

Work Plan – 2000
Desert Information Resource Team

1. Maintain website, monitor use, and develop long range plan for expansion. Joshua Tree has agreed to support the maintenance of the website using their employee to assist in updating critical information, maintaining and identifying links and working with the Website committee to develop future pages. The website committee will identify topics, information and services that are needed to enhance the site and will develop a short and long-range plan for implementation. The committee will also work with DMG to assist in developing a website plan for the DMG that provides for coordination between the several websites of the various teams. **(Website committee)**
2. Develop and implement marketing plan for Website. The Website Committee will develop and implement a plan for advertising the website. **(Website committee, by April DMG meeting)**
3. Complete exhibits for Lancaster Visitor Center and install. NPS contracting officer's representative will work with DIRT members to insure information is complete so that production drawings can be completed. Fabrication of a series of exhibits consisting of a relief map of the desert, Photos/text for wall exhibit, Discovery Cubes with artifacts, Agency identification wall and information desk should be completed and installed by June 2000. **(Corky Hays, Tom Tanner, Gary Hatch)**
4. Plan grand opening for Lancaster Visitor Center after exhibits are installed. Assist staff at the Lancaster Visitor Center to plan and execute a grand opening of the facility after all of the exhibits are completely installed. Target date might be May or June 2000. **(Tom Tanner, Gary Hatch and DIRT)**
5. Complete Outreach Plan. A short-term outreach plan with the goal to reach key audiences in order to gather support for the 2001 budget items will be complete by January 30, 2000. In addition the individual team outreach plans for their projects will be reviewed, consolidated and action items identified and prioritized for inclusion in the 2001 workplan. **(DIRT completes short-term plan, DMG execute. DIRT draft long range plan - September 2000)**
6. Produce newsletter for general public and key audiences. Information to include status on issues, successes, current projects, events, etc. Would be distributed at all agencies Visitor Centers, by DMG and teams at constituency meetings. In addition, Dirt will develop a mailing list and the newsletter will be mailed to constituents. **(DIRT March 1, 2000 (Lake Mead will do lay out)**
7. Complete design of Logo. Dirt members will provide criteria and solicit input and draft examples from graphic arts class at area schools. DIRT will identify 2-4 samples for DMG review. **(Carol Levitsky, Joe Zarki, DIRT – ASAP, by Feb.1, 2000)**
8. Update and revise Briefing package to be used by DMG in briefings with local, state and federal officials and delegations. Package to include information about the DMG and the 2001 projects. **(Kay Rohde, Elayn Briggs, DIRT work with John Hamill, by Feb. 1)**
9. Develop and produce brochure highlighting DMG, projects, and accomplishments. Brochure to be one page (2 sides), professionally prepared and reproduced for broad distribution to key constituents, support and user groups to introduce the DMG and its purpose, accomplishments and future plans to a wide spectrum of people. **(DIRT working with John Hamill, by Mar. 1)**