



DRAFT Communications Workgroup Charge May 2015

Workgroup Charge

To advance communications within Chesapeake Bay watershed communities and increase collaboration among the Chesapeake Bay Program, State and Local governments.

Background

An initiative as ambitious and broad in scope as communication with local governments requires a comprehensive and collaborative plan that identifies target audiences, designs relevant messages and determines optimum means of delivery in support of information transfer.

Composition

The Communication Workgroup shall be comprised of at least four members, preferably from different jurisdictions within the Chesapeake Bay watershed.

Workgroup Task Through March 2016

- Identify priority activities based on the EPA-approved Work Plan and Strategic Plan
- Update / develop core sets of information for LGAC members including:
 - Speaker Kits (Slides, Speeches, Handouts) for various audiences
 - Templates for news articles and press releases
- Review Bay Program materials, as needed
- Draft a communications strategy for the 2017 Mid-Point assessment
- Identify target audiences and opportunities for collaboration

Workgroup Deliverables

- Quarterly Press Releases
- Data to incorporate into the local government contact database
- Guidance to LGAC staff, as needed

Workgroup Member Expectations

- Commit to serving a minimum one-year term: May 2015-May 2016
- Participate in meetings (held in conjunction with quarterly meetings) and scheduled conference calls
- Bring the perspective of local government to all discussions and activities
- Commit one hour per quarter to reviewing and commenting on Chesapeake Bay Program materials
- Contribute clear and focused ideas for discussion

Value in Participation

- Share unique talents and skills
- Assist in developing communication protocols for the Chesapeake Bay Program
- Enable local governments to be more aware of opportunities to collaborate, attend workshops and seminars, and respond to Bay Program-related inquiries
- Contribute to shaping communications that will benefit local governments

Workgroup Membership

Chair(s):

Members:

VA:

MD:

PA:

D.C.:

NY:

DE:

WV:

Workgroup Staff

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