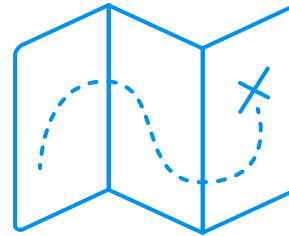# 2016 Priorities: A Look Back

Communications Workgroup
April 6, 2017

In **March 2016**, we outlined **three goals** and **15+ actions** to further our work.

These **goals** and **actions** were inspired by the four high-level targets described in our **charter**.

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1. Help set annual priorities for the Chesapeake Bay Program's Communications Office.

"

2. Provide expert advice and recommendations when asked to address the communications needs of Chesapeake Bay Program groups.

Communications Workgroup Charter

3. Foster cross-jurisdictional communication among partners by providing a collaborative forum to discuss communications issues, share ideas and resources, and meet communications needs.

Communications Workgroup Charter

"

4. Promote current best practices to foster professional development and growth among members.

In 2016, we decided to...

Expand membership, improve participation & foster cross-promotion.

Promote best practices.

Encourage GITs to engage us in work that would benefit from our support.

Where have we succeeded? What remains to be done? Are some actions no longer relevant?

This information will inform our future work.

1.

Where have we succeeded?

Of the actions identified in March 2016, which have been completed?

Expand membership, improve participation and foster cross-promotion.

◎ Distribute member survey
◎ Conduct gap analysis of membership
◎ Recruit new members
◎ Establish shared communications channel*
◎ Provide forum for professional development
◎ Solicit agenda items from members

Encourage GITs to engage us in work that would benefit from our support.

◎ Meet with GITs to discuss their projects, priorities and communications needs*
◎ Identify the communications needs in GITs' Two-Year Work Plans and set priorities for addressing them

Promote best practices.

◎ Invite workgroup members to annual Communications Team training session

◎ Expand opportunities for professional development

2.

What remains to be done?

Of the actions identified in March 2016, which have not been completed?

Expand membership, improve participation and foster cross-promotion.

◎ Provide a forum to experiment with new communications tools

◎ Establish a shared private calendar around which we can schedule our communications efforts, populated with natural phenomena and relevant watershed events*

Encourage GITs to engage us in work that would benefit from our support.

◎ Meet with GITs to discuss their projects, priorities and communications needs
◎ Offer GITs tangible support in creating communications products
◎ Consider establishing a system through which we let GIT Chairs, Coordinators and Staffers know about our work (e.g., distributing relevant news stories via email)

For discussion during work plan development: To what extent are these and similar tasks accomplished by GIT Liaisons?

Promote best practices.

◎   Consider establishing a Communications Corps to
    train high school students in environmental
    stewardship through science communication

3.

What's next?

During our next meeting, work together to develop a work plan.

This plan should take our charter's high-level targets and the 2016-2021 CBP Strategic Communications Plan into account.

As a reminder, the Strategic Communications Plan included some Workgroup-specific initiatives.

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Develop a calendar of meeting agenda topics and a suite of standard operating procedures.

2016-2021 Strategic Communications Plan

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Ask members to share
communications challenges,
priorities, needs and updates
prior to meetings.

2016-2021 Strategic Communications Plan

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Use our Chesapeake Network page to interact outside of meetings.

2016-2021 Strategic Communications Plan

> Transform the Communications Workgroup into a decision-making body actively collaborating on message development and delivery on behalf of the partnership.

Thanks!

Any questions?