



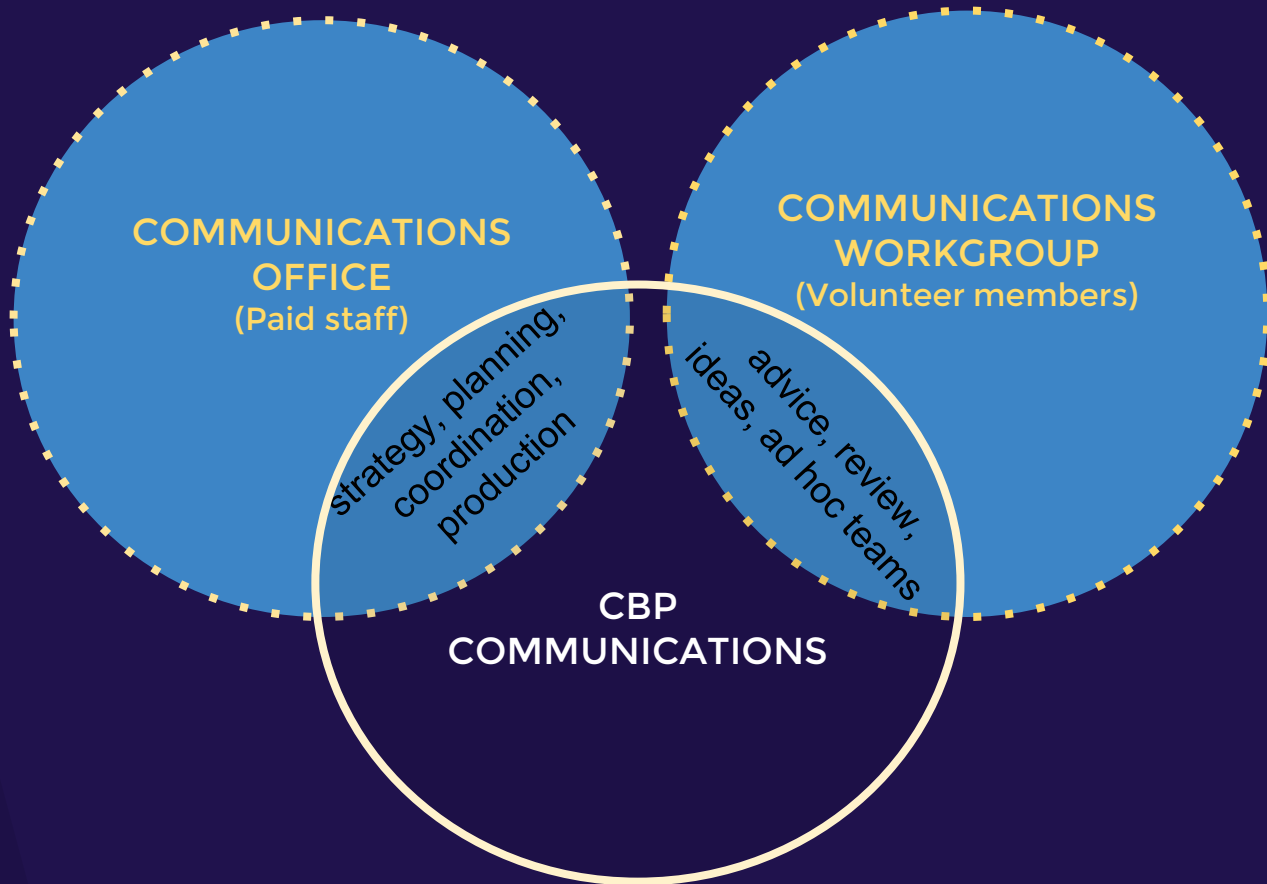
# **ROLES & RESPONSIBILITIES**

**Comm. Workgroup  
& Comm. Office**

GIT 6 Mtg. - Nov. 3, 2015



## ROLES AND RESPONSIBILITIES





## WHO's WHO

### Comm Workgroup

- ▶ Professionals from:
  - ▶ States (6 w/7 reps)
  - ▶ Federal agencies (8 reps)
  - ▶ NGO's (7 reps)
    - ▶ inc. comm office staff & advisory committee coord.

[www.chesapeakebay.net/groups/group/communications\\_workgroup](http://www.chesapeakebay.net/groups/group/communications_workgroup)

### Comm Office (Alliance)

- ▶ Director
- ▶ Web Content Manager
- ▶ Videographer

### Comm Office (CRC)

- ▶ Comm. Staffer

### Web Team (UMCES)

- ▶ 4 staff

in last three years



## **Communications Office**

*with advice and assistance of Comm Wkgrp  
have produced . . .*

**1100+**

E-Newsletter issues

**364**

Partner news & feature stories

**152**

New or updated web pages

**2000+**

Photos

**66**

Photo/video features

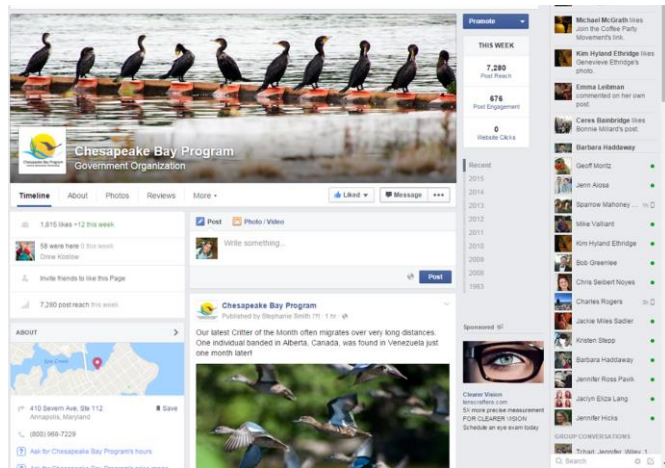
**56**

News releases



# 300%

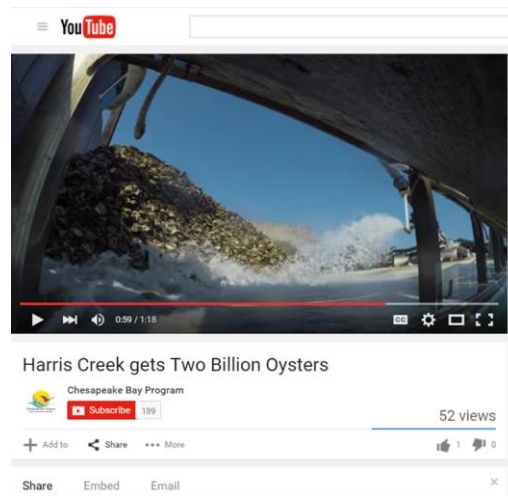
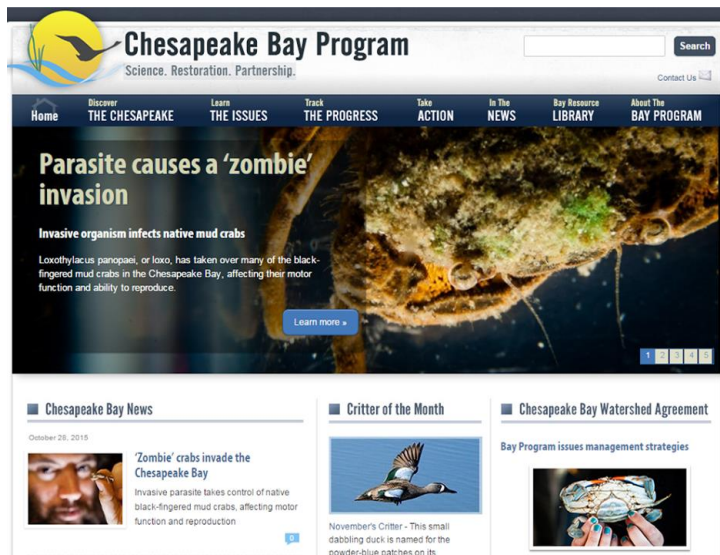
Increase in social media engagement



in last three years

**3,500,000** web visits

**250,000** video views





## Our expertise

- ▶ Collaboration across teams
- ▶ Structures for
  - ▷ educational programs
  - ▷ outreach efforts
  - ▷ marketing campaigns
- ▶ Photo/video production
- ▶ Social media trends
- ▶ Online story trends
- ▶ Audience evaluation & analytics
- ▶ Web development
- ▶ Messaging & product design





Thank you.

Any questions?

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