BRANDING THE CHESAPEAKE BAY PROGRAM

MANAGEMENT BOARD – DECEMBER 13, 2019



WHY ARE WE HERE TODAY?

 UPDATE ON BRANDING ACTIVITIES TO DATE.

SHARE MATERIALS AND ASK FOR FEEDBACK.

DISCUSS NEXT STEPS IN THIS EFFORT.



Chesapeake Bay Program

Science. Restoration. Partnership.

WHAT IS BRANDING?

Branding is all of the ways that you establish an image of your organization.

Branding shapes how and what people's perceptions are of your value, what you stand for and your work.

The purpose of branding is to allow stakeholders to understand what you offer and how you are different in a simple and easy-to-understand way.

RECAP OF FINDINGS -EXTERNAL

RESIDENTS OF THE WATERSHED ARE UNAWARE OF THE BAY PROGRAM AND WHY WE ARE SO IMPORTANT.





RECAP OF FINDINGS - INTERNAL

- UNSURE OF HOW TO SPEAK ABOUT THE BAY PROGRAM AND DEFINE IT'S VALUE.
- LACK MOTIVATION TO BE ADVOCATES OF THE BAY PROGRAM.
- SENSE OF DISILLUSIONMENT WITH THE DIRECTION THE BAY PROGRAM HAS TAKEN.
- DEEPLY BUREAUCRATIC (SENTIMENT SHARED WITH EXTERNAL PARTNERS).
- THERE ISN'T A NEED TO COMMUNICATE WITH THE PUBLIC AT ALL.

BRANDING COMMITTEE MEMBERS

- DOUG AUSTIN, EPA
- DANA AUNKST, EPA
- GREG BARRANCO, EPA
- CARIN BISLAND, EPA
- RACHEL FELVER, ALLIANCE
- CAITLYN JOHNSTONE, ALLIANCE

- KAITLYN MAY, UMCES
- MEG MCNEILLY, UMCES
- KRISTIN SAUNDERS, UMCES
- GUY STEPHENS, UMCES
- JOAN SMEDINGHOFF, ALLIANCE
- DAVE YAYAC, UMCES

OBJECTIVE

THIS PROJECT SEEKS TO DEFINE OUR VALUE AND IDENTITY BY DETERMINING WHO THE CBP IS, WHAT DO WE DO AND WHY WE ARE IMPORTANT, AS A FIRST STEP TOWARD ADDRESSING OUR BRANDING ISSUES.





MATERIALS

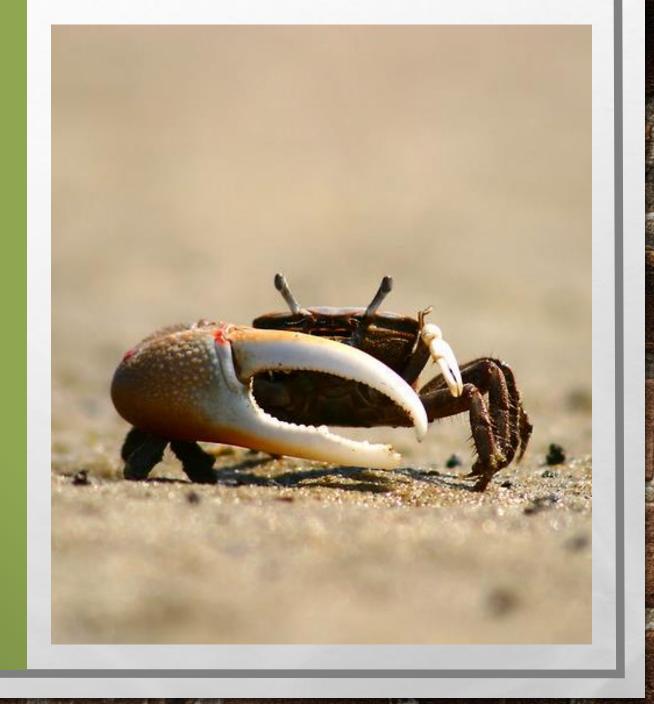
DEFINE WHO MAKES UP THE CHESAPEAKE BAY PROGRAM, THE CHESAPEAKE BAY PROGRAM OFFICE AND THE CHESAPEAKE BAY PROGRAM PARTNERSHIP.

DEFINE THE VALUE OF THE CHESAPEAKE BAY PROGRAM.

CREATE AN ELEVATOR PITCH AND TALKING POINTS TO SHARE ACROSS THE PARTNERSHIP SO EVERYONE WILL BE ABLE TO SPEAK IN UNISON ABOUT WHO WE ARE, WHAT WE DO, HOW WE DO IT AND WHY.

DEFINITIONS — CHESAPEAKE BAY PROGRAM

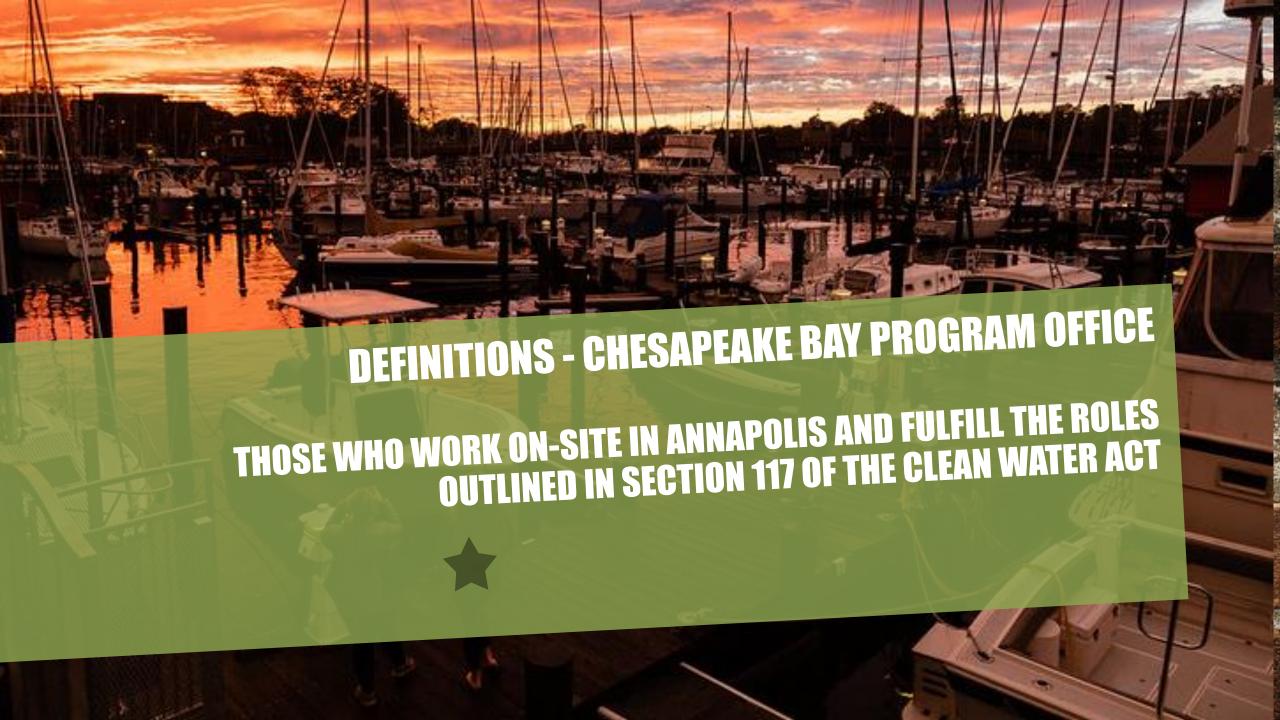
THE FORMAL NAME OF THE PROGRAM DIRECTED BY THE CHESAPEAKE EXECUTIVE COUNCIL AND GUIDED BY THE CHESAPEAKE BAY WATERSHED AGREEMENT(S).





CHESAPEAKE BAY PROGRAM PARTNERSHIP: IT'S ALL OF YOU.

THAT INCLUDES – MEMBERS OF THE EC, PSC, MB, GOAL TEAMS, WORKGROUPS, ADVISORY COMMITTEES.



FUNCTION. -- The Chesapeake Bay Program Office shall provide support to the Chesapeake Executive Council by –
(i) implementing and coordinating science, research, modeling, support services, monitoring, data collection, and other activities that support the Chesapeake Bay Program;

(ii) developing and making available, through publications, technical assistance, and other appropriate means, information pertaining to the environmental quality and living resources of the Chesapeake Bay ecosystem; "

(iii) in cooperation with appropriate Federal, State, and local authorities, assisting the signatories to the Chesapeake Bay Agreement in developing and implementing specific action plans to carry out the responsibilities of the signatories to the Chesapeake Bay Agreement;

(iv) coordinating the actions of the Environmental Protection Agency with the actions of the appropriate officials of other Federal agencies and State and local authorities in developing strategies to –

(I) improve the water quality and living resources in the Chesapeake Bay ecosystem; and
 (II) obtain the support of the appropriate officials of the agencies and authorities in achieving the objectives of the Chesapeake Bay Agreement; and
 (v) implementing outreach programs for public information, education, and participation to foster stewardship of the resources of the Chesapeake Bay.

QUESTIONS TO PONDER -

•WHY IS IT SO HARD TO TALK ABOUT WHO WE ARE?

CAN WE GET CONSENSUS ON THESE DEFINITIONS?

WHAT IS OUR FUNCTION AND VALUE?

YOUR TURN
WWW.MENTI.COM
CODE: 272179

ELEVATOR PITCH & TALKING POINTS



WHERE TO GO FROM HERE?

- WE CAN'T DO THIS WITHOUT YOUR HELP.
- CAN YOU THINK OF YOURSELF AS A PARTNER OF THE CHESAPEAKE BAY PROGRAM?
- WILL YOU BE SUPPORTIVE OF USING THIS TERMINOLOGY WHEN TALKING ABOUT THE CHESAPEAKE BAY PROGRAM?
- CAN WE COUNT ON YOU TO DISTRIBUTE AND SUPPORT USE OF THESE MESSAGES AMONG OTHER PARTNERS?

So... Now What?

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QUESTIONSP



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Chesapeake Bay Program Communications Director



Alliance for the Chesapeake Bay



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