2016 – 2021 Strategic Communications Plan for the Chesapeake Bay Program

Year One Update

Management Board Presentation

July 13, 2017



Reminder....

Developed in 2016 by the CBP Communications Office.

Goals and recommendations intended to influence communications priorities of CBP partners.

Activities are to be taken by CBP Communications Office over next five years.



Challenges....

Budget – Promoting the Bay Program

Midpoint Assessment

Planning for the Phase III WIPs

Normal Business – Bay Barometer, Executive Council Meeting



- Strengthen participation and effectiveness of Communications Workgroup.
- Priortize and share knowledge and updates among CBP partners.
- Increase collaboration to ensure messages are coordinated and strategically delivered.
- Build upon existing and and develop new relationships among CBP partners.
- Evaluate the need for and use of collaboration tools.

74 percent

Communications Workgroup members registered on Chesapeake Network

54 percent

Average monthly attendance at Communications Workgroup meetings

4 and 2

New partners fully engaged in Communications Workgroup; two partners re-engaged in Communications Workgroup

Goal #1 Priorities for Year 2

> Continued engagement with Communications Workgroup with a focus on strategic planning and developing a two-year work plan.

Work with Coordinators and Staffers on ideas for improving internal communications across the partnership.

Continue to work with goal teams, workgroups and advisory committees on communications needs and priorities.



- Advance communications with priority audiences in the Chesapeake Bay watershed (non-CBP partners) to communicate the work of the Chesapeake Bay Program, its partners and the importance of protecting and restoring the Chesapeake Bay.
- Develop a network that will facilitate the sharing of information with priority audiences throughout the Chesapeake Bay watershed.
- Develop targeted strategies and effective communications tools for continual outreach and engagement of local governments and local elected officials.
- Develop targeted strategies and communications tools for outreach and engagement of diverse stakeholder groups.

Requests from 7/1/16 – 1/31/17 to use our communications resources

4

Newly committed partners helping us communicate

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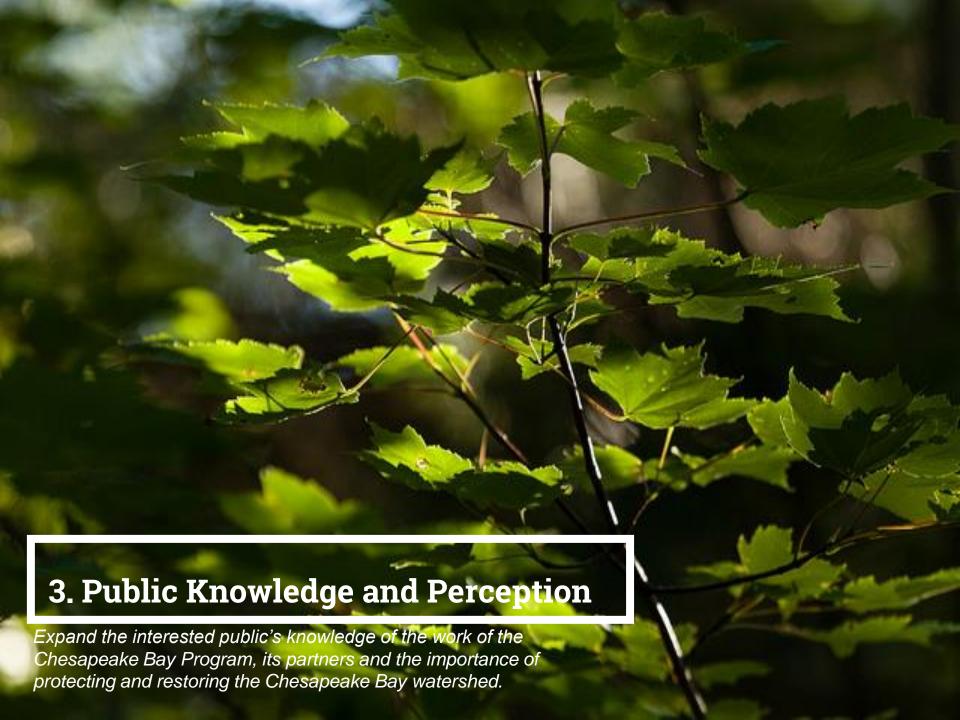
Communications and Outreach Specialist hired to assist with engagement efforts

Goal #2 Priorities for Year 2

> Collaboration with Communications Workgroup and Local Leadership Workgroup on reaching and engaging local governments and local elected officials.

Continued engagement with new and existing watershed organizations to build a comprehensive communications network.

Outreach and identifying communications needs and priorities of diverse groups throughout the watershed.



- Grow the media's knowledge of the work of the Chesapeake Bay Program.
- Increase brand awareness of the Chesapeake Bay Program, including familiarity with and recognition of the name, logo and identity.
- Enhance and increase messaging that focuses on the connection between local waterways and the Chesapeake Bay to further the public's understanding of the importance of protection and restoration.
- Identify new opportunities to educate the interested public about the work of the Chesapeake Bay Program, its partners and the importance of protecting/restoring the Chesapeake Bay watershed.
- Strengthen and expand the social media presence of the Chesapeake Bay Program.
- Evaluate the potential use and effectiveness of web and printed products to inform the public about the importance of protecting and restoring the Chesapeake Bay watershed and the work of the Chesapeake Bay Program and its partners.

Stories published about CBP efforts in the first six months of 2017

New events attended since July 2016 to educate public about CBP

35.3

Percent increase over all social media platforms since July 2016

Goal #3 Priorities for Year 2

Evaluate our reach on the general public through web and printed products.

Continue to grow coverage in media – targeting local outlets.

Expand reach and knowledge of CBP brand throughout the watershed.

Feedback?

New priorities to focus on?

New groups to engage with?

Overall suggestions?

thanks!

Any questions?

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