



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.”

6
out of 10

“I find the
workgroup
relevant to my
work.”

7
out of 10

“I find the
workgroup
critical to the
Chesapeake
Bay Program
partnership.”

8
out of 10

“I think the
workgroup is
on the right
track.”

7
out of 10

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).

BLOG

RETWEET

Like

+1

SHARE

follow

Work on a collaborative project.



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



QUESTIONS, COMMENTS OR
ADDITIONAL IDEAS?

