

# 2016 – 2021 Strategic Communications Plan for the Chesapeake Bay Program

*Year One Update*



# Reminder....

*Developed in 2016 by the CBP  
Communications Office.*

*Goals and recommendations intended  
to influence communications priorities  
of CBP partners.*

*Activities are to be taken by CBP  
Communications Office over next five  
years.*



# Challenges....

*Budget – Promoting the Bay Program*

*Midpoint Assessment*

*Planning for the Phase III WIPs*

*Normal Business – Bay Barometer,  
Executive Council Meeting*





# **1. Internal Communications**

*Enhance and strengthen internal communications  
across the Chesapeake Bay Program*

Goal #1  
Recommendations

- *Strengthen participation and effectiveness of Communications Workgroup.*
- *Prioritize and share knowledge and updates among CBP partners.*
- *Increase collaboration to ensure messages are coordinated and strategically delivered.*
- *Build upon existing and and develop new relationships among CBP partners.*
- *Evaluate the need for and use of collaboration tools.*



**74 percent**

*Communications Workgroup members registered on Chesapeake Network*

**54 percent**

*Average monthly attendance at Communications Workgroup meetings*

**4 and 2**

*New partners fully engaged in Communications Workgroup; two partners re-engaged in Communications Workgroup*

## Goal #1 Priorities for Year 2

*Continued engagement with Communications Workgroup with a focus on strategic planning and developing a two-year work plan.*

*Work with Coordinators and Staffers on ideas for improving internal communications across the partnership.*

*Continue to work with goal teams, workgroups and advisory committees on communications needs and priorities.*

## 2. Outreach and Communications

*Increase outreach and strengthen communications efforts that prioritize engagement with local governments, local elected officials and diverse stakeholders*





## Goal #2 Recommendations

- *Advance communications with priority audiences in the Chesapeake Bay watershed (non-CBP partners) to communicate the work of the Chesapeake Bay Program, its partners and the importance of protecting and restoring the Chesapeake Bay.*
- *Develop a network that will facilitate the sharing of information with priority audiences throughout the Chesapeake Bay watershed.*
- *Develop targeted strategies and effective communications tools for continual outreach and engagement of local governments and local elected officials.*
- *Develop targeted strategies and communications tools for outreach and engagement of diverse stakeholder groups.*

28

*Requests from 7/1/16 – 1/31/17 to use our communications resources*

4

*Newly committed partners helping us communicate*

1

*Communications and Outreach Specialist hired to assist with engagement efforts*

## Goal #2

### Priorities for Year 2

*Collaboration with Communications Workgroup and Local Leadership Workgroup on reaching and engaging local governments and local elected officials.*

*Continued engagement with new and existing watershed organizations to build a comprehensive communications network.*

*Outreach and identifying communications needs and priorities of diverse groups throughout the watershed.*



### **3. Public Knowledge and Perception**

*Expand the interested public's knowledge of the work of the Chesapeake Bay Program, its partners and the importance of protecting and restoring the Chesapeake Bay watershed.*



### Goal #3 Recommendations

- *Grow the media's knowledge of the work of the Chesapeake Bay Program.*
- *Increase brand awareness of the Chesapeake Bay Program, including familiarity with and recognition of the name, logo and identity.*
- *Enhance and increase messaging that focuses on the connection between local waterways and the Chesapeake Bay to further the public's understanding of the importance of protection and restoration.*
- *Identify new opportunities to educate the interested public about the work of the Chesapeake Bay Program, its partners and the importance of protecting/restoring the Chesapeake Bay watershed.*
- *Strengthen and expand the social media presence of the Chesapeake Bay Program.*
- *Evaluate the potential use and effectiveness of web and printed products to inform the public about the importance of protecting and restoring the Chesapeake Bay watershed and the work of the Chesapeake Bay Program and its partners.*

136

*Stories published about CBP efforts in the first six months of 2017*

3

*New events attended since July 2016 to educate public about CBP*

35.3

*Percent increase over all social media platforms since July 2016*

### Goal #3

#### Priorities for Year 2

*Evaluate our reach on the general public through web and printed products.*

*Continue to grow coverage in media – targeting local outlets.*

*Expand reach and knowledge of CBP brand throughout the watershed.*

Feedback?

*New priorities to focus on?*

*New groups to engage with?*

*Overall suggestions?*



thanks!

Any questions?

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