

# Workgroup Goals and Concerns



# What's the issue?





*Explore incorporation of  
Communications Workgroup  
into GIT 6*



# Our Challenges



- Mission
- Membership
- Role of Communications Workgroup within Bay Program partnership
- Resources

**We found....goal teams and workgroups  
around the Bay Program were facing the  
same issues!**



# 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.

So 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.

## Next Steps

- Management Board meeting: April 12
  - What is our role?
  - How do we fit within the structure of the Bay Program?
  - What do you need from us?
- Establish processes and procedures based on Management Board feedback.

Thanks!



Any questions?

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