

INMM'S EVOLVING COMMUNICATIONS STRATEGY

Zoe Gastelum
Chair, INMM Communications Committee
Sandia National Laboratories*

www.inmm.org

Sandia National Laboratories is a multimission laboratory managed and operated by National Technology & Engineering Solutions of Sandia, LLC, a wholly owned subsidiary of Honeywell International Inc., for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-NA0003525.



INMM STANDING COMMITTEES

Annual meeting. Chair: Susan Pepper

Awards. Chair: Arden Dougan

Chapter Relations. Chair: Claudio Gariazzo

Communications. Chair: Zoe Gastelum

Education & Training. Chair: Melissa Einwechter

Exhibits & Sponsorship. Chair: Morris Hassler.

Fellows. Chair: Nancy Jo Nicholas

Governance. Chair: Charles Harmon

JNMM. Technical Editor: Markku Koskelo

Membership. Chair: James Miller

Nominating. Chair: Corey Hinderstein

Strategic Planning. Chair: Jack Jekowski

Get Involved with INMM

INMM offers a wide variety of opportunities for all its members to volunteer, and is always looking for members who are willing to donate time, expertise and make a difference. [Click here](#) for complete list of committees.

Why Volunteer?

- Volunteers play an integral role in the day-to-day operations of the Institute and contribute to the decision-making process that helps shape INMM as an organization.
- Volunteers make connections with other volunteers and leaders in the profession, creating a powerful professional network.
- Volunteerism adds leadership skills and professional dedication to your resume.

Volunteer Today

To volunteer to serve on a committee, task force or other volunteer body, email inmm@inmm.org or call +1-847-686-2236.

RESPONSIBILITIES & OBJECTIVES

“Responsible for all communications between INMM and its members, as well as external publicity and outreach” to the broader community.

Common theme: ***to actively engage current members while adapting our communications products and strategies to the evolving needs of new and perspective members from increasingly diverse geographic, educational, digital, and other backgrounds.***

STRATEGIC PLANNING & COMMUNICATIONS

 **INMM STRATEGIC PLAN 2017 - 2019**

VISION

The Institute of Nuclear Materials Management will be the leading international professional society for the stewardship of nuclear materials and related technologies to enhance global security.

MISSION

The Institute of Nuclear Materials Management is dedicated to the safe, secure and effective stewardship of nuclear materials and related technologies through the advancement of scientific knowledge, technical skills, policy dialogue, professional capabilities, and best practices.

GOALS

Leadership
Be recognized internationally as the leading professional society for the effective stewardship of nuclear materials and related technology
Objectives

- Improve communications with stakeholders to increase awareness of INMM's contributions and activities
- Make the INMM website a more effective tool
- Develop and strengthen strategic relationships with complementary organizations


Representation
Represent the breadth of the profession
Objectives

- Broaden membership and increase participation in INMM from under-represented stakeholder communities and professional disciplines
- Reflect broad perspectives and interests when designing events and communications
- Broaden membership and increase participation with regard to age, gender, national background


Community Relationships
A strong relationship exists between the policy and technical communities
Objectives

- Identify emerging global security priorities to inform INMM activities
- Ensure a balanced ratio of policy to technical papers at annual meetings and workshops
- Increase collaboration with policy-oriented organizations



Institute of Nuclear Materials Management (INMM) Communications Committee

Mid-Term Plan: 2019-2021
06 December 2018

Section 1. Introduction

To better align the Committee with our significant role in the INMM Strategic Plan, as well as foresee activities that will be related to the 60th Anniversary, website redesign, and other INMM activities, this mid-term plan attempts to document and plan the activities of the Communications Committee over a three-year period, and will be revised annual to reflect progress and new/changing goals and communications needs. This document is not intended to be an exhaustive list of Committee activities, and cannot feasibly include all ad hoc requests. It is just a guide, a plan, so we know what's coming and can start planning.

Section 2. Communications, General

FY2018	Status	POC
Increase participation to include representation from all Technical Divisions. EC has requested from TD to have representative.	Had one TD rep at Annual Meeting	Tech Div. chairs
Schedule and conduct an open Communications Committee meeting at the INMM Annual Meeting (anticipate	Done	ZG/LLB

WEBSITE



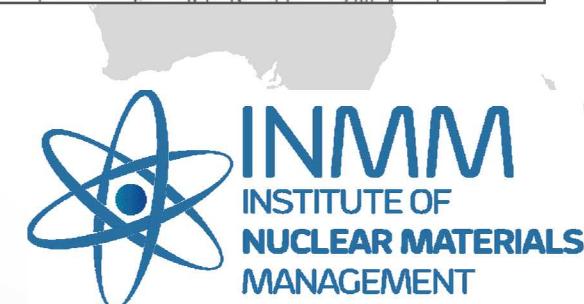
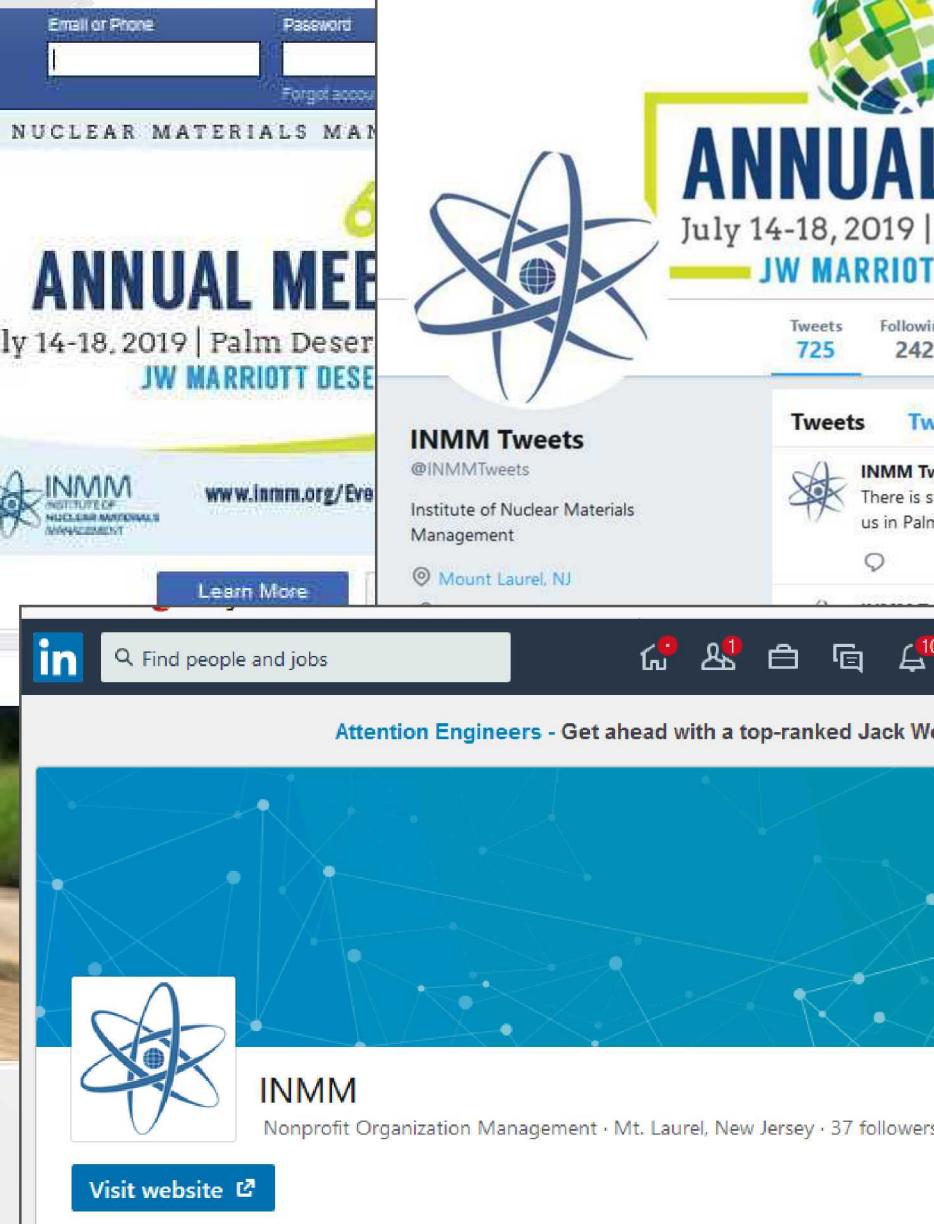
The image shows the homepage of the INMM website. The header features the INMM logo (a stylized atom symbol) and the text "INSTITUTE OF NUCLEAR MATERIALS MANAGEMENT" in white. Below the header is a sub-header: "Dedicated to the safe, secure and effective stewardship of nuclear materials and related technologies". The main content area includes a "About INMM" button and a "Join INMM" button. Three main event banners are displayed: 1) "60th ANNUAL MEETING" (July 14-18, 2019, JW Marriott Desert Springs, Palm Desert, CA, USA) with a call to action: "Join the 60th Anniversary Celebration by submitting how INMM has impacted you, your career or your life!" and an "Exhibit and Support" button. 2) "PATRAM 2019" (August 4-9, New Orleans Marriott, New Orleans, LA) with a call to action: "Exhibits and Sponsor Opportunities are Still Available!" and a "Symposium" button. 3) "INMM Workshop on Emerging Issues in Nuclear Security 2019" (August 5-6, 2019, Harvard Kennedy School, Cambridge, MA, USA) with a "SAVE THE DATE" button.

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WELCOME TO THE NEW
INMM COMMUNICATOR



INMM
INSTITUTE OF
NUCLEAR MATERIALS
MANAGEMENT

PUBLIC RELATIONS & OUTREACH

**“Make your science
make sense.”**

Quote: Alan Alda Center for Communicating Science

COLLABORATORS IN EFFECTIVE COMMUNICATION

Sub-Committee Chairs & Deputies

Katherine Bachner

Jay Disser

Sarah Fazar

Karl Horak

Steven Horowitz

Kelly Jenkins

Holli Kelin

Meili Swanson

INMM Executive Committee

Carey Crawford

Corey Hinderstein

Susan Pepper

Chris Pickett

INMM Headquarters

Brendan Breen

Deanna Bright

Kattie Krewer

And many more!

CONNECT WITH INMM

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