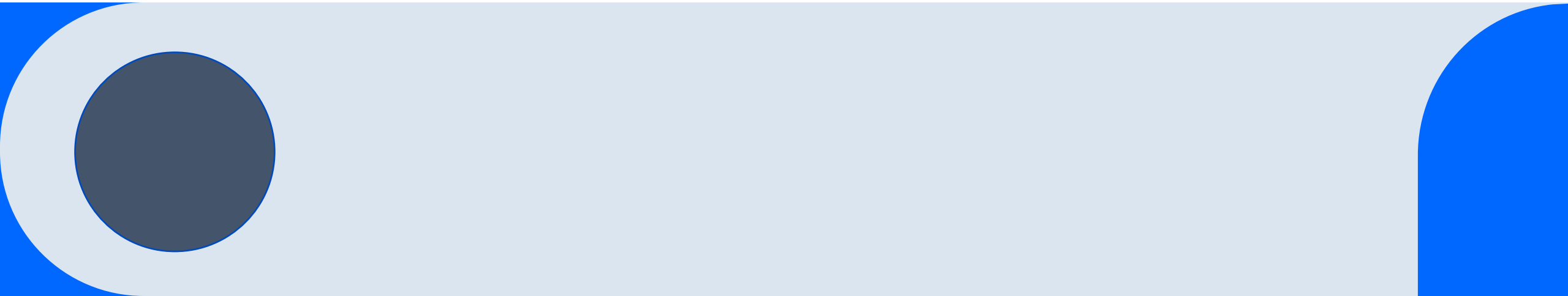
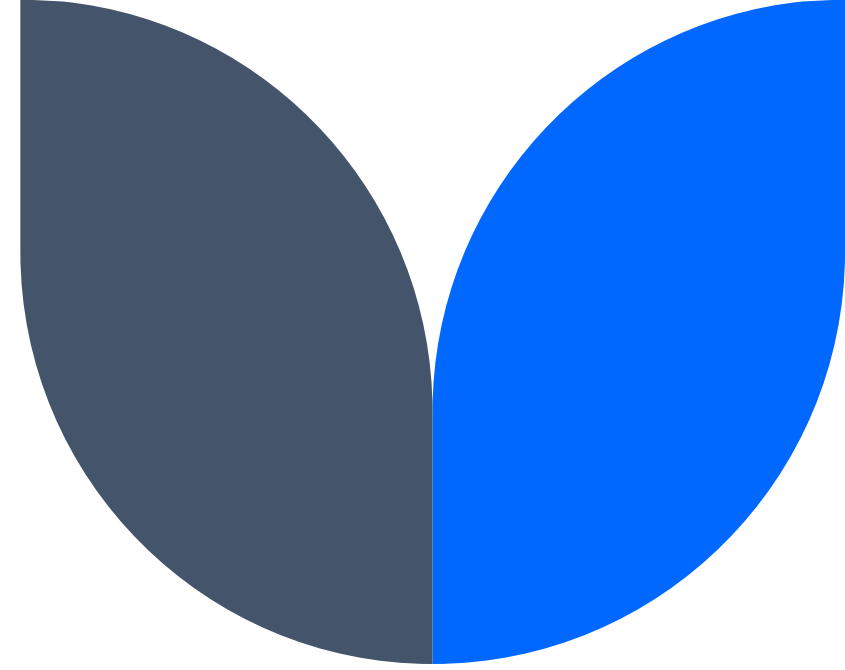




Introducing the Strategic Engagement Team

Management Board
November 2, 2023



Agenda

- Background
- Who We Are
- Mission
- How It Works
- Successes

Background

- Communications Workgroup + Local Engagement Action Team = SET
- Added social science and stewardship representation.
- Plan to add Diversity, Equity, Inclusion and Justice (DEIJ) representation when a permanent Diversity Coordinator and/or DEIJ Implementation Plan Coordinator joins the partnership.
- The Team kicked off in September 2022.

Who We Are

Laura Cattell Noll

Local Leadership Workgroup Coordinator
Alliance for the Chesapeake Bay

Rachel Felver

Chesapeake Bay Program Communications Director
Alliance for the Chesapeake Bay

Amy Handen

Chesapeake Bay Program Social Science Lead
U.S. EPA

Marisa Baldine

Communications Staff
Chesapeake Research Consortium

Co-Coordiators

Staffer

Who We Are

Core Team Members

- Greg Barranco, U.S. EPA
- Jeremy Hanson, Chesapeake Research Consortium
- Jeff Lerner, U.S. EPA
- Kristin Saunders, University of Maryland Center for Environmental Science
- Britt Slattery, National Park Service

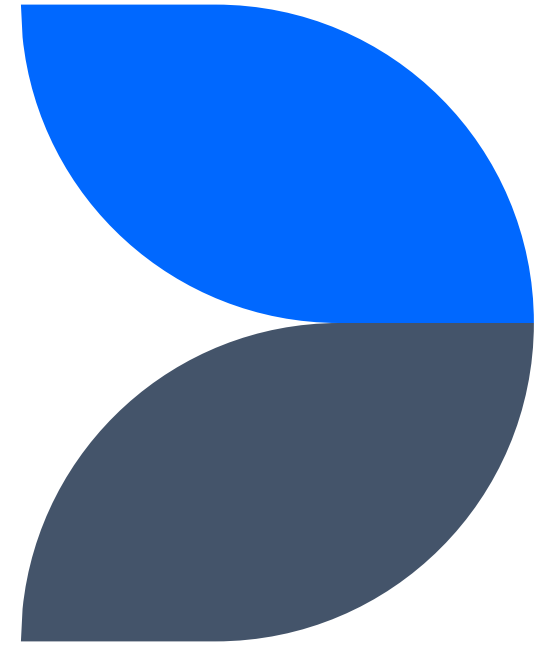
Interested Parties

- Jess Blackburn, Alliance for the Chesapeake Bay
- Ruth Cassilly, University of Maryland Extension
- Kaylyn Gootman, U.S. EPA
- Sushanth Gupta, Chesapeake Research Consortium
- Catherine Krikstan, University of Maryland Center for Environmental Science
- Lucinda Power, U.S. EPA
- Jennifer Starr, Alliance for the Chesapeake Bay
- Breck Sullivan, U.S. Geological Survey



Mission

“People Version of STAR”

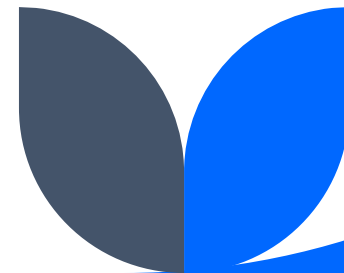


Mission

Provide Goal Implementation Teams (GITs) and workgroups guidance and assistance when developing and/or implementing actions and activities that advance their outcomes utilizing elements of communications, outreach, stewardship, local engagement and social science.

We Can Help!

- Provide guidance in how to craft messages that best resonate with local government officials.
- Create a communications plan for a new scientific report.
- Help think through objectives for engagement and suggest additional and/or alternate audiences to reach out to.
- Determine if and how social science practices could benefit your outcome's goal.



Successes

- Tributary Summaries
 - Outcome: Water Quality Standards and Attainment
- Workforce Development
 - Outcome: 2025 WIPs
- Rising Water Temperatures Report
 - Outcomes: Forest Buffers/Climate Adaptation/Climate Monitoring and Assessment
- Tree Canopy Fact Sheets
 - Outcomes: Tree Canopy

Thank You!

Marisa Baldine

mbaldine@chesapeakebay.net

Laura Cattell Noll

lnoll@allianceforthebay.org

Rachel Felver

rfelver@chesapeakebay.net

Amy Handen

handen.amy@epa.gov