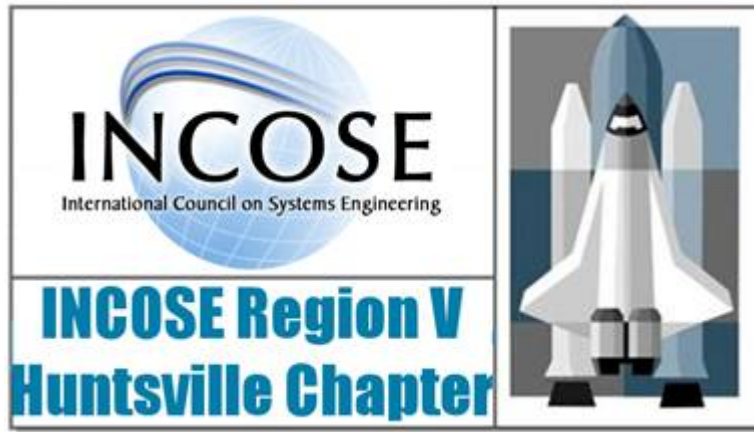# INCOSE Huntsville Regional Chapter Publicity Plan

INCOSE HRC will continue using a basic strategy that has proven effective thus far, including posting meeting notices to not only all active chapter members, but to those members with recently lapsed membership and occasionally to those members with longer lapses, as identified in the central database statistics. Beyond those notifications, the communications chair also broadcasts all regular chapter meeting notices and special events to the IEEE Huntsville Section, the AUVSI Chapter, and to the Huntsville Association of Technical Societies (HATS) for inclusion in the Huntsville area technology calendar.

Special Event Notifications

Since HRC participates not only in chapter initiated and sponsored events related to systems engineering and certification, but also in broader conferences as co-sponsor with NDIA, IEEE, and SEI-associated focus groups, our communications and membership chairs collaborate to ensure that we broadcast and reaffirm these events to the Huntsville area technical societies, and that the communications chair interfaces with the Huntsville Times newspapers, Redstone Rocket (U.S. Army), and the NASA MSFC print and online media.

Strategic Execution

Either as a results of member input, an officer brainstorming session, or by the chapter president, vice-president, or other officer instantiating a presentation topic for chapter meeting or special forum, the Officer's Committee evaluates the presentation topic to determine the best physical location, date, and time, then passes this information to the communications chair for formatting and distribution. Collaborating with the other officers, the communications chair determines the mix of current INCOSE members and other technical group members, then distributes the announcement to
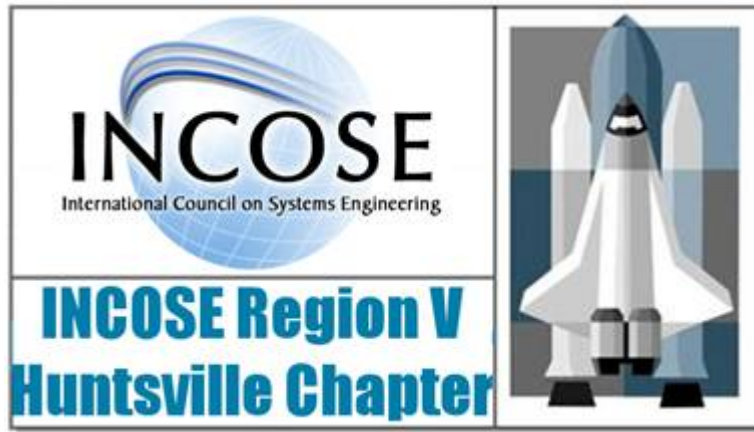
those constituents and the print/broadcast press at least three weeks prior to the event. Two days before the event, the communications chair rebroadcasts a reminder announcement to confirmed attendees and active chapter members. The chapter president sends a special appeal to officers to encourage participation and recruitment of the professional peers.

Recruiting New INCOSE Chapter Members

INCOSE HRC welcomes all potential members to our open meetings, and the membership chair ensures that sufficient material explaining INCOSE goals and benefits are available to those potential visiting members. All INCOSE Chapter officers will actively recruits from those attendees and from systems engineering professional peers and other technologists with interests in systems engineering practices to reinforce disciplined system production.

Publicity Chronology

1. Chapter President, President-Elect, Vice-President, or designated delegate coordinates with speaker for the meeting, securing a topic, abstract, and brief speaker biography, focus areas, and interests.

2. Speaker contact provides draft announcement to the Communications Chair or provides information the Communications Chair uses to generate the meeting announcement, including:
   - Who: speaker name and brief bio
   - What: presentation title, abstract, and/or summary
   - When: meeting date/time (customary date/time is 3rd Thursday)
   - Where: chapter meeting location, directions, and map
   - RSVP deadline, special instructions (including facility citizenship restrictions), meeting cost, refreshments cost (if any)

3. The Communications Chair checks meeting announcement for content and updates as needed. For chapter regular meetings, tutorials, and

seminars, the Communications Chair includes brief attachments that further topic/speaker understanding, or provide registration artifacts. If addition to the e-mail messages, the Communications Chair and webmaster ensure that the meeting announcement is posted on the chapter website..

4. As standard policy, the Communications Chair emails the meeting announcement to chapter members and speaker at least a month before the meeting. The Communications Chair derives current email addresses from the central INCOSE database, forwards to all active and recently inactive chapter members, as well as other professional societies in the area (AUVSI, ACM, IEEE, PMI, etc.) by coordinating with their member chairs or through the HATS collective organization. Ambassadors forward meeting announcement copies to their contacts in outside organizations they represent. The Communications Chair sends out all email by BCC ("blind carbon copy") to ensure member privacy.

5. The Membership Officer secures the names and email addresses of prospective members and provides those to the Communications Chair to add to the distribution list.

6. The Chapter Webmaster posts meeting information on the chapter website, ensuring consistency with the emailed announcement.

7. Within a week of the meeting and greater than two days before, the Communications Chair emails a reminder email announcement to distribution list reinforcing RSVP deadlines.

8. For cancelled meetings or speaker/location changes, the Communications Chair emails a change announcement as soon as possible, and the Chapter Webmaster updates the website.