

# RESTRUCTURING THE COMMUNICATIONS WORKGROUP





# Hello!

**I AM RACHEL FELVER**

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1.

# WORKGROUP CHANGES

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## ■ NEW FOCUS

- The Communications Workgroup will focus on meeting the communications needs and priorities in the Management Strategies and Work Plans of the goal teams and workgroups of the Chesapeake Bay Program.

# ■ NEW MEETING FORMAT

- 60 minute call, first Wednesday of every month.
- First 30 minutes will cover:
  - Shared messaging.
  - Round robin.
  - Action team updates.
- Last 30 minutes will cover:
  - Topics of member interest.

2.

# ACTION TEAMS

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# ■ WHAT ARE ACTION TEAMS?

- An action team is created to solve a particular problem, and its focus to come up with solutions to problem.

# ■ ACTION TEAMS

- **WIP Engagement**

- **Purpose:** To address communications needs in regard to the Phase III WIPs.
- **Lead:** Deb Klenotic, PA-DEP
- Partnership-wide



# ■ ACTION TEAMS

- **Forest Buffers**

- **Purpose:** To provide communications expertise in developing awareness around the need for forest buffers.
- **Lead:** Rachel Felver, Alliance
- Delaware, Maryland, New York, Pennsylvania, Virginia and West Virginia.

# ■ ACTION TEAMS

- **Fish Consumption**
  - **Purpose:** To help the Diversity and Toxics Workgroups market their fish consumption advisory.
  - **Lead:** Caitlyn Johnstone, Alliance  
Catherine Krikstan, UMCES
  - Partnership-wide

3.

# FUTURE ACTION TEAMS

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# ■ FUTURE ACTION TEAMS

- **Behavior Change Training and Application**
  - **Purpose:** To provide behavior change training to the partnership and pilot an underwater grasses social marketing campaign.
  - **Lead(s):** Rachel Felver, Alliance  
Amy Handen, NPS
  - Partnership-wide

# ■ FUTURE ACTION TEAMS

- **Coastal Landowner Shoreline Management**

- **Purpose:** To better understand the barriers and benefits to environmentally-sensitive shoreline management and to develop a social marketing strategy for a target audience whose actions could significantly impact the adoption of environmentally-sensitive shoreline management techniques in the Bay.

- **Lead:** Rebecca Chillrud, CRC

- Delaware, Maryland and Virginia.

4.

# WORK FLOW

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## ■ WORK FLOW

- Common template and products for each action team.

# ■ NEW MEETING FORMAT

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  - Round robin.
  - **Action team updates.**
- Last 30 minutes will cover:
  - Topics of member interest.



# THANKS!

## Any questions?

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