

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).**



DEFINITIONS – CHESAPEAKE BAY PROGRAM PARTNERSHIP

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

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

A photograph of a marina filled with numerous sailboats docked at wooden piers. The scene is captured during sunset, with a vibrant orange and red sky reflecting on the water. The boats' masts create a dense pattern of vertical lines against the sky.

DEFINITIONS - CHESAPEAKE BAY PROGRAM OFFICE

**THOSE WHO WORK ON-SITE IN ANNAPOLIS AND FULFILL THE ROLES
OUTLINED IN SECTION 117 OF THE CLEAN WATER ACT**



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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NEXT STEPS

- FINALIZE TALKING POINTS AND ELEVATOR SPEECH AND SEND IT OUT TO ALL OF YOU!
- MOVE RESEARCH FINDINGS/INTERNAL ORGANIZATIONAL FEEDBACK TO GIT 6 TO INFORM THEIR ORGANIZATIONAL ANALYSIS OF THE BAY PROGRAM
- USE YOUR INPUT TODAY TO CRAFT OUR EXTERNAL BRANDING STRATEGY.

next steps

QUESTIONS?



Rachel felver



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Communications Director**



**Alliance for the Chesapeake
Bay**



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