# **NBAC Tiger Team Charter: State, Local and Tribal**

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| Charter Date: | 4/23/2020 | Start Date: | TBD | End Date: | TBD |
| Sponsor: | NIEM Business Architect Committee (NBAC) | | | | |
| Stakeholders: | U.S. and International State, Local, Tribal information sharing partners | | | | |
| Co-Chairs: | Cait Ryan, IRIS Health Solutions  Tom Carlson, Carlson Consulting | | | | |
| Project Purpose: | To advance information sharing at the state, local, and tribal level to help protect, support, and respond to community needs | | | | |
| Project Description: | The NBAC State, Local and Tribal Tiger Team was created to improve understanding of the NIEM value proposition, support adoption, and develop advocacy champions | | | | |
| Scope Statement: | Information sharing collaboration, planning, development, and demonstration activities that are prioritized and can be accomplished by the SLT3 membership | | | | |
| Goals and Objectives: | 1. Obtain Executive-level State, Local & Tribal leader advocacy champions 2. Obtain Program Manager-level State, Local & Tribal leader advocacy champions 3. Obtain State CIOs advocacy champions 4. Introduce the NIEM Value Proposition at State, Local & Tribal association symposiums, conferences and seminars 5. Include conference participation as part of the domain capability framework 6. Add State, Local & Tribal representation to the Speakers Bureau and provide materials for presenters | | | | |
| Deliverables: | 1. State, Local & Tribal Advocacy Champion Marketing Plan 2. Tiger Team Charter 3. Tiger Team Web Page on niem.github.io to host project artifacts 4. Mentoring Program (New to NIEM and Grant Assistance) 5. Monthly NBAC SLT3 Updates | | | | |
| Resources: | Required:   1. Two Co-Chairs to lead Tiger Team activities and delegate responsibilities   Requested:   1. At least one representative from every NIEM Domain 2. At least one representative from every NIEM Community of Interest | | | | |
| Project Approach: | 1. Collaboration with State, Local & Tribal members to develop an engagement process to increase association support    1. Host Tiger Team Meetings    2. Survey Existing Stakeholders to develop cohesive messaging about NIEM Benefits    3. Survey existing NIEM Marketing Materials       1. Videos, Slides, Fact Sheets, Success Stories    4. Develop Communications and Marketing Plan       1. Produce a targeted mailing list       2. Leverage Social Media       3. Hold Educational/Informational Webinars    5. Follow up with interested parties and set up one on one meetings       1. Anyone who has emailed with questions       2. Anyone who has liked, commented and shared social media posts. 2. Leverage National, State, Local & Tribal association meetings, sessions, conferences, and seminars, to disseminate NIEM information    1. Identify appropriate events to attend/participate/speak    2. Identify Speaker (if applicable)    3. Develop Marketing Materials       1. Presentation Slides (if applicable)       2. Leave Behinds          1. Fact Sheet          2. Brochure       3. Marketing Videos | | | | |
| LOE for federal agencies per week: | * 2-4 hours per week for 12 months Feb 24, 2020-Feb 25, 2020 | | | | |