



## Communications Workgroup Biannual Retreat

October 6, 2021 | 9:00 a.m. to 12:00 p.m.

### Webinar:

<https://umces.webex.com/umces/j.php?MTID=m4a45bb39e74e003d56c69f1ccbb7d0b0>

Meeting ID: 2621 742 4833

Passcode: pFM2eNpjm56

### Meeting Materials

To find the meeting agenda, minutes, presentations and other meeting materials, please visit our Communications Workgroup meeting webpage: [https://www.chesapeakebay.net/who/group/communications\\_workgroup](https://www.chesapeakebay.net/who/group/communications_workgroup)

### Agenda

- 9:00 - 9:15 a.m. Opening remarks  
*Aileen Devlin, Digital Storyteller Virginia Sea Grant*
- 9:15 - 10:00 a.m. Introduction to Visual Storytelling  
*Will Parson, Chesapeake Bay Program Multimedia Manager Alliance for the Chesapeake Bay*
- 10:00 - 10:30 a.m. Breakout Session 1
- Editing with Photoshop  
*Adam Miller, Communications Director Alliance for the Chesapeake Bay*
  - Editing for social media  
*Jake Solyst, Web Content Specialist Alliance for the Chesapeake Bay*
  - The do's and don'ts of photo editing  
*Will Parson, Chesapeake Bay Program Multimedia Manager Alliance for the Chesapeake Bay*
- 10:30 - 10:45 a.m. Technology Break
- 10:45 - 11:15 a.m. Breakout Session 2
- Creating layouts in Canva  
*Marisa Baldine, Communications Staffer Chesapeake Research Consortium*
  - Editing for social media  
*Jake Solyst, Web Content Specialist Alliance for the Chesapeake Bay*
  - Creating layouts in InDesign  
*Will Parson, Chesapeake Bay Program Multimedia Manager Alliance for the Chesapeake Bay*
- 11:15 - 12:00 p.m. Group Exercise

**Next Meeting:** November 3, 2021 1:00 p.m. - 2:00 p.m.

*This meeting will be recorded for internal use to assure the accuracy of the meeting notes*