS AND
KNOWLEDGE MANAGEMENT (CKM)
PROJECT

YEAR 6 WORK PLAN
For the Period October 1, 2020–March 16, 2021

September 2020

TASK ORDER NO. AID-OAA-TO-15-00046
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
ECODIT LLC
www.ecodit.com
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).
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

IR1: Increased water program knowledge and data capture
IR2: Increased knowledge creation and knowledge sharing internally and among a wide range of external stakeholders working in the water sector
IR3: Enhanced communication and outreach by engaging a wide range of audiences and stakeholders using multiple channels and approaches
● 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.

8 Water CKM Project – Contract AID-OAA-TO-15-00046 – Year 6 Work Plan
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

<table>
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<tr>
<th>#</th>
<th>Task</th>
<th>Required Long-Term Technical Assistance (LTTA) and Home Office Personnel</th>
<th>Anticipated Short-Term Technical Assistance (STTA)</th>
<th>Other Anticipated Resources</th>
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<td>Technical Solutions Lead M&amp;E Specialist Research/Operations Associate</td>
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<td>Knowledge Creation Specialist Research/Operations Associate M&amp;E Specialist Communications Lead</td>
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<td>Knowledge Creation Specialist Research/Operations Associate M&amp;E Specialist Communications Lead</td>
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<td>Technical Solutions Lead Knowledge Creation Specialist Research/Operations Associate Communications Lead</td>
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<td>Front end web developer</td>
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<td>Event logistics, as needed</td>
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<td>Technical Solutions Lead Knowledge Creation Specialist Research/Operations Associate Communications Lead</td>
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<td>Technical Writing Support for Center for Water Management Operations</td>
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<td>Communications Lead Communications Specialist</td>
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<td>Support to Center for Water to Utilize Social Media and Multimedia Tools</td>
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<td>Communications Specialist Communications Lead</td>
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<td>Project Management (PM) Tasks</td>
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<td>COP Research/Operations Associate Communications Lead</td>
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<td>Timeline</td>
<td>Outputs</td>
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<td><strong>Component 1: Knowledge Management</strong></td>
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<tr>
<td><strong>1.1 Knowledge and Data Capture</strong></td>
<td>1.1.1 Development and Maintenance of a Database and Tracking System for Agency Water Programming</td>
<td>Update Master Project Database in Globalwaters.org</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>1.1.2 Post-Project M&amp;E</td>
<td>Heighten profile of evaluation series and learning synthesis webinar w/ USAID in lead</td>
<td>X</td>
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<tr>
<td><strong>1.2 Knowledge Creation</strong></td>
<td>1.2.2 Access to Water Sector News and Information</td>
<td>Prepare targeted reading list for new USAID staff</td>
<td>X</td>
<td>X</td>
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<td></td>
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<td>Water Currents</td>
<td>X</td>
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<td>Prepare USAID in the News</td>
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<td>Component 2: Communications</td>
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<td><strong>1.3 Knowledge Sharing</strong></td>
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<td><strong>1.3.1 Design, Develop, Enhance, and Maintain Globalwaters.org</strong></td>
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<tr>
<td>Post to <em>Sanitation Updates</em> website</td>
<td>X</td>
<td>5</td>
<td>5 Posts per month</td>
<td>Periodic posts as time allows</td>
</tr>
<tr>
<td>Support Emergency WASH Google group in collaboration with Bureau for Humanitarian Assistance (TBD)</td>
<td>X</td>
<td>12</td>
<td>2 Posts per month</td>
<td>Bweekly updates sent to group</td>
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<tr>
<td><strong>1.3.2 Support Sharing, Learning, and Collaboration</strong></td>
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<td>Support microsites</td>
<td>X</td>
<td>X</td>
<td>New content; updated layout</td>
<td>New content and updated design of microsite landing pages</td>
</tr>
<tr>
<td>Update and add new content</td>
<td>X</td>
<td>X</td>
<td>Updated or new content</td>
<td>New and updated functionality on GW.org, to include landing pages and page components</td>
</tr>
<tr>
<td>Create, enhance, and maintain website features and pages</td>
<td>X</td>
<td>X</td>
<td>Mockups, prototypes, and other design/analysis tools, as needed</td>
<td>Input to metrics reports, trackers, and other products</td>
</tr>
<tr>
<td>Monitor GW.org status and activity</td>
<td>X</td>
<td>X</td>
<td>Tables, charts, graphs, etc.</td>
<td>TBD</td>
</tr>
<tr>
<td>Closeout-related activities (documentation, storage, etc.)</td>
<td>X</td>
<td>X</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Host and share webinars</td>
<td>X</td>
<td>X</td>
<td>1-2 webinars</td>
<td>Webinars and other relevant outputs posted to GW.org</td>
</tr>
<tr>
<td><strong>Component 2: Communications</strong></td>
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<tr>
<td><strong>2.1 Globalwaters.org</strong></td>
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<tr>
<td><strong>2.1.1 GW.org Blog</strong></td>
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<tr>
<td>Populate website’s blog every 2-3 weeks</td>
<td>X</td>
<td>X</td>
<td>Production schedule and blog matrix</td>
<td>Blog posts</td>
</tr>
<tr>
<td></td>
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<tr>
<td>rg Content Development</td>
<td>2.1.2 Update Globalwaters.org Content</td>
<td>Create/Revise landing pages (design, configure, and write)</td>
<td>X</td>
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<td></td>
<td>2.1.3 USAID.gov Website Content Development</td>
<td>Update as new content becomes available and upon request</td>
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<tr>
<td>2.2 Technical Writing to Support the Center for Water</td>
<td>2.2.1 <em>Global Waters</em> on Medium</td>
<td>Research potential country projects and topics to write about</td>
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<td></td>
<td></td>
<td>Create production calendar; host editorial meetings to share story, podcast, photo essay ideas; circulate Google Doc among broader team for buy-in</td>
<td>X</td>
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<td></td>
<td></td>
<td>Produce bi-monthly issues</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>2.2.4 Design and Produce Materials to Promote Events and News</td>
<td>Add new story content to GW.org, Medium, and social media deck</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>2.2.5 Design and Editorial Support</td>
<td>Support advocacy days, launch events, others activities, as needed and as available</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td></td>
<td>Copy or line edit, format, design (if needed), 508, post online any publications produced by Water CKM and Center for Water</td>
<td>X</td>
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<td>2.2.6 Updating Photo Archives</td>
<td>Update Global Waters Flickr database monthly with latest photos</td>
<td>X</td>
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<tr>
<td>2.3 Support USAID Outreach in Key Global Fora and Other Events</td>
<td>2.3.1 Event Support</td>
<td>Provide support for webinars, including designing invitations, preparing Mailchimp lists, etc.</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>2.4 Support Center for Water to Utilize Social Media and Multimedia Tools</td>
<td>2.4.1 Global Waters Radio Podcasts</td>
<td>Produce a minimum of 1 original podcast &quot;package&quot; (podcast, podcast summary for the series' Blubry homepage and Globalwaters.org asset page, and transcript for 508 compliance)</td>
<td>X</td>
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<td>2.4.2 Social Media Outreach</td>
<td>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</td>
<td>X</td>
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## 2.5 Metrics Reporting

### 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

<table>
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<tr>
<th></th>
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<th>Metrics reports</th>
<th>1 quarterly metrics report; final quarterly metrics incorporated into highlights doc in Q2</th>
<th>Comms Specialist</th>
<th>Technical Solutions Lead, Comms Lead, Knowledge Creation Specialist</th>
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<td>Meetings, events</td>
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<td>PMP updated</td>
<td>One bi-annual and one end of project brief “highlights” document</td>
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<td>X</td>
<td>One bi-annual report and one end of project “highlights” document</td>
<td>Annual PMP tracker</td>
<td>COP</td>
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### Project Management

#### PM 1. Coordination
- Coordinate with Other USAID Central Mechanisms and Partnerships

#### PM 2. PMP
- Update/Maintain PMP

#### PM 3.–PM 5. Reporting
- Bi-Annual Report + End of Project “highlights” document

- PMP Tracker/Updates

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<th>Monthly updated task tracker and PMP</th>
<th>Annual PMP tracker</th>
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<td>PMP Tracker/Updates</td>
<td>Water CKM Team</td>
<td>Water CKM Team</td>
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|   |   | X | X | X | X | X | One bi-annual report and one end of project “highlights” document | Annual PMP tracker | COP |
|---|---|---|---|---|---|-------------------|-------------------|----|
|   |   | X | X | X | X | X | One bi-annual report and one end of project “highlights” document | Annual PMP tracker | COP |

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<td>X</td>
<td>One bi-annual report and one end of project “highlights” document</td>
<td>Annual PMP tracker</td>
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<th>PMP Tracker/Updates</th>
<th>Water CKM Team</th>
<th>Water CKM Team</th>
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<tr>
<td>PM 6. Closeout</td>
<td>Quarterly Financial Reports</td>
<td>Prepare quarterly financial reports with inputs from home office</td>
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<td>Quarterly financial reports</td>
<td>COP/Home Office Manager</td>
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<td>PM 6. Closeout</td>
<td>Closeout Activities</td>
<td>Closeout Water CKM project (programmatic, financial, logistical)</td>
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<td>Closeout work plan and tracker</td>
<td>COP</td>
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Note: Collaborate with CKM team on quarterly trackers, feed inputs into bi-annual report.