Work Plan Activity	Priority (High, Medium or Low)	Suggested Lead	Notes
Goal 1: Help set annual priorities for the Chesapeake Bay Program's Communications Office.			
1.1. GIT Liaisons will identify GIT priorities for alignment with the priorities of the Communications Office.		GIT Liaisons (Kim Couranz, Jennifer Greiner/Paige Hobaugh, Tom Wenz, Mike Naylor, Amy Handen and Greg Barranco)	How often should this take place? Annual? Semi-annual? Rolling, with one GIT Liaison receiving time to present his or her GIT's priorities each month?
1.2. State representatives will identify jurisdictional priorities for alignment with the priorities of the Communications Office.		State Representatives (DC: Diane Davis and Gretchen Mikeska) (DE: Phil Miller) (MD: Gregg Bortz, Adrienne Diaczok, Anna Lucente-Hoffman, Stephen Schatz and Mark Shaffer) (NY: Leila Mitchell) (PA: Deb Klenotic and Kristen Wolf) (VA: Bill Hayden and Laurie Naismith) (WV: Suzy Campbell)	How often should this take place? Annual? Semi-annual? Rolling, with one state representative receiving time to present his or her jurisdiction's priorities each month?
1.3. The Workgroup will identify the "big issues" of the Chesapeake Bay Program and the leading initiatives of each GIT that need communications support. The Workgroup will develop a strategic work plan that outlines how the Workgroup and Communications Office will provide this support (e.g., through the development of informational content, press releases, news and feature stories, social media campaigns, etc.) and encourage member agencies and organizations to participate in message or product development and amplify message or product at coordinated times.		Leadership Team	This seems to be dependent on Actions 1.1 and 1.2 (with the addition of identifying the big issues of the Chesapeake Bay Program).
1.4. Conduct biannual messaging exercises to inform the Communications Office editorial calendar.		Web Content Manager with All Workgroup Members	
1.5. Review and provide input on an as-needed basis to Communications Office strategic plans and documents.		Communications Director with All Workgroup Memberse	

Goal 4: Promote current communications best practices to foster professional development and growth among members.			
4.1. Compile list of Workgroup members' communications-related expertise (e.g., audience research, design, etc.).		Staffer with All Workgroup Members	Could this be accomplished through an online member survey?
4.2. Encourage members to bring draft messaging or products to the Workgroup for feedback or "workshopping."		All Workgroup Members (Volunteers?)	
4.3. On a regular basis, share an example of a member's successful project or lesson learned.		All Workgroup Members (Volunteers?)	How often should this take place? Every month? Every other month? Every quarter?
4.4. Use meetings or online group to learn about or experiment with new communications tools.		All Workgroup Members (Volunteers?)	Some suggested this occur at meetings on a monthly or quarterly basis, and some suggested this occur in an online group (e.g., Facebook or ChesapeakeNetwork). Thoughts?
4.5. Host or attend training webinars outside of Workgroup meetings.		All Workgroup Members (Volunteers?)	
4.6. Maintain a list of speakers and experts for future training opportunities.		Staffer	
4.7. Ensure biannual retreats feature a skill-building lecture, exercise and/or workshop.		Retreat Planning Committee	

Goal 5: Continually improve the form and function of the Communications Workgroup.			
5.1. Develop a suite of standard operating procedures to help the Workgroup operate more efficiently and effectively (including processes for reviewing documents, raising issues to the group, promoting activities and participating in a conference call).		Leadership Team	
5.2. Evaluate the effectiveness of Chesapeake Network as a channel through which Workgroup members interact outside of monthly meetings. Consider choosing a different avenue for sharing (e.g., Basecamp, Slack, GoogleDrive, LinkedIn, Facebook or an active, ongoing email conversation).		Coordinator and Staffer	
5.3. Explore videoconferencing feasibility.		Coordinator and Staffer	
5.3. Identify what each member would like to get out of the Workgroup. Use the results to inform our mission, vision and monthly agendas in order to boost participation in monthly meetings.		Leadership Team	Could this be accomplished through an online member survey?
5.4. Define the mission and vision of the Workgroup.		All Workgroup Members	
5.5. On an annual basis, evaluate the effectiveness of the Workgroup (e.g., through a member survey).		Leadership Team	

5.6. Invite GIT Coordinators to attend meetings and training sessions.			Does this negate the Liaison role, or indicate GIT Coordinators should be serving as Liaisons? I don't want to add another mandatory meeting to Coordinators' calendars, but we could always extend the invitation and encourage them to attend when interested or available.