Supporting the Communications Workgroup

A Presentation to the Enhance Partnering, Leadership and Management GIT | March 6, 2018

1

Who are we?

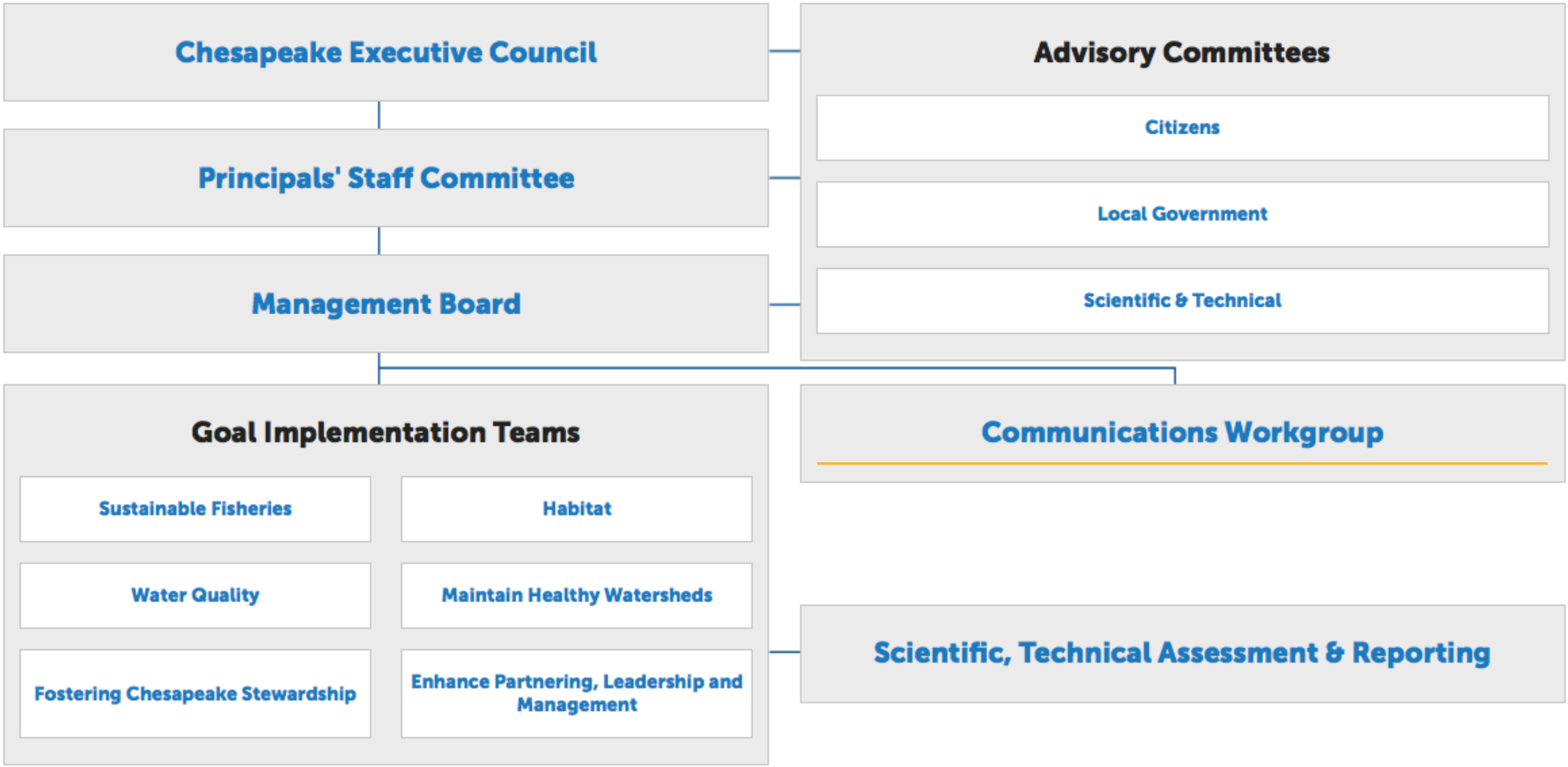
Our Executive Committee includes:

- Catherine Krikstan (UMCES) | Chair
- Deb Klenotic (Pa. DEP) | Vice Chair
- Rachel Felver (ACB) | Coordinator
- Rebecca Chillrud (CRC) | Staffer

We represent a workgroup established 10+ years ago to foster cross-jurisdictional communication and provide communications expertise and advice to the Chesapeake Bay Program.

2

How do we fit into the Chesapeake Bay Program?


Chesapeake Executive Council
Principals' Staff Committee
Management Board
Advisory Committees
Citizens
Local Government
Scientific & Technical
Goal Implementation Teams
Sustainable Fisheries
Habitat
Water Quality
Maintain Healthy Watersheds
Fostering Chesapeake Stewardship
Enhance Partnering, Leadership and Management
Communications Workgroup
Scientific, Technical Assessment & Reporting

3

Why are we here?

In October, we discussed moving our workgroup under your team.

In January, we decided to examine all of our challenges and explore all possible solutions before we decide whether to take this step.

We face challenges related to our mission, our membership, our role within the Chesapeake Bay Program and our resources.

Challenges: Mission

- We are tasked with supporting the internal Chesapeake Bay Program and its external partners, but we don't have the capacity to serve both audiences (and external partners have expressed dissatisfaction with the level of emphasis we've placed on Chesapeake Bay Program work).
- We are tasked with addressing the communications needs of Chesapeake Bay Program workgroups and goal teams, but internal groups rarely ask us for support and external partners never do so.

Challenges: Membership

- We have not been able to attract the appropriate experts from partner agencies and organizations.
- Some partner agencies and organizations are not represented on our workgroup at all.
- Some critical members fail to attend our meetings on a regular basis.

Challenges: Partnership Role

- Our relationship to and intended interactions with the Management Board are unclear.
- We do not possess “authority” within the Chesapeake Bay Program, which means internal teams release publications without informing (or involving) the workgroup.

Challenges: Resources

- Partner agencies and organizations seem hesitant to pool their resources in the context of this workgroup.
- Our ineligibility to receive GIT Funding limits the resources we have to offer support to GITs who have expressed clear communications needs.

4

What do we need?

Needs

- A clearly defined mission that is supported by the workgroup.
- The “right” people at the table and consistent member attendance.
- A clearly defined role within the Chesapeake Bay Program’s organizational structure.
- Additional available resources to support communications projects and products.

5

What comes next?

Thank you!

Presentation template by SlidesCarnival. Images via Shutterstock.