

# Continuing to Serve Stakeholders During the ChesapeakeProgress Rebuild

 by Catherine Krikstan

# Goal

**Ensure transparency and continuity as we align ChesapeakeProgress with our new goals, outcomes, and management strategies.**



## **Maintain trust.**

Communicate clearly and consistently throughout the transition process.



## **Ensure indicator data remains available.**

Grant staff continued access to all site content.

Support the public release of new data updates without confusing users about “old” versus “new” outcomes, targets, and management strategies.



## **Use resources wisely.**

Make the best possible use of limited staff time.

# Proposed Plan

## **Publish a snapshot of progress toward the 2014 Watershed Agreement on ChesapeakeData.**

Make information available for all current indicators, including a description of the dataset and links to supporting documentation.

## **Create a temporary ChesapeakeProgress holding page.**

Explain the transition, provide a clear link to our snapshot of progress toward the 2014 Watershed Agreement, and keep existing About Us, Vision, Principles, and Funding pages up-to-date.

## **Temporarily unpublish outdated content.**

Make information available as reference material to staff.

## **Promote 2026 indicator updates through our Press Center and other communications channels.**

Subject matter experts will continue to develop supporting documentation for indicator updates, to be published on ChesapeakeProgress 2.0. In the meantime, these files can be shared as related materials alongside press releases or blog posts.

# Why not...

## **Add a disclaimer to the homepage?**

Only 25% of our users visit our homepage, so a homepage-specific disclaimer would be missed by most of our audience.

## **Add a disclaimer to every Outcome page?**

There is no guarantee a top-of-the-page disclaimer will be read, understood, or remembered, and tools that scrape content would not include our disclaimer in their AI-generated text.

## **Remove references to the 2014 Agreement and keep everything else in place?**

Every page on this website is framed around tracking progress toward the 2014 Agreement. Altering this framing would be an inefficient use of resources.

# Approval and Awareness

- ☒ ~~Director of Communications~~
- ☒ ~~Partnerships & Accountability Branch Chief~~
- ☒ ~~Advisory Committee Coordinators~~
- ☒ ~~Leadership Team Advisory Committee Coordinators~~
- ☐ Management Board and Coordinators & Staffers