



Communications Workgroup December Meeting

December 1, 2021 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=m10ce60777b41cc686e30e9a9791a165d>

Meeting ID:120 186 6422

Passcode: pFM2eNpjm56

Meeting Materials

To find meeting agenda, minutes, presentations and other meeting materials, please visit our Communications Workgroup meeting webpage: https://www.chesapeakebay.net/who/group/communications_workgroup

Agenda

- 1:00 – 1:05 Welcome and Agenda Review
Gregg Bortz, Maryland Department of Natural Resources (Chair)
Rachel Felver, Alliance for the Chesapeake Bay (Coordinator)
- 1:05 – 1:10 Shared Messaging
Marisa Baldine, Chesapeake Research Consortium, will lead a discussion about collaborative and coordinated messaging for the month of December, focusing primarily on World Soil Day and the first day of winter. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 - 1:30 Case Study Database Review
Adrianna Berk, Tetra Tech, will provide an overview of the Chesapeake Bay Program's new case study database created by Tetra Tech and the Chesapeake Bay Program Communications Office.
- 1:30 - 1:50 Round Robin
Rachel Felver will lead off the discussion. Share communications updates from your part of the watershed or tap the group's expertise for help with questions or ideas you're working on.
- 1:50 – 2:00 Communication Workgroup Plans for 2022
The workgroup will discuss plans for 2022.

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