

Management Strategy Development: Stakeholder Communications

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CBP Management Board

Sept. 11, 2014

Goals

- To keep internal and external audiences informed on Management Strategy development
- To give stakeholders opportunities to provide public input
- To use outreach strategies and tools to increase participation

Two Kinds of Communications

1. Info-sharing (what we've traditionally done)
 - 1-way communications - pushes out of messages, stories, information
2. Outreach
 - 2-way communications – developing a conversation, sharing info, asking for engagement, maintaining relationships, managing expectations

Audiences / Needs

People and/or groups:

1. Not currently engaged but w/ interest and valuable insight
2. Who want to attend mtgs & be informed
3. Who want to be informed but only want to comment during input periods



Action

Outreach
activities



Share info
consistently
and
regularly



Info Sharing

- *Bay Brief* – weekly e-news
- Subscribe: www.chesapeakebay.net/news/newsletters
- Self subscription management

Home In the News Newsletters Text Size: A A A

Chesapeake Bay News

Press Center

Newsletters

Bay Journal

Newsletters

The Chesapeake Bay Program publishes three electronic newsletters: a daily newsletter that highlights headlines about the Bay; a weekly newsletter that highlights information meant for restoration, conservation and stewardship professionals; and a monthly newsletter that highlights Bay Program-produced news and feature stories about the health and restoration of the nation's largest estuary.

Bay News

Bay News is a daily newsletter that highlights the latest news stories, opinion pieces and blog posts about the Chesapeake Bay from news sources across the watershed.

email address

Subscribe

Chesapeake Currents

Chesapeake Currents is a monthly newsletter that highlights Bay Program-produced news and feature stories about the health and restoration of the nation's largest estuary.

email address

Subscribe

Bay Brief

Bay Brief is a weekly newsletter for Chesapeake Bay professionals. Each issue includes restoration-related reports, as well as funding and professional development opportunities.

email address

Subscribe

Bay Brief

Bay News for Bay Professionals

A service of the Chesapeake Bay Program

Bay Brief July 11 - 17, 2014

Share Tweet Forward to Friend

New! From the Chesapeake Bay Program

[Photo Essay: Artificial reefs slow erosion, build habitat on Chester River](#)

Join the Discussion on Management Strategies

As part of the new Chesapeake Bay Watershed Agreement, Bay Program partners are developing management strategies that will outline how we will accomplish the goals and outcomes that will lead to a restored watershed.

August 1 - Fisheries Goal Implementation Team meeting on [plus crab](#)

August 16 - Public comment period on [healthy watersheds](#) management strategy

September 1 - Habitat Goal Implementation Team meeting on [black ducks](#)


September 14 - Foster Chesapeake Stewardship Goal Implementation Team meeting on [cigars stewardship](#)

What We're Reading

Service Reopens Comment Period on Proposal to List the Northern Long-eared Bat as an Endangered Species


The U.S. Fish and Wildlife Service has reopened the comment period for 60 days, through August 29, 2014, on a proposal to list the northern long-eared bat as an endangered species under the Endangered Species Act (ESA).

Info Sharing



Chesapeake Bay Program

Science. Restoration. Partnership.

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THE CHESAPEAKE

Learn
THE ISSUES

Track
THE PROGRESS

Take
ACTION

In The
NEWS

Bay Resource
LIBRARY

About The
BAY PROGRAM

How to Recycle Your Electronics

Reduce waste the responsible way


Each year, between 22 and 55 tons of electronics are disposed of. Most end up in an incinerator or a landfill, but you can help keep our earth clean by recycling your phone, computer and other electronic devices.
(Photo: rgordon/Flickr)

Learn more >

1 2 3 4 5

Chesapeake Bay News

September 03, 2014




Discarded, derelict fishing traps harm blue crabs, watermen in Chesapeake Bay

Biodegradable escape panels could solve the region's ghost fishing problem.


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August 31, 2014



Letter from Leadership: Sister

Critter of the Month

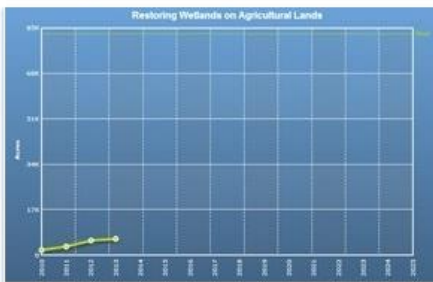


September's Critter - Northern harriers are medium-sized raptors with long, broad wings and a rounded tail.

By the Numbers

How is the Bay Doing?

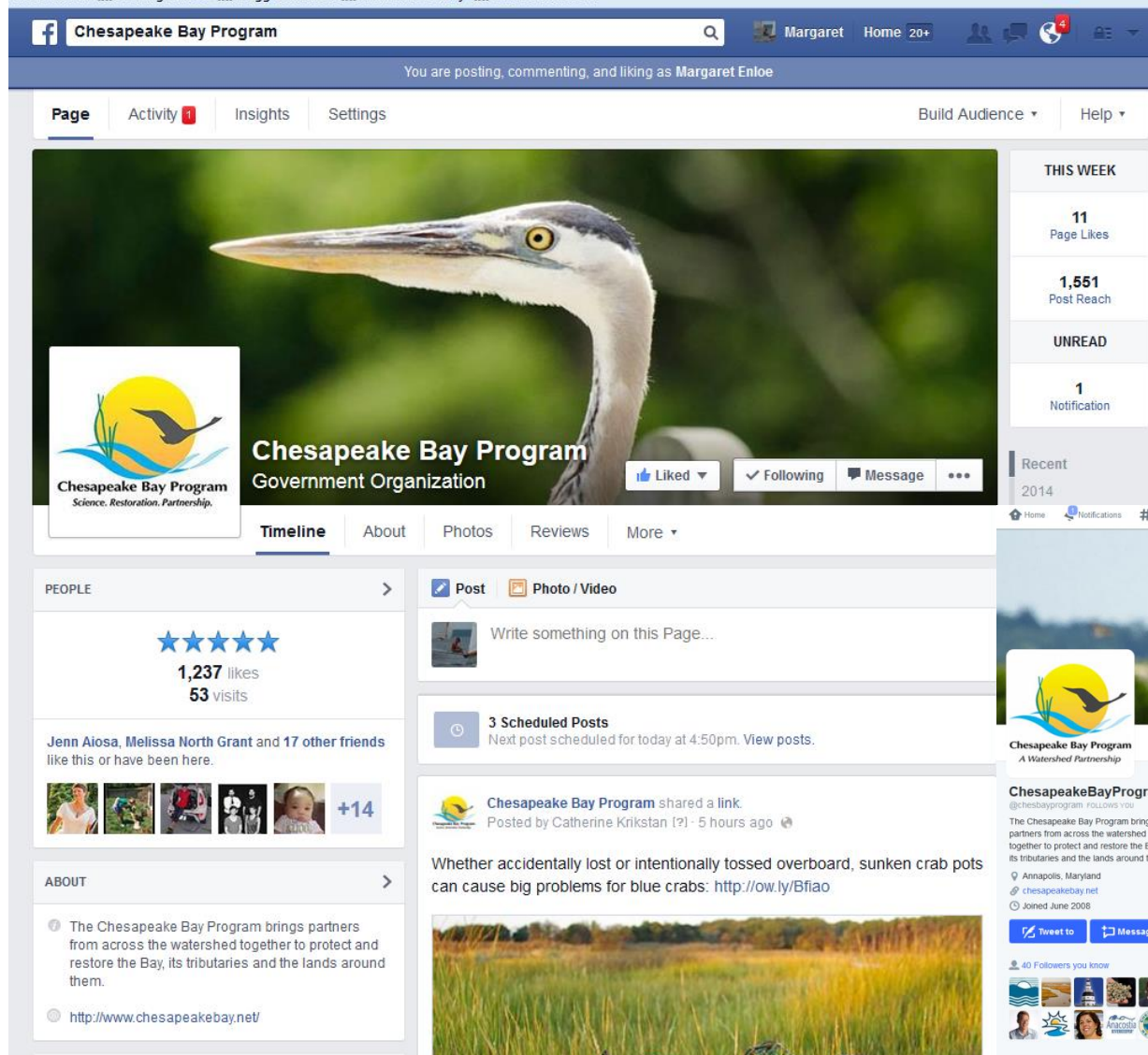
Restoring Wetlands on Agricultural Lands



Year	Wetlands Restored (Acres)
2000	~100
2001	~150
2002	~200
2003	~250
2004	~300
2005	~350
2006	~400
2007	~450
2008	~500
2009	~550
2010	~600
2011	~650
2012	~700
2013	~750

Over
250,000
visits/year

Info Sharing



The image shows the Facebook profile page for the Chesapeake Bay Program. The profile picture is a large image of a blue heron. The cover photo is a smaller image of a blue heron. The profile name is "Chesapeake Bay Program" and the category is "Government Organization". The page has 1,237 likes and 53 visits. The timeline shows a post from Catherine Kriksan about a link to a website. The page also has a "Timeline" tab and a "Photo / Video" tab. The "About" section includes the website URL: <http://www.chesapeakebay.net/>.

SOCIAL MEDIA

Twitter – 5, 458 followers

FB – 1,237 likes but posts reach thousands more



The image shows the Twitter profile page for the Chesapeake Bay Program. The profile picture is a logo featuring a yellow sun and a blue bird. The cover photo is a large image of two birds on a nest. The profile name is "Chesapeake Bay Program" and the bio is "A Watershed Partnership". The page has 5,458 followers and 180 favorites. The tweets section shows a tweet from @ChesapeakeBayProgram about a sampling of tall ships that will start arriving today for @StarSpangled200. The page also has a "Tweets and replies" tab and a "Who to follow" section.

Info Sharing

Web Products / Content

- Dashboard
- Informational webpages
- Mailing lists

Overall Dashboard

Under Development

Draft Complete

Public Input Received

Final Review

Blue Crab Abundance and Management Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Sustainable Fisheries (GIT1)
Participating Partners: NOAA
Contact: [Bruce Vogt](#) | (410) 267-5655

[Learn more.](#)

Under Development

Draft Complete

Public Input Received

Final Review

Oyster Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Sustainable Fisheries (GIT1)
Participating Partners: NOAA, USACE, USFWS
Contact: [Bruce Vogt](#) | (410) 267-5655

[Learn more.](#)

Under Development

Draft Complete

Public Input Received

Final Review

Forage Fish Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Sustainable Fisheries (GIT1)
Participating Partners: NOAA, USFWS
Contact: [Bruce Vogt](#) | (410) 267-5655

[Learn more.](#)

Under Development

Draft Complete

Public Input Received

Final Review

Fish Habitat Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Sustainable Fisheries (GIT1) and Vital Habitats (GIT2)
Participating Partners: NOAA, USFWS, USGS, USACE, NRCS
Contact: [Bruce Vogt](#) | (410) 267-5655

[Learn more.](#)

Under Development

Draft Complete

Public Input Received

Final Review

Wetlands Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Vital Habitats (GIT2)
Partners: USFWS, USGS, NOAA, EPA, USACE, NRCS
Contact: [Jennifer Greiner](#) | (410) 267-5783

[Learn more.](#)

Under Development

Draft Complete

Public Input Received

Final Review

Black Duck Management Strategy

Status: This strategy is currently under development.
Lead Goal Team: Vital Habitats (GIT2)
Partners: USFWS, USGS, USACE, NRCS
Contact: [Jennifer Greiner](#) | (410) 267-5783

[Learn more.](#)

Dashboard



Informational webpages for ea. Strategy include:

- Development status
- Related outcome
- Lead GIT and Workgroup
- Partner GIT, jurisdictions, agencies
- Contact person
- Related documents
- Upcoming and past meetings and events
- Option to provide feedback

Example

Blue Crab Abundance and Management Strategy

Status: This management strategy is currently under development. [Other options: drafted and open for public input until [date], under final review or complete.]



Related Outcome	Maintain a sustainable blue crab population based on a target of 215 million adult females. Refine population targets through 2025 based on best available science. Manage for a stable and productive crab fishery, working to improve harvest accountability. By 2018, evaluate the establishment of a Bay-wide, allocation-based management framework with annual levels set by the jurisdictions for the purpose of accounting for and adjusting harvest by each jurisdiction.
Lead Goal Implementation Team	Sustainable Fisheries (GIT 1)
Lead Workgroup	Chesapeake Bay Stock Assessment Committee
Partner Goal Implementation Team(s)	Protect and Restore Vital Habitats (GIT 2)
Participating Partners	<ul style="list-style-type: none">National Oceanic and Atmospheric Administration (NOAA)
Contact	Bruce Vogt (410) 267-5655

Management Strategy:

- [If applicable: insert links to Executive Summary, Full Draft Document and/or Final Document]

Related Documents:

- [If applicable: insert link(s) to related document(s)]

Upcoming Meetings and Events

- [Sustainable Fisheries GIT Executive Committee Call \(September\)](#)
 - Date/Time: Monday, September 29, 2014, 1 to 3 p.m.
 - Location: Conference call
- [Sustainable Fisheries GIT Executive Committee Call \(October\)](#)
 - Date/Time: Monday, October 20, 2014, 1 to 3 p.m.
 - Location: Conference call

Past Meetings and Events

- August 18, 2014 – [Sustainable Fisheries GIT Executive Committee Call \(August\)](#)

Provide Feedback

To stay informed about the development of this management strategy, [sign up for this mailing list](#). Emails will include information about relevant meetings and public input periods. You may unsubscribe from this list at any time.

[To appear during 30-day public input period: Chesapeake Bay Program partners welcome public input on this management strategy. You can offer input by emailing the contact person above or submitting a comment in the form below.]

Name:

Email:

Comment:

Submit Comments

Mailing Lists

- Allows user to select updates “a la carte”
- Emails will include information about relevant meetings, public input periods

Outreach

It's a 2-way street; all about relationships

Advance Planning

- Gathering the info/determining what's needed
 - “Needs Assessment” template – help to i.d. new stakeholder and target groups for engagement; outline strategies for engagement them
- Then seeking input from others, too
 - CAC, LGAC, STAR, STAC, Comm. Wkgrp, other GITs
 - Other groups outside your regular circle of work

Outreach – Possible Tactics & Tools

- Develop supporting materials
 - IE: Fact sheets, roles/expectations docs, presentations, etc
 - Make sure they resonate w/ your target audience
 - Use existing CBP features, stories, videos to engage
- Make the contact
 - Personal invitations, speak at events, responsive follow up
 - Other groups outside your regular circle of work
- Maintain, maintain
 - Relevant messaging, contacts, communications

Outreach

Possible Tactics & Tools

- Develop supporting materials
 - IE: Fact sheets, roles/expectations docs, presentations, etc
 - Make sure they resonate w/ your target audience
 - Use existing CBP features, stories, videos to engage
- Make the contact
 - Personal invitations, speak at events, responsive follow up
 - Other groups outside your regular circle of work

Outreach

Seven steps to better stakeholder engagement



1. Step Back and Establish Goals
 - “Needs Assessment” template
2. Offer relevant messages & topics
3. Get Their Attention & keep it
4. Dust off your analytics
5. Take out a red pen
6. Try a win-back campaign
7. Capitalize on targeted messaging