Example

Outcome
Citizen Stewardship

Cohort
Stewardship

Identified Communications Need:
Develop communications strategy to promote the use of the Chesapeake Behavior Change website.

Participating Partners to the Citizen Stewardship Outcome:
- Delaware
- Maryland
- Pennsylvania
- Virginia
- West Virginia
- District of Columbia
- Chesapeake Bay Commission
- NOAA
- NPS
- EPA
- US Fish and Wildlife Service

Who oversees this outcome?
Stewardship Workgroup

What is the ask of the Management Board?
- From each of the participating partners and the GIT, we need a communications representative who would be able to provide insight toward the drafting of a communications strategy that could contribute to promoting the use of the Chesapeake Behavior Change website.
- The CBP Communications Office would commit to doing the heavy work---drafting the strategy and overseeing the implementation of the communications strategy.
- Every single one of these participating partners and the members of the GIT would be required to attend an approximately one-hour meeting to provide knowledge and/or communications expertise to inform the formation of the Chesapeake Behavior Change communications strategy.

Who is the right person to attend?
- The person who can offer communications expertise for their state, federal agency, nonprofit organization or state legislative representative—and who can offer the perspective that the CBP communications office may not think of.
- The person who can "speak the language" of their local planners or their technical advisers.
- The person who can advise on the best target audience(s) for a product or a service.

Why is it necessary for each participating partner to attend?

- You have signed on to help achieve this outcome. It is necessary to understand the communications, outreach, local engagement and/or social science needs that are a part of achieving this outcome.
- No one knows or understands your local partners or constituents better than you do. You can help inform and deliver the messages in the best way possible that can reach the right audiences and make sure two-way engagement is happening in the most appropriate manner.

What is the time requirement?

- We are hopeful that the time requirement is no more than 1-2 hours per year, but of course, you may choose to be as engaged as you would like.

What happens after the initial meeting?

- The currently existing Local Engagement Action Team meeting, which meets on a bi-weekly basis, will track these projects under the coordination of Rachel Felver (communications/outreach), Laura Cattell Noll (local engagement) and Amy Handen (social science), with support from Marisa Baldine and Caroline Johnson. Members of the action team will continue to provide insight and support and the biweekly meetings will be used as a forum for updates on these projects. At times, project leads/managers from GITs and participating partners may be invited to attend for project updates or to provide information.