## Communications Workgroup 2017 Member Survey

How did you respond? How will your feedback impact the direction of the workgroup?

#### BY THE NUMBERS

Of 42 recipients, 19 responded to this survey.

# 45% response rate

"I find the workgroup useful to my work."

"I find the workgroup relevant to my work."

"I find the workgroup critical to the Chesapeake Bay Program partnership."

"I think the workgroup is on the right track."

#### DEEP DIVE

## What's one thing you like about the workgroup?

- Regular updates about the work of other members
- Opportunities to network and share ideas
- Collaboration, amplification and support
- Professional development

## What's one thing you dislike about the workgroup?

- Lacks clear purpose
- Lacks sufficient, consistent participation and engagement from the right people and organizations
- Lacks cross-partner coordination
- Lacks capacity
- **Members** do not know one another
- Monthly calls are tedious and time consuming

## If you had a magic wand, what would you change about the workgroup?

- Build an infinite staff capacity that spans different skills and abilities
- Increase participation and engagement from state agencies
- Rely less on a rigid meeting structure and more on a collaborative space that fosters sharing and support
- Involve every member in a collaborative project to help us function as a team
- Launch an **online forum** to foster member discussion outside of monthly meetings

### What is the most important thing the workgroup should accomplish next year?

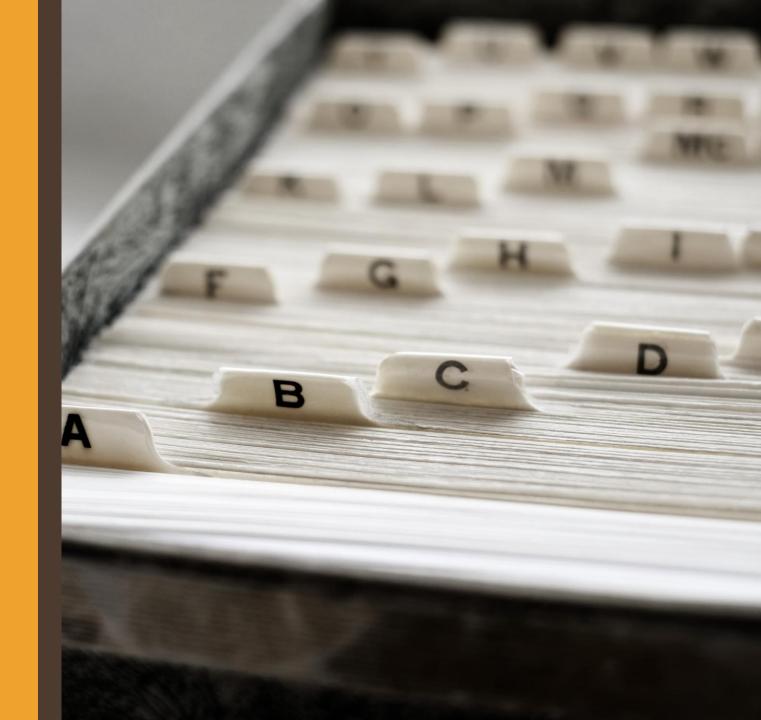
- Clarify its purpose
- Engage members in a two-way dialogue
- Enhance collaboration, deliver coordinated messages and develop, launch and track the success of a cross-jurisdictional communications campaign or other tangible product about a leading issue facing the Chesapeake Bay
- Play a more active role in Chesapeake Bay Program communications
- Provide additional training

#### NEXT STEPS

Define our purpose, roles and responsibilities.



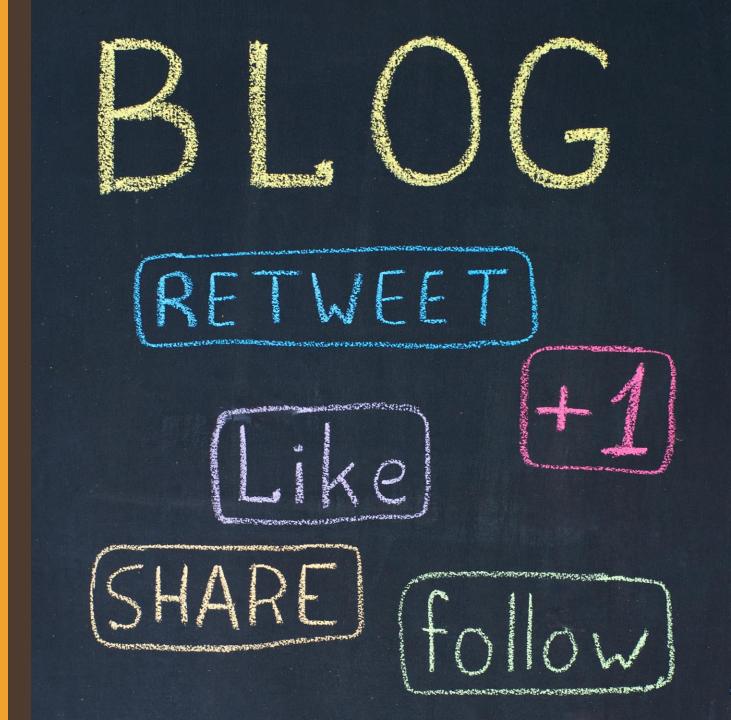
Post and share a list of members and their areas of expertise.



Improve our meeting agendas.



Foster coordination through email communication and a commitment to shared messaging (e.g., on social media).



Work on a collaborative project.



Conduct a membership audit and determine who else should be involved.



## QUESTIONS, COMMENTS OR ADDITIONAL IDEAS?