

NATIONAL COORDINATORS MEETING
March 8-10, 2005
Tucson, Arizona

Borderwide Communications Taskforce (BCTF) Report

1. Background

In 2004, the Borderwide Communications Taskforce (BCTF) was officially established with members from U.S. and Mexican federal, regional and state offices. The mission of the BCTF is to promote the Border 2012 Program by creating and maintaining a strategy for timely and efficient internal and external communications, which are essential to the success of the program. Two official taskforce lead coordinators were named:

Mexico: Iris Jimenez (SEMARNAT's Office of Information) 5628-0854
U.S.: Albes Gaona (EPA's Office of International Affairs) 202 564-6253

2. Accomplishments for 2004-2005

- Border 2012 **Draft** Communications Strategy: This **draft** strategy was developed as a guideline for timely and efficient internal and external communications, which are essential to the success of the program. The draft strategy was **completed** and introduced to Program partners in October 2004. Final comments will be received **through** the taskforce's working session during the 2005 National Coordinator's Meeting.
- Official Border 2012 Websites: The BCTF took responsibility for managing the content of the official Border 2012 websites. SEMARNAT's website was set up. EPA's website was redesigned and policies and procedures were developed for content management. Both websites are frequently updated.
- Border 2012 Program Directory (Yellow Pages): A program directory was developed, distributed, and posted on the Border 2012 website. The directory lists program partners with contact information to facilitate communication; it is updated as needed.
- Border 2012 Basic Information Kit: A basic information kit was started with the goal of standardizing program messages and for distribution at meetings across the border region. The kit contains a Program fact sheet, overview sheet and video, and the program's directory, all of which are posted on the Border 2012 website.

3. 2005-06 Priorities

- **Finalize and Implement the Border 2012 Communications Strategy:** With the collaboration of all Program partners, the BCTF will focus on **finalizing and implementing** the strategy. The expected outcome would be improved communications program-wide as well as with the public. **Deadline: Ongoing.**
- **Border 2012 Project Implementation Database:** A database will be developed to track all projects funded and implemented under the Border 2012 Program. The database will contain project information such as funding, implementation location, and outcomes. The expected outcome is a repository of project information (database) that will facilitate project tracking and reporting of Program results to the public and other stakeholders. **Deadline: Prototype: Spring 05. Final: Fall 05.**
- **Border 2012 Information Kit:** The kit will be completed and posted on the Border 2012 websites in both Spanish and English. The expected outcome is a set of standardized information documents aimed at improving program communications. **Deadline: Spring 05.**