

# NBAC Tiger Team Charter: State, Local and Tribal

[The contents of this StratML rendition have been copied from a PDF attachment transmitted via E-mail by the NIEM State, Local, and Tribal Tiger Team on May 26, 2020.]

Scope Statement: Information sharing collaboration, planning, development, and demonstration activities that are prioritized and can be accomplished by the SLT3 membership

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## NIEM Business Architect Committee (NBAC)

### Stakeholder(s):

#### NBAC Tiger Team :

*The NBAC State, Local and Tribal Tiger Team was created to improve understanding of the NIEM value proposition, support adoption, and develop advocacy champions*

#### Cait Ryan :

*Co-Chair — IRIS Health Solutions*

#### Tom Carlson :

*Co-Chair — Carlson Consulting*

#### NBAC Tiger Team Stakeholders :

*U.S. and International State, Local, Tribal information sharing partners*

#### U.S. Agencies

#### International Agencies

#### State Agencies

#### Local Agencies

#### Tribal Agencies

#### NIEM Domain Representatives :

*At least one representative from every NIEM Domain*

#### NIEM COI Representatives :

*At least one representative from every NIEM Community of Interest*

## Vision

NIEM's value is understood, advocated, and adopted

## Mission

To advance information sharing at the state, local, and tribal level to help protect, support, and respond to community needs

## Values

**Collaboration:** Project Approach: 1. Collaboration with State, Local & Tribal members to develop an engagement process to increase association support a. Host Tiger Team Meetings b. Survey Existing Stakeholders to develop cohesive messaging about NIEM Benefits c. Survey existing NIEM Marketing Materials i. Videos, Slides, Fact Sheets, Success Stories d. Develop Communications and Marketing Plan i. Produce a targeted mailing list ii. Leverage Social Media iii. Hold Educational/Informational Webinars e. Follow up with interested parties and set up one on one meetings i. Anyone who has emailed with questions ii. Anyone who has liked, commented and shared social media posts

**Leverage:** 2. Leverage National, State, Local & Tribal association meetings, sessions, conferences, and seminars, to disseminate NIEM information a. Identify appropriate events to attend/participate/speak b. Identify Speaker (if applicable) c. Develop Marketing Materials i. Presentation Slides (if applicable) ii. Leave Behinds 1. Fact Sheet 2. Brochure iii. Marketing Videos

## 1. Executive Advocacy

*Obtain Executive-level State, Local & Tribal leader advocacy champions*

**Stakeholder(s)**

**Agency Executives**

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## 2. Manager Advocacy

*Obtain Program Manager-level State, Local & Tribal leader advocacy champions*

**Stakeholder(s)**

**Program Managers**

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### 3. State CIO Advocacy

*Obtain State CIOs advocacy champions*

**Stakeholder(s)**

**State CIOs**

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## 4. Value Proposition

*Introduce the NIEM Value Proposition at State, Local & Tribal association symposiums, conferences and seminars*

### 4.1. Marketing Plan

*Draft a State, Local & Tribal Advocacy Champion Marketing Plan*

### 4.2. Charter

*Adopt a Tiger Team Charter*

### 4.3. Web Page

*Post Tiger Team Web Page on niem.github.io to host project artifacts*

### 4.4. Mentoring

*Institute a Mentoring Program*

*(New to NIEM and Grant Assistance)*

### 4.5. Updates

*Provide Monthly NBAC SLT3 Updates*

## 5. Conferences

*Include conference participation as part of the domain capability framework*

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## 6. Speakers & Materials

*Add State, Local & Tribal representation to the Speakers Bureau and provide materials for presenters*

### Administrative Information

**Start Date:** 2020-04-23

**End Date:**

**Publication Date:** 2020-05-26

**Source:** <https://stratml.us/carmel/iso/NBACTTwStyle.xml>

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