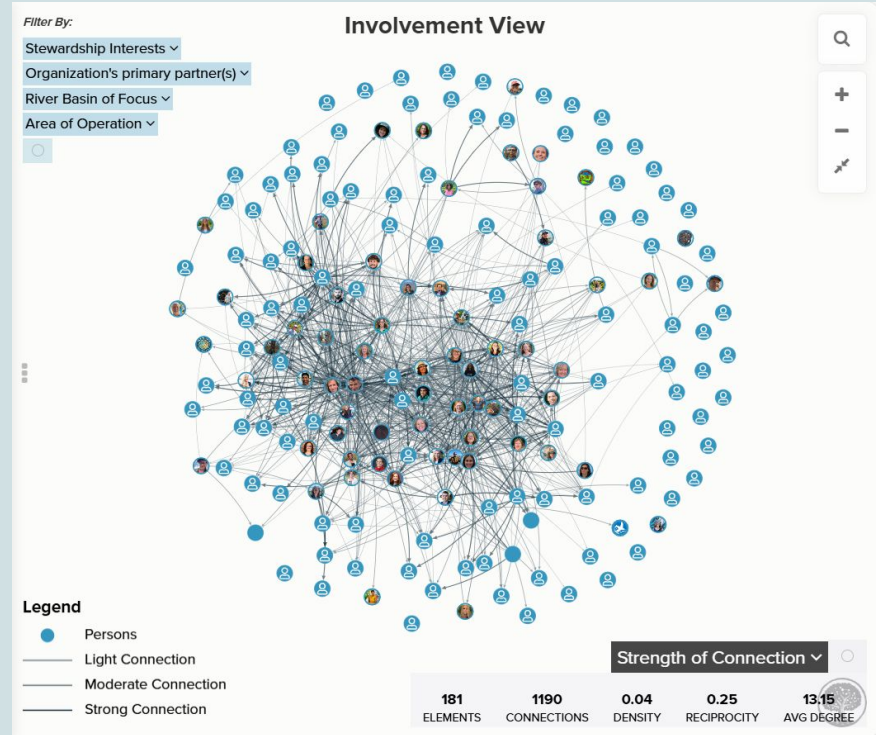


Chesapeake Steward Map

Stewardship Network Visualisation across the Mid-Atlantic



Project History

- GIT Funded Project in partnership with Local Concepts LLC – network building experts Christy Gabbard & Sonia Keiner
- One-year contract began late 2023, extended until February 2025
- Monthly steering committee meetings guided development of map purpose, vision, and outreach



Purpose – Why visualize a network of stewards?

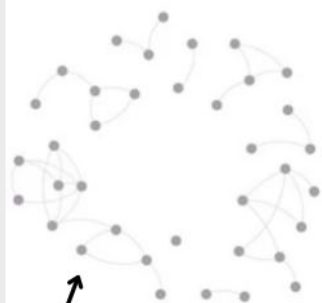
Increase connections and collaborative partnerships among stewards across the Chesapeake region by identifying hubs and gaps in connectivity and highlighting opportunities to facilitate strategic connections for sharing knowledge and resources.



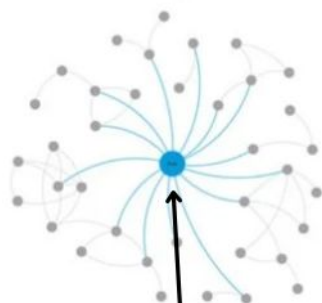
What can visualizing a network look like?

Network Patterns and Common Network Mapping Terms

1. Scattered fragments



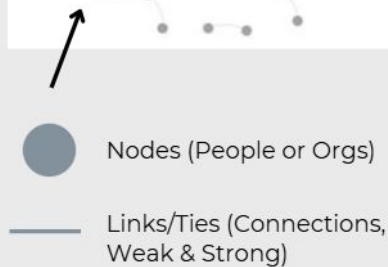
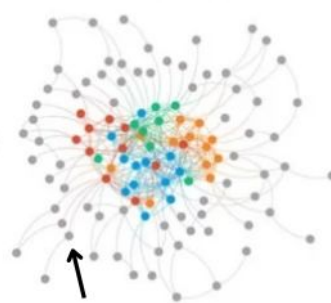
2. Hub and spoke



3. Multi-hub



4. Core/periphery



Hub
(Highly Connected Nodes)

Clusters

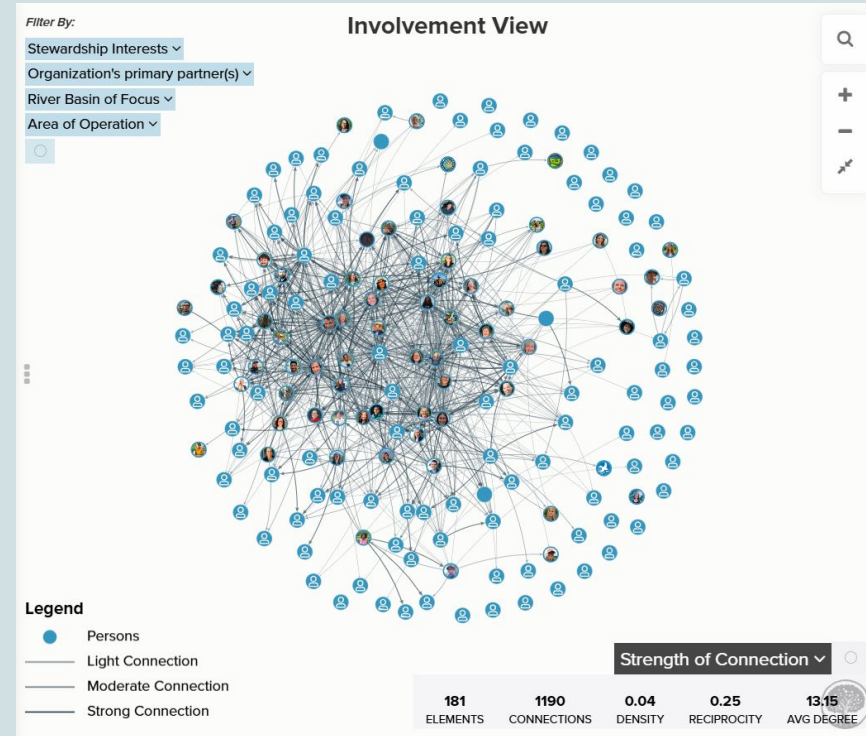
Boundary Spanners/Bridgers
(nodes that connect 2 or more clusters acting as bridges b/w clusters)

Broker (liaisons that connect otherwise disconnected parts of the network)

Status Update

Number of individuals on the map: **215**

Number of connections: **1,832**



Audience – Who will use the map?

Initial map users will include:

- Stewardship Goal Implementation Team
- Chesapeake Bay Program (coordinators and staffers)
- Coordinators of other networks
 - Chesapeake Gateways
 - Chesapeake Conservation Partnership
- Stewardship Practitioners
- Anyone interested in strategic matchmaking

Audience expansion opportunities:

- Conference networking
 - *e.g.*, Watershed Forum
- Career development programs
- Regional Outdoor Learning Network (ROLN)
– environmental educators
- Alignment with networks related to: *Tree Canopy, Forestry, Wetlands, etc.*

Example uses – internally among CBP members

- Workgroup A is looking to add new members with expertise in XYZ:
 - Explore the Expertise Offered/Needed View
 - Filter the Directory View by Stewardship Interests
 - Explore the Stewardship Interests View
- The Stewardship Workgroup could explore how interconnected sub-networks are and conduct strategic matchmaking if valuable:
 - Want to visualize the network by topic area? → Stewardship Interests View
 - Want to visualize by a jurisdiction? → Filter the Involvement view by Area of operation
- Visualize your personal network and think of who may benefit from being connected to each other.
- **Think of opportunities to use the map during this presentation?**
 - *Jot them down and share during the Q&A!*

Example uses – **externally** between practitioners

- Connect and collaborate with other stewardship practitioners
- Find speakers for conferences, webinars, and events
- Find new partners who have expertise in certain subject areas and/or who work in certain jurisdictions
- “Networking” for young professionals, folks in a career change, or career development programs



Demo Case:

Casey works in a nonprofit focused on tree planting and is looking to partner with other nonprofits that have expertise around forest buffers and stream health in Maryland.

How can she filter the directory view to identify practitioners that work on that subject area?

- Stewardship Interests: Conservation and/or Restoration
- River basin of focus
- Area of operation
- Organization's primary partner(s)



Opt-In, Personal Dashboard, Get Connected, Explore!

How can I join and get connected?

1. Follow the [Opt-In link](#) and input your email address. You will then receive a link to your “Personal Dashboard.”
 - a. We recommend favoriting the link to your personal dashboard so you can update your questionnaire and connections easily at any time.
 - b. Once you’re on the map you can also [request your personal dashboard link here](#).
2. Fill out the questionnaire in your personal dashboard **about yourself** (not about your organization).
3. Go to the connections tab and indicate your level of connection with who is on the map.
4. Explore all of the different views!

Materials, Maintenance, and Durability

Final deliverables produced by Local Concepts LLC:

- Manager's Guide
- [User's Guide](#) – includes tutorial videos
- [FAQ](#)

Development of a **Map Ambassador Team**

Current Manager: Meredith Lemke, Stewardship Workgroup Staffer

- *Considering:* build capacity and durability into the map by engaging more CBP coordinators and staffers
 - Align with potential reorientation of the Stewardship Outcome and opportunities to engage the map in career development/networking spaces.

What does a Map Ambassador do?

1. *Outreach*

Map promotion and demonstrations. Assistance with map maintenance, i.e., engaging existing map participants to encourage them to update their survey and connection data.

2. *Socialize the map + take action*

- Internal: Build understanding and support from CBP Goal Teams, staffers, coordinators, and key partners/networks.
- External: Identify opportunities to make strategic connections and strengthen connections of map users to network hubs.

3. *Assessment*

Ambassadors take time to examine and assess the map data. Identify opportunities for map improvement, e.g., changes to the questionnaire, side panel navigation, etc.

- Example: Identified a need to expand the number of river tributary options for map users to identify themselves with.

Resources + Get Engaged!

Tutorials:

1. [Basics for navigating the map](#) (video)
2. [Overview - how to interpret the map](#) (video)
3. [User's Guide](#)

Become a Map Ambassador!

We are looking for leaders who will work together to assess, strengthen and grow the map.

Check out this [two-pager](#) to learn more

Email lemkem@chesapeake.org if you are interested

Share the map:

- Share the [opt-in link](#)
- Check out our [outreach materials](#)
- Meredith has email templates they can share!

Explore the map:

- [Request the link to your personal dashboard](#)

Questions or reflections?

- Check out the [FAQ](#)
- **Contact:** Meredith Lemke, Stewardship Goal Team Staffer, lemkem@chesapeake.org

A background network diagram consisting of numerous grey circular nodes of varying sizes connected by thin grey lines, forming a complex web-like structure.

Thank you!
Happy Mapping!