

# Restructuring the Communications Workgroup and Other Communications Updates

Management Board

February 17, 2022

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# Original Intent of Communications Workgroup



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Provide strategic planning and expert advice to the CBP Communications Office.

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Support communications needs of CBP partners.


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Members to include communications professionals from six watershed states, D.C., relevant federal agencies, non-profits and academia representing GITs and workgroups.

# Evolution of Communications Workgroup

- Membership mainly consisted of non-profit partners, academia, three states (Delaware, Maryland and Pennsylvania) and some federal agencies (EPA, NOAA).
- Lack of interest regarding CBP activities and interests as the “right” people no longer came to the table.
- Main focus centered around communications training.
- Communications needs for GITs and workgroups fell solely on the CBP Communications Office.

- Our office needs to get out as much as we put in.
- Help identifying the right people across the watershed that can help with CBP communications, engagement and outreach activities.
- Better alignment with SRS process to meet the communications, engagement and outreach needs identified by each outcome.



Needs moving forward

# Proposal

- Four “Communications Workgroup” meetings per year to align with existing quarterly SRS progress meetings.
- Maintain existing Communications Workgroup listserv to share announcements, job postings, trainings and other relevant communications information.
- CBP Communications Office will continue to offer free annual communications training watershed-wide.
- CBP Communications Office will continue to distribute monthly shared messaging.
- CBP Communications Office will continue to coordinate the annual Chesapeake Bay Awareness Week.

## How will this work?

- Communications Coordinator and Staffer will attend “dry run” meetings that occur at STAR/Coordinator/Staffer meetings prior to SRS quarterly progress Management Board meetings.
- After the quarterly progress meeting, the Communications Coordinator and Staffer will meet with the outcomes under the most recent cohort to talk with them about their identified communications, outreach, engagement and social science needs.

# Tracking Needs

- These meetings will not only involve the Communications Coordinator and Staffer, but also Amy Handen, who is the Social Science Lead for the CBP partnership, but also Laura Cattell Noll, who is the Local Leadership Workgroup Coordinator.
- The three of us will begin to collect the communications, outreach, engagement and social science needs that are identified at each of the SRS quarterly progress meetings. Eventually, we envision having a similar database as the science needs.

# Local Engagement Action Team

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Informally came together in 2019 after assessment of local engagement needs was conducted and CBP Local Engagement Strategy was developed.



Intention of group is well-defined and continues to meet to this day, but lack of projects and overall role in how to support them are challenges.

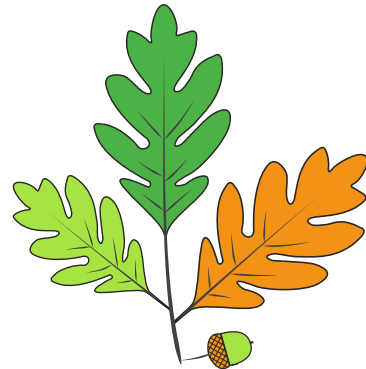


Contains several thought leaders from across different CBP disciplines that offer their perspective on local engagement, communications and outreach.



Chesapeake  
Behavior Change  
Website  
Example

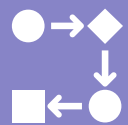
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CHESAPEAKE  
BEHAVIOR CHANGE

# Next Steps

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Process will formally start after the next quarterly SRS progress meeting in May.



Potential for including Diversity, Education and Stewardship needs and representatives down the line.

Possibly more of an Engagement/Stewardship-focused version of STAR?

- **Help bring the right people to these individual outcome strategic engagement meetings after their SRS quarterly progress meetings.**
- **EVERY partner that has signed on to an outcome should be at this meeting, along with (at a minimum) the coordinator and staffer of the workgroup.**
- **They should be:**
  - **Someone that can offer communications expertise for their state or federal agency, nonprofit or state legislative representative. Offer a perspective that the CBP Communications Office may not be aware of.**
  - **Someone that can “speak the language” of their local planners or technical advisors.**
  - **Someone that can best advise on a target audience for a product, activity or service.**

# Ask of Management Board

# Communications Office Activities

- Refresh of Five-Year Strategic Communications Plan
  - Internal Communications Audit Underway
  - Reaching out to you in the early summer timeframe.
- Communications Training
  - Ideas are welcome.
- Audit and Inventory of chesapeakebay.net.
  - Digesting results and figuring out what changes can be made now and what needs to wait.
  - Will inform content strategy for site.



# Questions?

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