



Communications Workgroup June Meeting

June 2, 2021 | 1:00 to 2:00 p.m.

Webinar:

<https://umces.webex.com/umces/j.php?MTID=m10ce60777b41cc686e30e9a9791a165d>

Meeting ID:120 186 6422

Passcode: pFM2eNpjm56

Meeting Materials

To find the 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: June
Marisa Baldine, Chesapeake Research Consortium, will lead a discussion about collaborative and coordinated messaging for the month of June, focusing primarily on Chesapeake Bay Awareness Week and Great Outdoors Month. Please plan to share your content or ideas for content that could be amplified by the workgroup.
- 1:10 – 1:25 Chesapeake Bay Awareness Week planning update
Marisa Baldine will provide an update on Chesapeake Bay Awareness Week planning. Marisa will review how to use materials from the social media toolkit and how to use photo frames in Canva.
- 1:25 – 1:40 Overview of the Chesapeake Bay Report Card
Caroline Donovan (UMCES/IAN) will present to the group about the Chesapeake Bay Report card. Donovan will provide an overview of the report and any indicator changes,
- 1:40 - 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: July 7, 2021 1:00 p.m. - 2:00 p.m.

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