



Communications Workgroup November Meeting

November 4, 2020 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=m47922191576e14a57114ff2fba405b01>

Meeting Materials

To find meeting agenda, minutes, presentations and other meeting materials, please visit our Communications Workgroup meeting webpage: https://www.chesapeakebay.net/who/group/communications_workgroup

Agenda

- 1:00 – 1:05 Welcome and Roll Call
Gregg Bortz, Maryland Department of Natural Resources (Chair)
Rachel Felver, Alliance for the Chesapeake Bay (Coordinator)
- 1:05 – 1:10 Shared Messaging: November
Jake Solyst, Alliance for the Chesapeake Bay, will lead a discussion about collaborative and coordinated messaging for the month of November, focusing primarily on Thanksgiving and Native American Heritage Month. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 – 1:25 Member Round Robin
Rachel Felver will lead off the discussion. Share communications updates from your part of the watershed or tap the group's expertise for help with questions or ideas you're working on.
- 1:25 – 1:40 Facilitated De-brief of October Inclusionary Messaging and Outreach Training
Ola Davis, Alliance for the Chesapeake Bay, will lead a facilitated de-brief regarding the inclusionary messaging and outreach training at our October virtual retreat. Minutes from the meeting can be found at: https://www.chesapeakebay.net/channel_files/40277/inclusionary_messaging_and_outreach_training.pdf
- 1:40 – 2:00 Chesapeake Bay DEI Dashboard
John Wolf, USGS, will provide a high-level overview of the Chesapeake Bay Environmental Justice and Equity Dashboard, a web-based Environmental Justice Screening and mapping tool (modeled after EPA's EJ Screen) that supports the integration of diversity interests into other Watershed Agreement Goals and Outcomes. The Chesapeake Bay Environmental Justice and Equity Dashboard updates and extends EJ Screen Chesapeake to incorporate a broad array of content from both the Bay Program and other complementary national and regional sources.

Next Meeting: December 2, 2020 at 1PM