

## Outreach – GIT Meeting Agenda: Healthy Watersheds

**Chair: Angel Valdez**

**Vice Chair: Jason Dubow**

**Coordinator: Renee Thompson**

**Staffer: Katherine Wares**

### **Goals:**

- An understanding of the role outreach currently plays in the Bay Program.
- Informing a strategy to define the future direction of outreach for the Bay Program.
- GIT outreach gap analysis:
  - where increased outreach is needed; how those gaps can potentially be filled.

### **Takeaways:**

- Intended audiences (reach out **to**)
- Intended partners (work **with**)
- Current outreach methods used
- Self-identified GIT and outcome overlaps

### **Introduction**

The role of outreach coordinator was created and filled in September of 2016 as the Bay Program recognized a need to take a full ecosystem view of the watershed and to reach out within the partnership and to a larger network of partners beyond.

### **Outreach definition and complement to the needs of other sectors**

Outreach Coordinator works to establish and strengthen relationships for the Bay Program in an expanding, comprehensive, and well-rounded network of organizations and individuals.

Outreach helps to diversify the network with which teams engage in order to be more effective, diversifying GIT messages to other groups and creating a unified effort of conservation and restoration across the watershed.

While Communications is about delivering a message, outreach always has a two-way dynamic focused on the creation of relationships. In any action or interaction, relationships will either be created, strengthened, soured, repaired, or weakened. Outreach provides a lens of continuation and partnership to all efforts.

### **Overview of Outreach Efforts**

- Helping to bridge the pathways to other outcomes/indicators.
- Reaching out and forming relationships with untouched sectors.
- Bridging the gap between science and the public.

### **GIT Questions**