**Overview**

The Survey Supply Procurement Program (SSPP) observed the need to create a formal communication plan to ensure timely delivery of accurate information to PPQ and its stakeholders. In 2016, the SSPP received a request from the National Plant Board and other customers for timely communication regarding:

1) Delays in product delivery,

2) Quality issues with products, and

3) Changes to products.

By creating this communication plan, the SSPP will be able to address each of these concerns and ensure that messages are delivered on time to the appropriate audiences, and that mechanisms are in place for feedback. The purpose of this plan is to capture who is responsible for specific triggers in communication and how information is communicated to SSPP’s customer base. This primary plan covers Pest Detection. Other programs will be covered by additional documents or appendices in the future.

**Goals/Objectives**

The Survey Supply Procurement Program developed this communication plan with the following goals and objectives in mind:

* To share information in a timely manner.
* To provide excellent customer service.
* To allow appropriate time for PPQ staff to make any changes to survey planning.
* To provide instructions for a change in operations (how to use new product, how to report data, etc.).
* To provide periodic updates for outstanding issues until they are resolved.
* To create opportunities for customer feedback.

**Survey Supply Procurement Program Representatives**

The SSPP Cross Functional Working Group (CFWG) is responsible for coordinating decision-making related to survey supplies for PPQ pest detection activities and specific pest programs. SSPP CFWG responsibilities include: 1) procuring products, 2) managing product inventory, 3) ensuring quality of products, and 4) delivering products. For specific pest programs, sub-groups are formed to support specific program decisions. Some of these groups are permanently formed, like Exotic Fruit Flies, Emerald Ash Borer and Gypsy Moth, while others are transient and formed as needed to support emergency pest programs. The National Survey Supply Coordinator’s role is to coordinate these various groups and ensure that the SSPP Cross Functional Working Group is aware of any problems facing the program subgroups. Often these subgroups will communicate directly with the applicable program offices independently of the SSPP CFWG.

Traps and lures are often used in multiple programs. For example, gypsy moth string lures are used in both the Pest Detection and Gypsy Moth programs. Alternatively, lures may only be used in a single program. Regardless, the National Survey Supply Coordinator is uniquely positioned to act as the central contact point for initiating communications. It is the responsibility of the National Survey Supply Coordinator to centralize information and ensure all CFWG members are informed of issues. Similarly, other CFWG members are responsible for ensuring that issues they are aware of are brought to the attention of the entire CFWG. For example, the National Operations Manager (NOM) for Pest Detection reviews all work plans for the Cooperative Agricultural Pest Survey Program (CAPS). If there is a significant change in funding, survey size, or survey scope, it would be the NOM’s responsibility to report back to the CFWG. The Science and Technology representative manages the approved traps and lures for all CAPS National Priority Pests. If a new product is needed, the S&T representative is responsible for bringing these changes to the attention of the CFWG. In addition, the S&T representative manages the arthropod pest list for the CAPS program and will alert the group when new pests are added or removed.

The Survey Supply Procurement Program Cross Functional Working Group:

* Policy Management: National Survey Supply Coordinator (John Crowe)
* Field Operations: National Operations Manager(s) for Survey Supplies (Lisa Jackson)
* Science and Technology (S&T): S&T Representative for Survey Supplies (Lisa Jackson, Heather Moylett)

For the additional SSPP subgroups, the National Survey Supply Coordinator acts as lead to reach out to the Policy Management, Field Operations, and Science and Technology representatives (Figure 1).

**Figure 1. SSPP CFWG and SSPP Sub-groups Workflow**



National Communication

Specific Program Communication

**Types of Communication**

1. Internal Communication: for communication within the SSPP and the representatives of other SSPP subgroups;
2. External Communication: to PPQ and State field staff and other members of PPQ;
3. Customer Feedback: for questions and feedback from PPQ and State customers.

Examples of Internal Communication:

1) Request to offer a new product

2) Development of a Statement of Work for a new product

3) Status on availability of product

4) Changes to a product

Examples of External Communication:

1) Changes to an existing product

2) Delays in receiving/shipping a product which could impact field operations

3) Instructions for using a new product

4) Quality issues identified

Customer Feedback:

In order to promptly address feedback, this plan identifies key contacts for specific concerns and questions that may arise. See Table 4: Contacts for Customer Feedback for details. SSPP customers include PPQ programs and State Cooperators.

**Target Audience**

Table 1a denotes the standard audience for all communications regarding Pest Detection survey supplies. Table 1b denotes an audience for issues of concern to the larger PPQ community. Table 1b will be used on an as-needed basis depending on the nature of the communication.

**Table 1a. Pest Detection Audience and Contact Information**

|  |  |
| --- | --- |
| **Group** | **Contact Information** |
| State Plant Health Directors (SPHDs) | APHIS-PPQ Ops SPHD ALL <ppqopssphdall@aphis.usda.gov> |
| Pest Survey Specialists (PSSs) | APHIS-PPQ Ops PSS <ppqpss@aphis.usda.gov> |
| State Plant Regulatory Officials (SPROs) | caps-spro@ceris.purdue.edu |
| State Survey Coordinators (SSCs) | caps-ssc@ceris.purdue.edu |

**Table 1b. Audience for Larger PPQ Community**

|  |  |
| --- | --- |
| **Group** | **Contact Information** |
| Field Operations National Operations Managers (NOMs) | APHIS-PPQ Ops National Operations Managers (NOM) <ppq.ops.national.operations.managers@aphis.usda.gov> |
| National Policy Managers | APHIS-PPQ PHP PDEP <ppq.php.pdep@aphis.usda.gov>;  APHIS-PPQ PHP PM <ppqphppm@aphis.usda.gov> |

**Method/Media**

Primary communication method

1) Email to Survey Supply Procurement Program list serve (SPHDs, PSSs, SPROs, and SSCs).

2) All three calls listed in Table 2.

**Table 2. Primary Conference Calls for Pest Detection**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Call** | **Participants** | **Frequency** | **Spokesperson** |
| 1. Pest Survey Specialists Call | All Pest Survey Specials, NOM for Survey Supplies,  National Survey Supply Coordinator, S&T Survey Supplies Representative | Monthly | National Survey Supply Coordinator |
| 2. National CAPS Committee Call | National CAPS Committee,  National Survey Supply Coordinator | Monthly | National Survey Supply Coordinator |
| 3. State Survey Coordinators Call | TBD | TBD | TBD |

Additional communication methods

The NOM for Survey Supplies and Field Operations leadership, the Associate Executive Director and Director responsible for SSPP, will decide which venues are appropriate based on the nature of the message. National Plant Board (NPB) calls will be coordinated through the NPB Liaison (ADA Paula Henstridge).

**Table 3. Additional Conference Calls for Pest Detection**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of Call** | **Participants** | **Frequency** | **Spokesperson** |
| 1. Field Operations Associate Executive Directors (AED) Call | All Field Ops AEDs | Weekly | AED for Survey Supplies |
| 2. AED/SPHD Call | Separate calls between each AED and the SPHDs in their district. | Twice per month | Each AED or NOM for Survey Supplies |
| 4. National Field Ops calls | AEDs, Directors, SPHDs, National Operations Managers | As needed | National Survey Supply Coordinator or NOM for Survey Supplies |
| 5. National Plant Board Call |  |  |  |

**Key points of each message**

* Identify the issue.
* Identify the reason that the issue occurred to the extent possible.
* List out implications/steps to take for field user.
* Explain how the problem has been corrected to prevent the issue in the future.
* Photos (if relevant).
* Identify how feedback will be received and contact persons.

**Consultation Process**

Prior to distribution, the draft message will be shared with the appropriate leadership for vetting:

* Policy Management: National Survey Coordinator (John Bowers)
* Policy Management: Director of Pest Detection and Emergency Programs (Valerie DeFeo)
* Field Operations: Associate Executive Director for Pest Detection (Calvin Shuler)
* Field Operations: Director for Pest Detection (Billy Newton)

For additional communication with the National Plant Board (NPB), Policy Management or Field Operations leadership (see above) will consult with the NPB Liaison (Paula Henstridge).

**Customer Feedback Process**

The Survey Supply Procurement Program is committed to providing a mechanism for customer feedback. Table 4 lists the types of issues and notes the appropriate contact person(s).

**Table 4: Contacts for Customer Feedback**

|  |  |  |
| --- | --- | --- |
| **Issue** | **Contact Person** | **Contact Information** |
| Quality issue with product | SSPP CFWG | SSPP@aphis.usda.gov |
| Technical issue (examples: length of effectiveness of lure, how to hang lure on trap, how to assemble trap, etc.) | SSPP CFWG | SSPP@aphis.usda.gov |
| Delivery issue | SSPP CFWG | SSPP@aphis.usda.gov |
| New product requests (example: a different trap to be used for existing target) | S&T Representative for Survey Supplies | Lisa.D.Jackson@aphis.usda.gov,  Heather.Moylett@aphis.usda.gov |
| General comment on SSPP program | SSPP | SSPP@aphis.usda.gov |

**Record of Communication**

The Cross Functional Working Group for Survey Supplies will maintain an archive on an approved site (e.g., CAPS Resource and Collaboration Site) where the SSPP community can refer to messages that have been sent. The CFWG will maintain an internal tracking system to document when messages were sent, the nature of the message, the medium used for communication, the recipients, etc. See Table 5 for an example of this tracking process.

**Table 5: Example – Record of Communication**

| Date of Communication | Topic | Key Points of Message | Material | Method/Media | Recipients | Responsible Party | Status |
| --- | --- | --- | --- | --- | --- | --- | --- |
| November 29, 2016 | *Megaplatypus mutatus* lure issue | 1) Missing lure components  2) Information on data reporting  3) How problem has been resolved | Word document with images and email message (link to document, pdf of email) | Email from SSP mailbox | Survey Supply Program list serve (SPHDs, PSSs, SPROs, and SSCs). | John Crowe, Avi Eitam, Lisa Jackson | Completed |
| November 10, 2016 | *Megaplatypus mutatus* lure issue | 1) Missing lure components  2) Information on data reporting  3) How problem has been resolved | Word document with images and email message | PSS Call | All PSSs | Avi Eitam, Lisa Jackson | Completed |
| November 2016 | *Megaplatypus mutatus* lure issue | 1) Missing lure components  2) Information on data reporting  3) How problem has been resolved | Word document with images and email message | National Field Ops Call | AEDs, Directors, SPHDs, National Operations Managers | John Crowe, Avi Eitam | Completed |
| December 2016 | General Update | 1) Survey Supply Ordering System  -Changes in IPHIS              Shipping Email Update              My Orders Screen  2) Communications Plan  3) Megaplatypus lure communication  4) Shipping/Moore Update       -New Freezer status  5) Otis/Moore lure update  6) Training in Survey Supply  7) Current plan Quality Control  -GM string lure update | Verbal description and Notes follow up | SSC Call | Central Plant Board SSC | John Crowe | Completed |
| January 18, 2017 | General Update | 1) Survey Supply Ordering System  -Changes in IPHIS              Shipping Email Update              My Orders Screen  2) Communications Plan  3) Megaplatypus lure communication  4) Shipping/Moore Update       -New Freezer status  5) Otis/Moore lure update  6) Training in Survey Supply  7) Current plan Quality Control  -GM string lure update | Verbal description and Notes follow up | PSS Call | PSSs | Avi Eitam | Pending Notes |
| January 26, 2017 | General Update | 1) Survey Supply Ordering System  -Changes in IPHIS              Shipping Email Update              My Orders Screen  2) Communications Plan  3) Megaplatypus lure communication  4) Shipping/Moore Update       -New Freezer status  5) Otis/Moore lure update  6) Training in Survey Supply  7) Current plan Quality Control  -GM string lure update | Verbal and Notes Follow up | SSC Call | Eastern Plant Board SSC | John Crowe | Pending |