Communications Workgroup **Improvements**

Wednesday, June 6, 2018

Last winter, we turned to the Partnering, Leadership and Management team for advice in ==overcoming the challenges== facing our workgroup.

We discussed ==four needs==.

- A clearly defined role.
- A clearly defined mission.
- A strong membership base and consistent member engagement.
- Additional resources.

The Management Board confirmed our role and eligibility for resources.

- We should retain our place in the Chesapeake Bay Program's organizational structure.
- We do not need a sponsor to receive financial resources through the GIT Funding stream.

We are working hard to strengthen our membership.

	Members	Gaps
Federal Agencies	DoD, EPA, NOAA, USGS*	NPS, USFS, USFWS*
Watershed Jurisdictions	DE, DC, MD, NY*, PA, VA, WV	CBC
Non-governmental Organizations	ACB, CBF*, CCWC, Maryland Sea Grant, VCN, UMCES IAN	VIMS
Chesapeake Bay Program Groups	GIT1, GIT2, GIT5*, GIT6, Diversity Workgroup, CAC*, LGAC*, Creative Team	GIT3, GIT4, STAC

Today, we want to discuss how we can increase ==member engagement== *and define a* ==mission== *that all of our members want to work toward.*

How can we increase member engagement?

One idea: Move from monthly calls and biannual in-person meetings to quarterly in-person meetings.

Discussion.

How should we define our mission?

One idea: Establish shared messages, provide space for skill-sharing and professional development, and help Goal Implementation Teams complete the communications-related actions in their Two-Year Work Plans.

Discussion.

What else would improve this workgroup for YOU?

Thanks!