

2016 – 2021 Strategic Communications Plan for the Chesapeake Bay Program

Year Two 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....

Staffing Concerns

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.*

70 people

Registered on Communications Workgroup Google listserv

21 people

Average monthly attendance at Communications Workgroup meetings

10 new organizations

Represented on the Communications Workgroup

Recap of 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.

Goal #1 Priorities for Year 3

- *Continue to strengthen engagement within the Communications Workgroup by focusing on communications needs and priorities with management strategies and work plans.*
- *Begin implementation of long-term actions to foster the growth of internal communications across the partnership.*
- *Continue to work closely with Goal Implementation Teams, workgroups and advisory committees to understand and meet their communications needs.*

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.*

35

Requests from 8/1/17 – 7/10/18 to use our communications resources

8

Newly committed partners helping us communicate

41

Organizations on our current local government association contact list

Recap of 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.

Goal #2

Priorities for Year 3

- *Establish more regular communication with local government associations to disseminate CBP messaging.*
- *Continue to build relationships with underserved organizations throughout the watershed to better understand and meet communications needs and priorities.*



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.*

140

Stories published about CBP efforts from August 1, 2017 – June 30, 2018

7

Media releases issued from August 1, 2017 – June 30, 2018

20.6

Percent increase over all social media platforms from August 1, 2017 – June 30, 2018

Recap of 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.

Goal #3

Priorities for Year 3

- *Begin implementation of branding strategy across the partnership.*
- *Strengthen engagement with existing media contacts.*
- *Work with media contractor and existing communications networks to expand our reach into local media networks across the watershed.*
- *Complete audit of existing communications materials to evaluate effectiveness.*

Feedback?

New priorities to focus on?

New groups to engage with?

Overall suggestions?

thanks!

Any questions?

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