

Publishing Our 2027-2033 Strategic Plan

Working Recommendations for Making Management Strategies Publicly Accessible

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The Ask

Provide guidance and initial recommendations on the layout of the Chesapeake Bay Program Strategic Plan that **explores using different technologies**, while accounting for **visual appeal, audience understanding** and **ease of use**.

[January 15, 2025 Actions & Decisions](#)

Guiding Questions

- 1** What technologies are available to make our Strategic Plan accessible to the public?
- 2** How well do these technologies meet the needs of our users?
- 3** How well do these technologies meet the needs of our staff?

Available Technologies

1

PDF

2

ArcGIS StoryMap

3

Page(s) on Existing Website(s)

Desired Features

FOR USERS

Engaging and Interactive Experience	Accessible Across Desktop, Laptop, and Mobile Devices	Easy to Find via Google, Bing, or Other Web Search
Easy to Share via Email or Social Media	Seamless Connections to Related Information	Familiar Features

FOR STAFF

Flexible Design	Easy to Create and Maintain	Easy to Meet Federal Accessibility Requirements
Measurable via Google Analytics	Version-controlled to Accommodate Potential Revisions	Guaranteed to Function Through Lifespan of Plan

Working Recommendations

A cross-channel digital communications strategy will **ensure the public receives the information they need through the communications channels they already use.**



A single PDF catalogued in our ChesapeakeBay.net Publications Library will provide an authoritative record of our Strategic Plan.

- While this document will primarily serve internal partners, it will provide the **source material** from which public-friendly products are developed.
- The [Long Island Sound Partnership Comprehensive Conservation and Management Plan](#) and [Action Agenda for Puget Sound](#) demonstrate the success of this approach.



A Strategic Plan webpage on ChesapeakeBay.net will provide an engaging and interactive overview of our management framework and the structures that guide our work.

- [ChesapeakeBay.net](#) serves students and teachers; those who live, work and play in the watershed; and Chesapeake Bay Program staff and partners.
- Content would be inspired by our Executive Summary, Introduction, and Accountability chapters, and could include Goal-specific highlights.
- Our [Chesapeake Bay Watershed Agreement webpage](#) demonstrates the success of this approach: It is the **eighth most-viewed** page on our website, and the **only** "program-focused" page in the Top 10.



Goal- and Outcome-specific webpages on ChesapeakeProgress will provide a more detailed look at our Goal- and Outcome-specific plans.

- [ChesapeakeProgress.com](#) serves state and federal agencies, watershed organizations, scientists, educators, and other oversight groups.
- Content would be inspired by every single element of our Goal-specific chapters, and could describe cross-outcome challenges and considerations associated with changing environmental conditions.
- Outcome-specific webpages on "ChesapeakeProgress 1.0" have demonstrated the success of this approach.



Goal- or Outcome-specific StoryMaps will remain an optional tool that Goal Teams and Workgroups can use to communicate directly to their members and stakeholders.

- The Communications Team, Web Team, and GSAT can help Goal Teams and Workgroups determine whether a StoryMap is right for them.
- StoryMaps like [Chesapeake Healthy Watersheds Assessment](#) and [State of Chesapeake Forests 2.0](#) have demonstrated the success of this approach.

What's Next?

1 User Research

What do users want from the next iteration of ChesapeakeProgress?

2 Competitive Analysis

How can techniques used by peers, competitors, and best-in-class websites inform our work?

3 StoryMaps Checklist

How can Goal Teams and Workgroups decide whether a StoryMap is right for them?

Do you know of a website, StoryMap or other online experience that should inspire our communications approach?

Send your example to ckrikstan@umces.edu.