Management Strategy Development: Stakeholder Outreach

Main Points related to MS Development and Implementation (as outlined in Agreement)

Management Strategies:
- Should ***describe how partners will be engaged***; ***where actions, tools or technical support are needed*** to help partners to do their part; and the ***steps that will be taken*** to increase local participation in achieving the Outcome.
- Be ***developed in consultation with stakeholders*** and will include a ***public input period*** prior to final adoption.
- Be made ***available online and in public meetings*** of Chesapeake Bay Program groups as information is available on their progress.

Principles: "The Partnership will engage citizens to increase the number and diversity of people who support and carry out the conservation and restoration activities necessary to achieve the Goals and Outcomes of the Agreement."
- Engaging Diverse Citizens: Partners should ***identify minority stakeholder groups and under-represented citizens*** and ***recruit and engage them*** in the leadership, decision-making and implementation of conservation and restoration activities that will achieve the Agreement's Goals and Outcomes.

3 Audiences for MS Participation:
- **TIER #1:** People/groups that are **not engaged but would have interest in participating and/or who would offer valuable insight** in the development of MS
- **TIER #2:** People/groups who **want to attend meetings and be informed** about meetings & materials
- **TIER #3:** People/groups who only **want to stay informed and comment during public input periods**

OUTREACH ACTIVITIES (Primarily for Tier #1 Audiences)

Advance Planning

Some advance planning and actions are recommended so that outreach activities are clear, strategic and prioritized. It is suggested that each GIT or workgroups starts its efforts by:
- Gathering information and determining what is needed:
  - Complete "Needs Assessment" (see p. 3) to determine various stakeholders and/or target groups, arranging audiences in order of priority for outreach efforts. *NOTE: This assessment should help with identification of new and minority stakeholders.*
- Outlining possible stakeholders and/or target groups to actively engage.
  - Suggest arranging these stakeholders into categories such as: desired new GIT/workgroup members, currently underrepresented organizations, minority interests, etc.).
  - Contact stakeholders engaged in Agreement development or who indicated interest in Management Strategy development to gauge their continued interest and further engage them.
- Seeking assistance from CAC, LGAC, STAR, STAC, Comm. Workgroup, current GIT members, others outside of regular network to identify underrepresented and/or new stakeholders or groups that could be contacted
- Developing a centralized location and contact person within each GIT for information about Management Strategy development and stakeholders.

Possible Outreach Tactics & Supporting Tools

- Development of supporting materials (fact sheets, GIT process/responsibilities outlines, presentations) for each GIT-specific outcome. These materials can be used to educate and engage potential new GIT members or interested parties in the Management Strategies.   ***CBP Communications or Communications Workgroup representatives can assist any GIT in development of any specific supporting materials.***
    - CBP Communications stories, videos and features can be used to show prospective stakeholders examples of the CBP partnership's/GITs work and the value of science in Bay restoration.
    - Materials should follow CBP style and meets targeted stakeholder group/person. They can be print, online or other formats but should fit with how the GIT operates. Content can/should include:
        - be specific to GITs work/outcomes
        - clearly illustrate connection of CBP work to targeting stakeholder interests
        - clearly state why engagement by the targeted group is vital
        - outline CBP (GIT) expectations AND what stakeholder can expect from CBP
        - the ask to become involved
- Personal invitations from designated GIT reps (CBP director, GIT Chair or similar) to targeted stakeholders or stakeholder groups asking them to be involved
    - can be offered via letter or email with phone follow up
    - if needed, in person meeting with stakeholders to discuss
- CBP leaders offer to attend/speak to/meet with targeted stakeholders or stakeholder groups
- After stakeholder attends meetings (or becomes otherwise involved), GIT follow up with them in form of check in calls or emails will be essential to maintaining the relationship and involvement
- Workgroups outreach - GITs can employ the above techniques to also better engage existing Workgroups within their team structure

INFORMATION SHARING (Primarily for Tier 2&3 Audiences)

- Share information on Management Strategy development/opportunities for involvement via existing CBP Communications (a.k.a. channels), including: websites e-newsletters, social media outlets
- Strategic use of all currently used tools to announce specific public input opportunities
- All CBP messages will direct readers to relevant online resources that should include:
    - Agreement/outcomes info
    - Relevant meeting information ie: GIT point of contact for involvement; meeting dates; meeting materials; sign-up capabilities for appropriate CBP newsletters; any public comment opportunities
- Leverage distribution via other, non-CBP communications outlets – ie: Chesapeake Network postings, Bay Journal articles or calendar postings

Communications/Outreach - Needs Assessment Template

DESCRIPTION - Describe what you are seeking to do.

AUDIENCE
Define your audience or proposed audience? Who are the stakeholders you'd like to engage?

- Core audience:
  - Examples:
- Other audiences:
  - Examples:

How did you determine these are the 'right' people?

AUDIENCE NEEDS
What are your audience's needs?

How will communications and/or outreach efforts meet those needs?

List any specific outreach strategies or communications products that you imagine will be required to meet them?

ORGANIZATIONAL NEEDS
Why should our organization (or agency or group) pursue this communications/outreach effort? What do we hope to gain?

MEASURING SUCCESS
What are your goals (quantifiable or other) for this communications/outreach effort?

How will you know you have been successful? What are the criteria for success?

RESOURCES
Will this be a one-time effort, or will it be ongoing and require maintenance?

What kind of resources (staff, time, people) are needed to:
1) Develop/Create
2) Disseminate
3) Maintain
4) Ensure success

Describe your ideal project timeline.

RESEARCH
List similar projects that you know to exist and that could be used as resources in development of your efforts.