COMMUNICATION, MARKETING AND EDUCATION WG REPORT

Mladen Kezunovic, CMEWG Chair
CMEWG Meeting, June 21, 2010
Agenda

• Roll call
• Status of the Educational Flyer for regulators (final draft attached)
• Status of the CME Roadmap (all subgroup leaders should send to Tariq and Brent the input for their subgroup using the format in the attached PP slides)
• Status of activities of other subgroups
• Future activities
CME WG Membership – Roll Call

Leadership and support team

• Board Member Representatives:
  • Mladen Kezunovic, WG Chair
  • Paul Centolella
  • Brent Hodges
  • Perry Pederson
  • Tariq Samad
  • Matthew Theall
  • Steve Widergren

  with support from...

• SGIP, Administrator & EnerNex Team Members:
  • Paul Molitor
  • Erich Gunther
  • Carrie Parks
  • Jeny Dowlin
  • Anto Budiardjo

• NIST Team Members:
  • Mark Bello
  • George Arnold

Members

• Aaron Snyder
• Anto Budiardjo
• Brent Struthers
• Christian Ziegler
• David Kaufman
• James Mater
• Jon Hawkins
• Kenneth Wacks
• Katherine Voss
• Mark Enstrom
• Martin Insogna
• Mike Coop
• Michael Worden
• Neil Greenfield
• Philip DiPastena
• Randy Lowe
• Rich Scholer
• Robert Pinschmidt
• Scott Ungerer
• Tim Jeffries
• Vicki Trees
• Clifford Bryan
Status of the Educational Flyer

• Latest Version: draft #4

• Comments:
  - Steve Widergren
  - Mark Bello
  - Michael Worden
  - Perry Pedersen
  - Anto Budiardjo
  - Mladen Kezunovic
  - Mike Coop
  - Paul Centolella.

• Next Steps:
  - Editing
  - Review by GB members
  - Printing
CMEWG Flyer Comments

• Revise title: “Smart Grid Interoperability Panel: Smart Grid Standards & Implications for Utility Regulation”.
• Use Mark’s suggestion for the upper right section on page 1.
• Rewrite of the last paragraph under Roles of Regulators:
  “Additionally, the SGIP will be undertaking assessments that have important state and federal regulatory policy implications, including:
Preparation of guidance for the protection of consumer privacy and consumer access to usage data;
Developing cyber-security standards that may be incorporated in power system reliability rules; and
Identifying performance and reliability requirements for smart grid communications.
The SGIP’s work will impact a range of energy, environmental, consumer, and telecommunications issues.
• Additionally, we should discuss whether to continue that last paragraph by adding the following reference:
  – For example, development of requirements and standards may affect implementation of the Federal Communications Commission’s National Broadband Plan. The FCC’s Plan recognizes the need for connectivity to smart devices and incorporates smart grid recommendations, including that utilities be allowed to share use of the public safety mobile broadband network.”
CMEWG Marketing Roadmap

May 2010

Brent Hodges and Tariq Samad
Proposed Marketing Deliverables

- **Bimonthly newsletter**
  - The newsletter could include announcements from SGAC, SGTCC, CSWG, and the DEWGs. Status reports on a few PAPs could be featured in each issue. The newsletter could take the place of the SGIP Member News e-mails.
  - Level of effort required: 80 hours per issue

- **Press releases**
  - For more significant and timely communication, press releases could be issued. We could plan for 4 – 6 releases per year.
  - Level of effort: 16 hours per release

- **International marketing communications**
  - We could target three flyers over the next year, for China, EU, and one other country/region (tbd). Translation into native languages should be considered.
  - Level of effort: 40 hours per flyer, plus translation costs

- **SGIP flyer updates**
  - The SGIP marketing flyer that has been prepared should not be considered a static document. A revision every six months should be considered.
  - Level of effort: 16 hours per update
## Marketing Deliverables Roadmap (1 year)

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**Legend:**
- N: newsletter
- P: press release (tentative)
- I: international outreach (translation costs not included)
- F: SGIP flyer update

Approximate average level of effort: 60 hours/month
Notes and Issues

- An approval process will be needed for deliverables
  - Covered in Operating Manual?

- Deliverables and roadmap defined for Marketing function of CMEWG
  - Can include Communications and Education deliverables and timing, where defined

- Where feasible, deliverables should be coordinated with significant smart grid events

- This first version of the roadmap has been defined for a one-year horizon
  - Extension beyond June 2011 to be defined in early 2011, informed by interim experience
Status of activities of other subgroups

- **OPMAN**: Mladen Kezunovic, Steve Widergren
  - Operations and procedures manual, target July 17

- **Communications**: Paul Molitor, Matthew Theall
  - Improvements in websites, target July 1

- **Marketing**: Tariq Samad, Brent Hodges
  - Roadmap, target June 1

- **Education**: Paul Centolella, Perry Pederson
  - Flyer for regulators, target July 1

**Further details:**
http://collaborate.nist.gov/twiki-sggrid/bin/view/SmartGrid/CMEWG
CMEWG: OPMAN Subgroup

June 2010
Mladen Kezunovic and Steve Widergren
Future Activities

- Education: Paul Centolella, Perry Pederson
  - Flyer for regulators, target July 1
  - Final comments and approval by WG members by COB June 21
  - Send to GB members by COB June 22 and ask for comments by COB June 29

- Marketing: Tariq Samad, Brent Hodges
  - CME Roadmap, target July 1
  - Feedback to Tariq and Brent, COB June 25
  - Final draft, COB June 30
CMEWG Upcoming Meetings

• Upcoming CMEWG Meetings
  – July 9, Virtual, 3:00-4:00pm, CDT
  – Nov 30-Dec 3, F2F during Grid-Interop, Chicago