



Communications Workgroup March Meeting

March 3, 2021 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=mb932dc21a91fa15db9ccda8e1be329da>

Meeting ID:120 851 8869

Passcode: pFM2eNpjm56

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 Agenda Review
Gregg Bortz, Maryland Department of Natural Resources (Chair)
Rachel Felver, Alliance for the Chesapeake Bay (Coordinator)
- 1:05 – 1:10 Shared Messaging: March
Marisa Baldine, Chesapeake Research Consortium, will lead a discussion about collaborative and coordinated messaging for the month of March, focusing primarily on Women's History Month and the spring equinox. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 – 1:20 Chesapeake Bay Awareness Week planning
Marisa Baldine will provide an update on Chesapeake Bay Awareness Week planning. We will be looking for a small subgroup to have one working session to plan social content for Chesapeake Bay Awareness Week before the April meeting.
- 1:20 – 1:50 Cross Outcome Watershed Educational Materials for Local Officials
Laura Cattell Noll, Alliance for the Chesapeake Bay and Paula Jasinski, GreenFin Studio will provide an overview of the Cross Outcome Watershed Educational Materials for Local Officials that Green Fin is developing.
- 1:50 – 2:00 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.

Next Meeting: April 7, 2021 9:00 a.m. - 12:00 p.m.

This meeting will be recorded for internal use to assure the accuracy of the meeting notes