

CBP Communications Team Strategic Communications Plan 2016 - 2021

Management Board Presentation

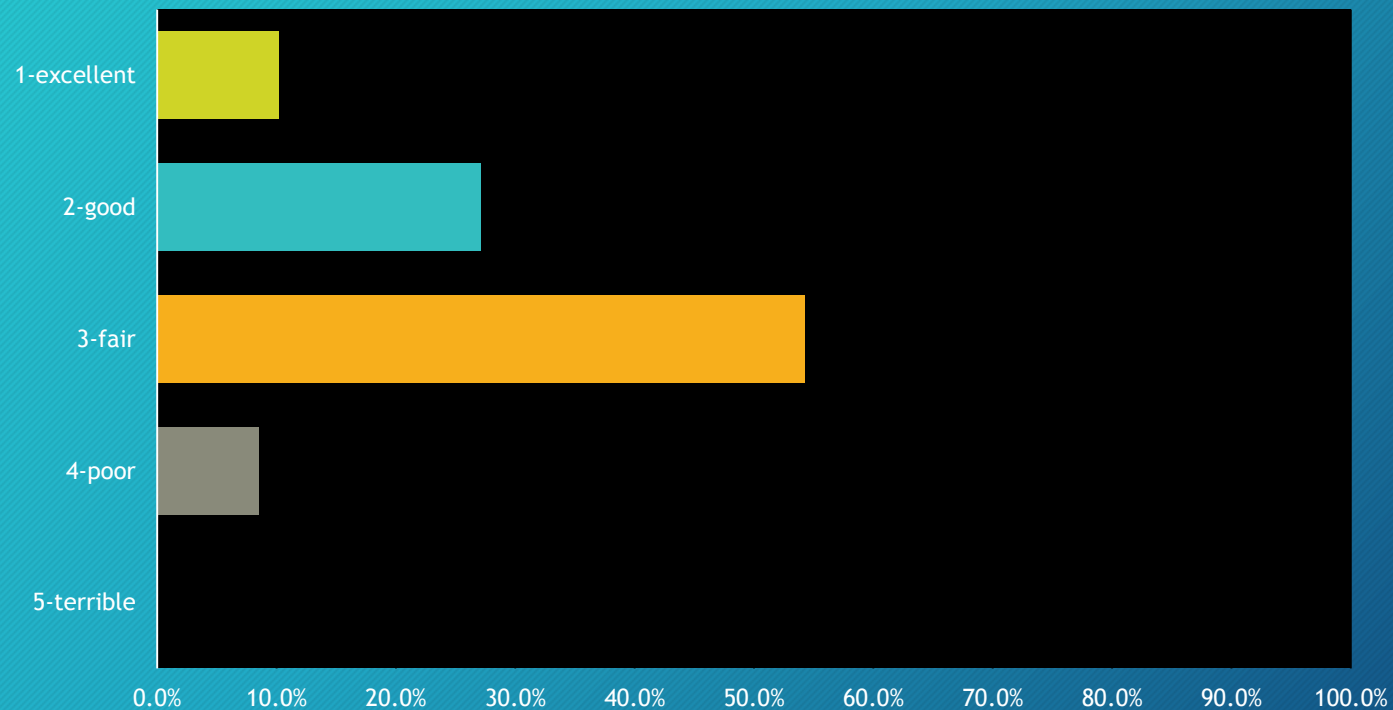
July 14, 2016

Process

- Contracted with The Hatcher Group for information gathering and development of recommendations.
- Conducted 13 one-on-one interviews with CBP stakeholders
- Three focus groups sessions featuring CBP leadership, CAC members, Goal Implementation Team Liaison, Federal partners and LGAC members.
- Survey sent out to 157 CBP stakeholders; 62 respondents.
- Findings and recommendations report received at the end of June 2016.
- Final report expected near the end of July 2016.

Findings -- Online Survey

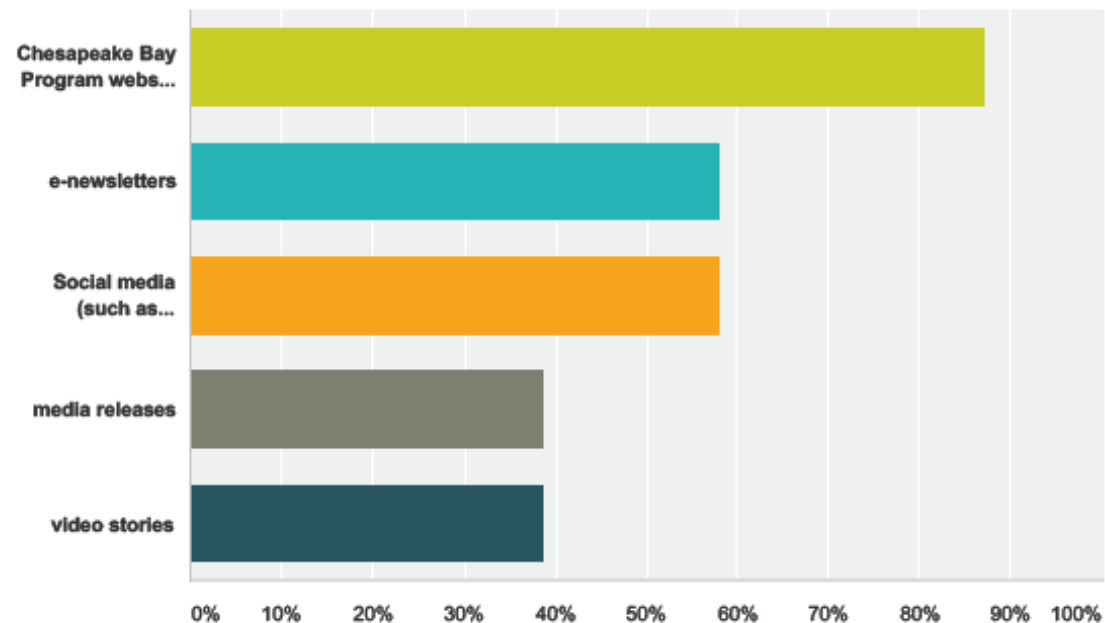
Q7 On a scale of 1 - 5, how well do you think that the Chesapeake Bay Program communicates its work?



Findings -- Online Survey

Q3 The Chesapeake Bay Program employs many different communications and marketing activities to reach its audiences. Which of these do you use?

Answered: 31 Skipped: 0



Findings - - Stakeholder Interviews

Strengths:

- Communicates to regulators, managers and water quality implementers very well.
- Good at “preaching to the choir”.
- Communications staff is top notch and open to suggestions, feedback and ideas.
- Website and newsletters are extremely strong.

Findings -- Stakeholder Interviews

Challenges:

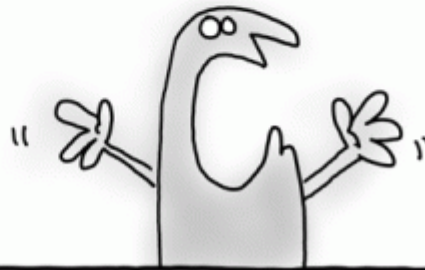
- Engaging with local governments and decision-makers.
- Reaching jurisdictions and citizens in headwater states.
- Perceived 'silos' across the organization - a need for more internal cross-collaboration.
- 'World of Water Quality' versus 'The Rest of the Office'.
- CBP is too bureaucratic and suffers from gridlock.
- Hard to understand.
- No clear communication as to how CBP works and who is in charge.
- Not accessible to the general public.
- Sporadic outreach and no uniform outreach strategy in place.
- Improving diversity of stakeholders.
- Lacks an overall message; no sense of strategy in communications.

Recommendations - - Stakeholder Interviews

- Increase outreach to diverse audiences.
- Better engage with local governments.
- Be more targeted with audiences and more issue-specific.
- Enhance internal communications.
- Better reach the general public.

So.....

Now What?!!



Vision

By communicating the work of the Chesapeake Bay Program and its partners, the public will be engaged, educated and inspired about the protection and restoration of the Chesapeake Bay watershed.

Mission

Our mission is to communicate and support the policy, science and data of the Chesapeake Bay Program and its partners through media outreach, web - and print-based products, high-quality multimedia, an established and consistent brand, targeted messaging and collaboration and engagement with stakeholders around the watershed.

Strategic Communications Plan Goals

Enhance and strengthen internal communication across the Chesapeake Bay Program partnership.

Strategic Communications Plan Goals

Increase outreach efforts to prioritize engagement with local governments, elected officials and minority stakeholders to communicate work of the Chesapeake Bay Program, its partners and the importance of restoring/protecting the Chesapeake Bay watershed.

Strategic Communications Plan Goals

Expand knowledge of the work of the Chesapeake Bay Program, its partners and the importance of protecting/restoring the Chesapeake Bay Program.

Next Steps

- Internal CBP Review
- Communications Workgroup Review
- Management Board Review (hopefully by the last week of July)
- Goal is to have plan finalized by mid-August 2016.

Questions

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