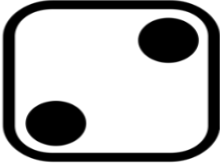## Figure 1: Updating Existing Indicators. **Bold** indicates lead staff. (Updated June 2019)

Data Provider notifies <u>Indicators Coordinator</u> of pending indicator update.

a. **Data Provider** works with <u>Data Source</u> (e.g., U.S. Geological Survey, Virginia Institute of Marine Science, etc.) to obtain raw data.

b. **Indicators Coordinator** notifies <u>Communications Director</u>, <u>ChesapeakeStat Web Content Specialist</u> and, if applicable, <u>GIS Team</u> of pending update.
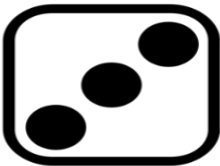

Indicators Coordinator, Communications Director and ChesapeakeStat Web Content Specialist establish communications plan (generally during a monthly coordination meeting that includes the <u>Accountability and Budget Team Leader</u> and the <u>Director of Web Development</u>).

a. **Indicators Coordinator, Communications Director** and **ChesapeakeStat Web Content Specialist** work with SMEs to develop messaging and agree upon a communications plan (e.g., publication timeline, distribution channels, etc.).

Note: sometimes this is difficult to do without final or near-final data, but it's important that the **Indicators Coordinator** be the final say on when the data are final, to ensure any communications products contain accurate information.

For the Bay Barometer, these conversations about what the data are saying can happen before data is final, but the **Indicators Coordinator** should be the authority on what's "final" data - NOT the Data Provider.

Data Provider sends <u>Indicators Coordinator</u> and <u>ChesapeakeStat Web Content Specialist</u> final data spreadsheet and A&M document.

a. **Indicators Coordinator** quality checks data spreadsheet and A&M document. **Indicators Coordinator** sends findings to <u>Accountability and Budget Team Leader</u> for review.

b. If applicable, **Indicators Coordinator** requests that <u>Data Provider</u> also send geographic data to <u>GIS Team</u>. **GIS Team** quality checks geographic data.

c. **Indicators Coordinator** finalizes data and A&M with <u>Data Provider</u>. A&M contains key communications messages.

d. **Indicators Coordinator** posts final data spreadsheets and A&M documents on SharePoint under the Web Team folder and notifies the <u>ChesapeakeStat Web Content Specialist</u> and the <u>Accountability and Budget Team Leader</u> that the data are final.

ChesapeakeStat Web Content Specialist drafts web and related communications content.

a. **ChesapeakeStat Web Content Specialist** consults with <u>Web Designer</u> on new chart and graph visualizations as needed and works with <u>Indicators Coordinator</u> to ensure accuracy and consistency across communications materials.

b. **ChesapeakeStat Web Content Specialist** consults with <u>Communication Director</u> on communications content as needed.

c. **ChesapeakeStat Web Content Specialist** sends draft web content to <u>Accountability and Budget Team Leader</u> and <u>Indicators Coordinator</u> for review. Once approved, **ChesapeakeStat Web Content Specialist** sends draft web content to <u>Data Provider</u> for review, at which point it may be distributed to <u>Communications Director</u> and additional stakeholders for feedback. If content includes map, **ChesapeakeStat Web Content Specialist** works with <u>GIS team</u> to create or update a map service that the **Indicators Coordinator** and **Data Provider** can review.

Note: For Bay Barometer, we don't have established roles of who reviews content for indicators where data were being finalized while draft content was written. Sometimes it's the Indicators Coordinator, sometimes it's the ChesapeakeStat Web Content Specialist. **ChesapeakeStat Web Content Specialist** should review any requested changes to content and consult with <u>Indicators Coordinator</u> as needed to ensure accurate representation of the indicator and data. In the absence of the ChesapeakeStat Web Content Specialist, the **Communications Director** enlists <u>Indicators Coordinator</u> in final review of content.

ChesapeakeStat Web Content Specialist publishes web text, data file, A&M document and other supporting materials (e.g., charts, maps) to website in accordance with established communications plan, <u>after</u> approval by **Accountability and Budget Team Leader** and in accordance with established communications plan.

Indicators Coordinator notifies Management Board of completed indicator updates.

a. Notification occurs through the program update distributed before each Management Board meeting. Management Board may request an in-person presentation from an indicator's lead Goal Implementation Team or workgroup as needed.

1. **Data Provider** notifies Indicators Coordinator of pending indicator update.
   a. **Data Provider** works with Data Source (e.g., U.S. Geological Survey, Virginia Institute of Marine Science, etc.) to obtain raw data.
   b. **Indicators Coordinator** notifies Communications Director, ChesapeakeStat Web Content Specialist and, if applicable, GIS Team of pending update.
2. Indicators Coordinator, Communications Director and ChesapeakeStat Web Content Specialist establish communications plan (generally during a monthly coordination meeting that includes the Accountability and Budget Team Leader and the Director of Web Development).
   a. Indicators Coordinator, Communications Director and ChesapeakeStat Web Content Specialist work with SMEs to develop messaging and agree upon a communications plan (e.g., publication timeline, distribution channels, etc.).
   b. **Note:** sometimes this is difficult to do without final or near-final data, but it's important that the **Indicators Coordinator** be the final say on when the data are final, to ensure any communications products contain accurate information.
   c. For the Bay Barometer, these conversations about what the data are saying can happen before data is final, but the **Indicators Coordinator** should be the authority on what's "final" data - NOT the Data Provider.
3. **Data Provider** sends Indicators Coordinator and ChesapeakeStat Web Content Specialist final data spreadsheet and A&M document.
   a. **Indicators Coordinator** quality checks data spreadsheet and A&M document. **Indicators Coordinator** sends findings to Accountability and Budget Team Leader for review.
   b. If applicable, **Indicators Coordinator** requests that Data Provider also send geographic data to GIS Team. **GIS Team** quality checks geographic data.
   c. **Indicators Coordinator** finalizes data and A&M with Data Provider. A&M contains key communications messages.
   d. **Indicators Coordinator** posts final data spreadsheets and A&M documents on SharePoint under the Web Team folder and notifies the ChesapeakeStat Web Content Specialist and the Accountability and Budget Team Leader that the data are final.
4. **ChesapeakeStat Web Content Specialist** drafts web and related communications content.
   a. **ChesapeakeStat Web Content Specialist** consults with Web Designer on new chart and graph visualizations as needed and works with Indicators Coordinator to ensure accuracy and consistency across communications materials.
   b. **ChesapeakeStat Web Content Specialist** consults with Communication Director on communications content as needed.
   c. **ChesapeakeStat Web Content Specialist** sends draft web content to Accountability and Budget Team Leader and Indicators Coordinator for review. Once approved, **ChesapeakeStat Web Content Specialist** sends draft web content to Data Provider for review, at which point it may be distributed to Communications Director and additional stakeholders for feedback. If content includes map, **ChesapeakeStat Web Content Specialist** works with GIS team to create a map that the Indicators Coordinator and Data Provider can review.
   d. **Note**: For Bay Barometer, we don't have established roles of who reviews content for indicators where data were being finalized while draft content was written. Sometimes it's the Indicators Coordinator, sometimes it's the ChesapeakeStat Web Content Specialist. **ChesapeakeStat Web Content Specialist** should review any requested changes to content and consult with Indicators Coordinator as needed to ensure accurate representation of the indicator and data. In the absence of the ChesapeakeStat Web

Content Specialist, the **Communications Director** enlists <u>Indicators Coordinator</u> in final review of content.

5. **ChesapeakeStat Web Content Specialist** publishes web text, data file, A&M document and other supporting materials (e.g., charts, maps) to website, <u>after</u> approval by **Accountability and Budget Team Leader** and in accordance with established communications plan.

6. **Indicators Coordinator** notifies Management Board of completed indicator updates.
   a. Notification occurs through the program update distributed before each Management Board meeting. Management Board may request an in-person presentation from an indicator's lead Goal Implementation Team or workgroup as needed.