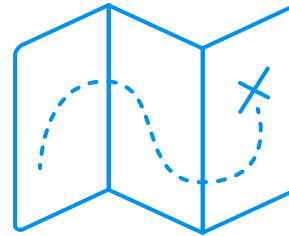




# 2016 Priorities: A Look Back

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.



“

**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.

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

Promote best practices.







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





This information  
will inform our  
future work.

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by circles of varying sizes, some with concentric rings, and the lines are thin and grey. The diagram is partially cut off by the left edge of the slide.

1.


# **Where have we succeeded?**

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

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## **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
- 

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by circles of varying sizes, some with concentric rings, and the lines are thin and grey. The overall structure is organic and sprawling, resembling a molecular or biological network.

## 2.


# **What remains to be done?**

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

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It shows a cluster of interconnected nodes and lines, with nodes represented by circles of different sizes and some having concentric rings. The lines are thin and grey, creating a complex, web-like structure.



## **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
- 

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# 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.





“

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



“

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



A decorative graphic at the top of the slide featuring a network of interconnected nodes and lines. A central node is highlighted with a dashed circle and a blue double quote symbol inside it.

“

Use our Chesapeake Network  
page to interact outside of  
meetings.



“

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



# Thanks!

## Any questions?

Presentation template by SlidesCarnival.

