



## Communications Workgroup November Meeting Minutes

November 3, 2021 | 1:00 to 2:00 p.m.

### Participants

Gregg Bortz, MD DNR (Chair)

Rachel Felver, ACB/CBP (Coordinator)

Marisa Baldine, CRC/CBP (Staffer)

Angela Jones, CBF

Anjelica Eitel, CBF

Caroline Donovan, UMCES/IAN

Drew Robinson, CCWC

Greg Barranco, EPA-CBPO

Jake Solyst, ACB/CBP

Kim Couranz, NOAA

Kristin Saunders, UMCES

Laura Cattell Noll, LLW/ACB

Lisa Jones, MDE

Lisa Tossey, MD Sea Grant

Meg Cole, STAC

Michael Bowman, Chesapeake  
Conservancy

Michelle DiNicola, PA DEP

Ola-Imani Davis, LGAC/CBP/ACB

Tom Damm, EPA Region 3

Will Parson, ACB/CBP

### I. **Shared Messaging** *Marisa Baldine, Chesapeake Bay Program* (**Presentation**)

A. Shared messaging for the month of November focused on Native American Heritage Month and #OptOutside Day.

1. When thinking about messaging for Native American Heritage Month, always consider the preferred terms for tribes in your region. If possible, always use the name of the specific tribe you are referring to.

a) Access the Captain John Smith Trail Terminology guide here:

[https://www.chesapeakebay.net/channel\\_files/41861/guide\\_to\\_caj\\_o\\_terminology.pdf](https://www.chesapeakebay.net/channel_files/41861/guide_to_caj_o_terminology.pdf)

2. NOAA started celebrating National Oyster Week from November 1 to 5. Learn more:

<https://www.fisheries.noaa.gov/feature-story/celebrating-oysters-oyster-week-2021>

### II. **Diversity, Equity, Inclusion and Justice (DEIJ) Terminology Guide** *Ola-Imani Davis, Alliance for the Chesapeake Bay* (**Presentation**)

A. Access the DEIJ Terminology Guide here:

<https://www.allianceforthebay.org/2021/09/the-alliance-releases-its-diversity-equity-inclusion-and-justice-terminology-guide-for-communicators/>

- B. In 2018, The Alliance for the Chesapeake Bay committed to making DEIJ an integral part of their work. As the team started to have more discussions focusing on DEIJ, they realized there was some confusion around and hesitancy to discuss certain terms. The team started to research this issue and found the resources were limited, especially for environmental organizations. The Alliance's DEIJ team decided to make the terminology guide as a resource for staff and to create consistent, appropriate messaging as an organization.

- C. The purpose is to provide communications guidance on commonly used DEI/J terminology for organizations operating in the environmental field. The document doesn't define all terms of inclusion, but it provides conscientious, equitable language for commonly used and often confused terms.
- D. In 2020, a soft launch of the guide was provided to external partners for feedback. The guide was officially launched in September 2020.
- E. The guide will be reviewed for update every six months.
- F. The content of the guide is based on extensive research. The research included professional publications, but acknowledges that professional publications are not always the most inclusive so it also includes research from community-driven sources.
- G. Over 20 sources are provided at the end of the guide. This is a great resource to begin your own research for your publications.
- H. The guide includes a section discussing environmental terms that have had impacts on specific communities.
- I. Best practices:
  - 1. When in doubt, always ask the person or audience you are interacting with how they would like to be identified or spoken about.
  - 2. Understand the consequences of using terms interchangeably. Understand the historical context of terms that you use and that sometimes you can't use similar terms interchangeably.
  - 3. Use person-first language.
  - 4. Try to avoid blanket terms when possible.
    - a) "Under-represented" and "under-resourced" tend to be preferred over "underserved." The term "underserved" can imply that the community needs to be served in order to grow.
  - 5. Latinx tends to be more inclusive of the LGBTQIA community than Latino.

III. **Choose Clean Water Communications Workgroup Directory** *Drew Robinson, Choose Clean Water Coalition*

- A. The CCWC Workgroup is always looking for ways to increase collaboration between members so they created a workgroup directory.
  - 1. Access the directory here:  
<https://www.choosecleanwater.org/comms-workgroup-directory>
- B. The directory lists members of the workgroup and provides their name, organization, contact information and areas of expertise.
- C. Software is included in the areas of expertise because we all use a wide variety of tools.
- D. The directory is meant to help people solve problems by creating a network of people with the resources to solve those problems.
  - 1. For example, if you are creating a poster and need help with a graphic design software, you can search for graphic design expertise in the database and reach out to the appropriate contacts to have your question answered.

- E. The directory is accessible to anyone with the link but is not directly linked anywhere on the Coalition's website.
- F. To add yourself to the directory, go to the directory page, click "Add entry," create an email and password and fill in the required information.
- G. The tool used to create the directory is Community Box.
  - 1. Learn more here: <https://www.communitybox.co/>
  - 2. This is a great tool for building directories and can be used for different types of projects as a searchable database.
  - 3. The nonprofit plan costs [\\$159 per month](#) and receives all of the benefits of the pro plan.

#### IV. Round Robin

##### A. Drew Robinson, CCWC

- 1. The 2022 Choose Clean Water Coalition Conference will be held in Richmond, Virginia from May 24 to 26.
  - a) Learn more: <https://www.choosecleanwater.org/our-conference>
  - b) CCWC is currently accepting proposals to present 45-minute presentations at the 2022 Choose Clean Water Conference. The deadline for submissions is January 14, 2022.
    - (1) Learn more: <https://static1.squarespace.com/static/5942af072994ca6253840fc1/t/61816bd407476234128859db/1635871701622/2+Conf+RFP-FINAL.pdf>
  - c) Vaccinations and face masks will be required to attend the conference.
- 2. In partnership with the Alliance for the Chesapeake Bay, CCWC launched a Chesapeake Capacity Building initiative.
  - a) Learn more: <https://www.choosecleanwater.org/blog/2021/10/18/chesapeake-capacity-defining-whats-possible>
  - b) The project includes a survey to identify capacity gaps within CCWC and the Alliance for the Chesapeake Bay.
    - (1) Complete the survey here: <https://bit.ly/cba-survey-ccw-out>
  - c) NFWF is funding the effort and other funders are very interested in the results.

##### B. Ola-Imani Davis, ACB

- 1. The Local Government Advisory Committee (LGAC) has scheduled an article with the Maryland Municipal League to discuss stormwater solutions based on the stormwater solutions panel that was hosted by the Alliance earlier this year. The article will discuss a couple of thoughts from Maryland local elected officials who attended the panel and how they have implemented stormwater practices within their jurisdictions.
- 2. The LGAC will also be posting an article in the Bay Journal. The article will discuss bus tours that were completed in 2019. On the bus tours,

local government officials traveled around the watershed to look at how priorities were being handled in other jurisdictions.

C. Anjelica Eitel, CBF

1. CBF selected Hilary Harp Faulk as the next President & CEO. Her first day will be January 3, 2022.

a) Learn more:

<https://www.cbf.org/news-media/newsroom/2021/all/cbf-board-selects-new-president-and-ceo.html>

D. Angela Jones, DOD

1. Hoping to have more outreach events in 2022.
2. Starting to plan for Clean the Bay Day.

E. Greg Barranco, EPA-CBPO

1. Adam Ortiz is the new Regional Administrator for EPA Region 3.
2. The CBP Management Board meeting is on November 18, it will cover the quarterly progress review for the aquatic life cohort and look at outcome attainability for the CBP outcomes.

F. Kim, NOAA

1. NOAA Habitat created Oyster Week to celebrate all things oyster from November 1-5.

a) Oyster Week "landing page":

<https://www.fisheries.noaa.gov/feature-story/celebrating-oysters-oyster-week-2021>

b) Connect with NOAA on Twitter: <https://twitter.com/NOAAHabitat>

2. NOAA plans to keep all five CBIBS Buoys in the water over winter but may need to remove them if any extreme weather events occur.

a) Learn more: <https://www.buoybay.noaa.gov/node/184>

G. Gregg Bortz, Maryland DNR

1. Maryland water monitoring council conference will take place on Dec 2 and 3. The theme is "Environmental Justice in a Time of Climate Change."

a) Learn more:

<https://dnr.maryland.gov/streams/Pages/MWMC/conference.aspx>

2. MD DNR released the "Wild Maryland" cookbook featuring recipes that include ingredients you can find by fishing, foraging or hunting.

a) Learn more:

<https://news.maryland.gov/dnr/2021/10/28/dnr-introduces-wild-maryland-cookbook-online/>

b) Access the cookbook:

<https://dnr.maryland.gov/cookbook/Pages/home.aspx>

c) The cookbook will continue to be updated so send in any recipes you have.

H. Lisa Jones, MDE

1. MDE is hosting the Rethink Recycling sculpture contest for high school students.

- a) Learn more:  
<https://mde.maryland.gov/programs/LAND/RecyclingandOperationsprogram/Pages/recycled-sculpture.aspx>
  - 2. The Maryland Food Recovery Summit will take place on December 1.
    - a) Learn more:  
<https://mde.maryland.gov/programs/LAND/RecyclingandOperationsprogram/Pages/Food-Summit.aspx>
      - (1) It is currently open by invitation only due to a limited number of seats but you can join the waiting list and you will be invited if there is room.
- I. Lisa Tossey
- 1. The Virginia Aquaculture Conference will take place from January 7-8, 2022 at the Newport News Marriott.
    - a) Learn more: <https://vaaquacultureconference.com/>
  - 2. Several internships and fellowships related to marine policy and fisheries are now accepting applications.
    - a) 2023 Marine Policy Knauss Fellowship applications are due February 18.
      - (1) Learn more:  
<https://www.mdsg.umd.edu/information-knauss-applicants>
    - b) MDSG Science Management and Policy Internship applications are due January 7.
      - (1) Learn more:  
<https://www.mdsg.umd.edu/topics/science-management-and-policy-internship>
    - c) NMFS-Sea Grant Joint Fellowship Program applications due January 27.
      - (1) Learn more:  
<https://www.mdsg.umd.edu/topics/graduate-fellowships/nmfs-sea-grant-joint-fellowship-program>
  - 3. The Chesapeake Quarterly speaker series will be starting soon. The first sessions will expand on the Black on the Bay, Then and Now issue.
    - a) Learn more: <https://bit.ly/CQ-speaker-series>
    - b) Read the issue: <https://t.co/uSchTGhrxt?amp=1>
  - 4. The December issue of Chesapeake Quarterly will focus on environmental justice. The issue will focus on the new social indicators that were added to the Chesapeake Bay Report Card.
- J. Michelle DiNicola, PA DEP
- 1. PA DEP is hosting a webinar for grants in December and will be running an outreach campaign to increase the diversity of first-time applicants.
    - a) Learn more:  
<https://www.dep.pa.gov/Citizens/GrantsLoansRebates/Pages/Webinar-DEP-Grants-101.aspx>
- K. Michael Bowman, Chesapeake Conservancy

1. The Roving Ranger is done for the season. The team was able to interact with 1,700 people.
  - a) Learn more about the Roving Ranger:  
<https://www.chesapeakeconservancy.org/what-we-do/explore/find-your-chesapeake/roving-ranger/>
2. Chesapeake Conservancy is hiring a Geospatial Data Scientist.
  - a) Learn more:  
<https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=67732&clientkey=14B329E3D0A2E479F3FE06280008FB70>

**Next meeting: December 1, 2021 1:00 p.m. - 2:00 p.m.**