

Strategy for the DEIJ Strategy Implementation Plan Public Comment Period

Overview:

The Chesapeake Bay Program has drafted a Diversity, Equity, Inclusion and Justice (DEIJ) Strategy to better integrate diverse organizations, communities and individuals into their work, as well as ensure that every partner understands, respects and embraces the cultural diversity of our watershed. To help this effort, the Bay Program has created a DEIJ Implementation Plan to guide efforts in achieving this goal. They are now seeking comments from organizations, businesses, communities and individuals to make sure this implementation plan is realistic, achievable and impactful in creating a foundation that will facilitate change within all levels of the partnerships.

Background:

The DEIJ Strategy was created in 2020 to integrate DEIJ into the activities of the Bay Program, particularly in the management strategies and logic and action plans of each workgroup. The Implementation Plan provides the path for the DEIJ Strategy to be built into the overall work of the partnership.

Key messages:

- The Chesapeake Bay Program is looking for comments on its draft DEIJ Implementation Plan to ensure that it is realistic, achievable and impactful in driving organizational change within the partnership.
- It is integral to the Bay Program that the comments and ideas of diverse organizations and historically underrepresented communities are included in the development of this plan, to ensure that it is relevant and actionable.
- The Chesapeake Bay Program wants to understand what organizations and communities need from the partnership in order to be more involved in our work.
- The partnership needs this feedback to ensure that adjustments are made at the bureaucratic level to drive change on the ground.
- The voices of diverse organizations and underserved communities will help the Bay Program make needed changes at the bureaucratic level.
- Help the Chesapeake Bay Program understand what actions are needed on the ground in order to drive change at the federal and state levels.
- Giving organizations and communities a voice and a seat at the table will make sure your voices are heard and your needs considered in community decision making processes.

Specific audiences:

These will be the specific audiences that you will be targeting for public comment.

- Non-governmental organizations.
- Interested public.

- All CBP partners.
- Community organizations.
- Historically Black Colleges and Universities.

Communications Activities

Product	Owner	Dependency	Timeframe	Status
Blog	CBP Communications Office	<ul style="list-style-type: none"> • CBP Communications to draft blog by 8/18. • DEIJ Action Team to provide missing information by 8/20. • Blog posted on 8/23. 	Public comment period to be open for 45 days; blog posted day that it opens. August 23—September 27	Complete.
Social Media for blog/release	CBP Communications Office	<ul style="list-style-type: none"> • Social media content created by CBP Communications Office. • Will be posted on Facebook and Twitter with link to blog. • DEIJ Action Team will ask Diversity Workgroup and other stakeholders to amplify. 	August 23	Complete.
Email	CBP Communications Office will draft email with a link to the blog to announce the public comment period is open.	<ul style="list-style-type: none"> • CBP Communications Office to draft email for Martha to send to Management Board and CBPO. • CBP Communications Office to draft email for Michelle to send to Principals' Staff Committee. • CBP Communications Office to draft email for DEIJ Action Team to send out to stakeholders. • DEIJ Action Team and CBP Comms Office to collaborate on distribution list. 	Drafts due to DEIJ Action Team on 8/20. Emails sent out 8/23 with attachments.	Complete.
Backgrounder	Developed in conjunction with the CBP Communications			Complete.

	Office and DEIJ Action Team.			
Webinar/video	DEIJ Action Team to draft script and questions for webinar; CBP Comm Office to review/edit.	<ul style="list-style-type: none"> • DEIJ Action Team will develop feedback form and questions. (complete) • CBP Communications Office will review script and questions. • DEIJ Action Team will coordinate with Howard University to record the webinar. • CBP Communications Office will provide webinar software to record, as well as editing and posting services. • Consider working with other HCBUs? 	Recommend that webinar by posted NLT Sept. 10.	In-progress. TBD pending communication w/ Howard
Flyer	CBP Communications Office	<ul style="list-style-type: none"> • Webinar/video needs to be scheduled and planned out. • CBP Communications Office will design flyer with input from DEIJ Action Team. 	Flyer can be posted pre-and-post webinar.	Not started. TBD pending communication w/ Howard
Reddit “Ask Us Anything”	DEIJ Action Team	<ul style="list-style-type: none"> • After webinar/video is complete. 	After webinar is complete.	Not started. Not started. TBD pending communication w/ Howard
Social media for webinars	CBP Communications Office	<ul style="list-style-type: none"> • CBP Communications Office will post social media content announcing the availability of the webinar on Twitter and Facebook. 	When webinar is available.	Not started. TBD pending communication w/ Howard
Reminder email	CBP Communications Office	<ul style="list-style-type: none"> • Drafted by CBP Communications Office. • Sent out by Martha Shimkin and DEIJ Action Team. 	Reminder sent 9/20.	Not started.
Social media reminder	CBP Communications Office	<ul style="list-style-type: none"> • Social media content created by CBP Communications Office. • Will be posted on Facebook and Twitter with link to blog. 	Reminders posted 9/20 and 9/26.	Scheduled.