

Beyond 2025 Communications and Outreach

Management Board
April 10, 2025



Agenda



Objectives



Audiences



Tactics



What's Happening
Now



What's Needed from
Management Board



Questions



Primary Objectives

Build audience awareness and support for revising the *Chesapeake Bay Watershed Agreement* and streamlining the structure and governance of the partnership.

Ensure audiences understand the process in which to provide thoughtful feedback during the public feedback period in summer 2025.

Primary Audiences

- Principals' Staff Committee
- Management Board
- Advisory Committees
- Goal Implementation Teams
- CBP Workgroups and Action Teams
- Nonprofits with an interest and stake in the Chesapeake Bay watershed or related environmental fields.
- Social and Water Conservation Districts.
- Media.
- Interested public.



Secondary Audiences



- Federal, state and local legislators
- Colleges and universities
- Agricultural organizations.
- Watermen organizations.
- Hunting and angling organizations.
- Other business and industry groups.

Tactics



- Network of Networks.
- Development of communications and outreach materials.
 - Ensure consistent messaging and reduce burden on messengers.
 - Use current CBP communications channels—blog, website, newsletters, webinars, social media.
 - Robust media plan.



What's Happening Now?

Collect & synthesize feedback.

Engagement with watershed organizations and associations.

Develop tracking databases and communications products.

How Management Board Can Help

- Volunteer to speak at an event or meeting.
- Hold meetings or events of your own to engage stakeholders.
- Collect feedback and provide back to the Chesapeake Bay Program.
- Help review received feedback and make recommendations for updating the final revisions that will be sent to the Executive Council.



Questions?

Thank You!

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