

Optimizing SCCWRP's communications effectiveness

Commission Strategic Planning Meeting

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Background

- 16 years ago, SCCWRP had no dedicated communications staff
 - We also had no written strategy
- During a 2007 strategic planning meeting, the Commission decided we should invest in communications
 - We hired communications staff + formalized our strategy
- We've evolved communications a lot
 - We want to make sure we have the right strategy to guide us

3 pillars of our communications strategy

<u>PILLAR 1</u> Build consensus	<u>PILLAR 2</u> Communicate science	<u>PILLAR 3</u> Develop brand ambassadors
<ul style="list-style-type: none">• Overview: Bring researchers and stakeholders together to agree on science	<ul style="list-style-type: none">• Overview: Deliver updates and insights about SCCWRP's work to the right people at the right times	<ul style="list-style-type: none">• Overview: Empower staff, Commission, CTAG to effectively promote and market the organization
<ul style="list-style-type: none">• Goal: Build management confidence in science	<ul style="list-style-type: none">• Goal: Convey the relevance and value of emerging science	<ul style="list-style-type: none">• Goal: Position SCCWRP optimally within the fields and markets where SCCWRP works

Pillar 1: Build consensus

- Until we build consensus, it's hard for us to communicate
 - We build consensus with 2 main types of people

Scientists

- We need scientists to agree on science

Stakeholders

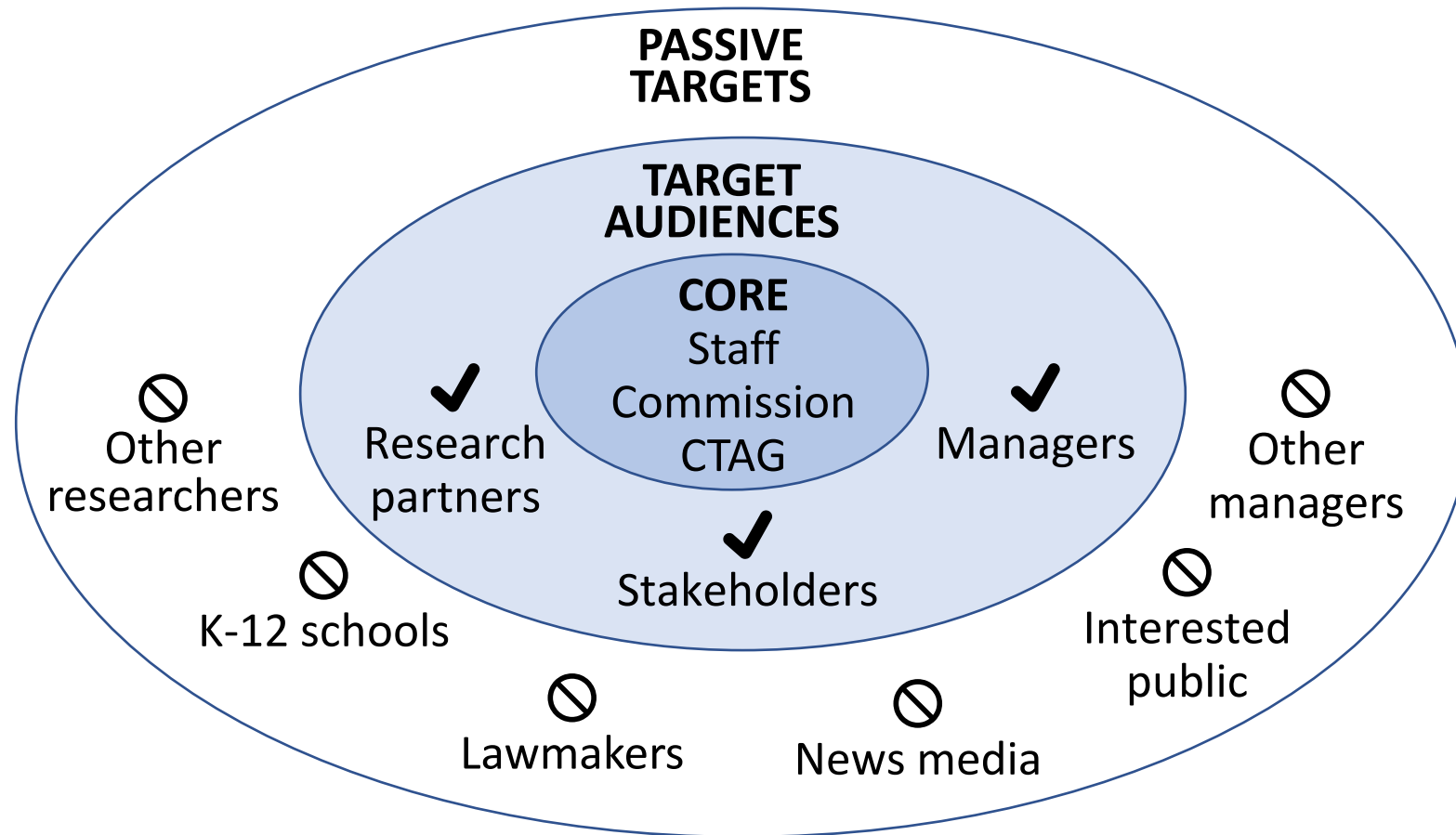
- We need stakeholders to agree on the readiness of science for management use

Engaging stakeholders

- We want to turn stakeholders into project partners
 - But not every stakeholder is suited to partner with us
- We have 3 levels for interacting with stakeholders
 1. Project briefings
 2. Stakeholder advisory committees
 3. Expert review panels

Pillar 2: Communicate science

- To achieve our specialized mission, we need to reach specific audiences



Consequences of being a passive target



K-12 schools

- Don't develop curriculum



Lawmakers

- Don't lobby



News media

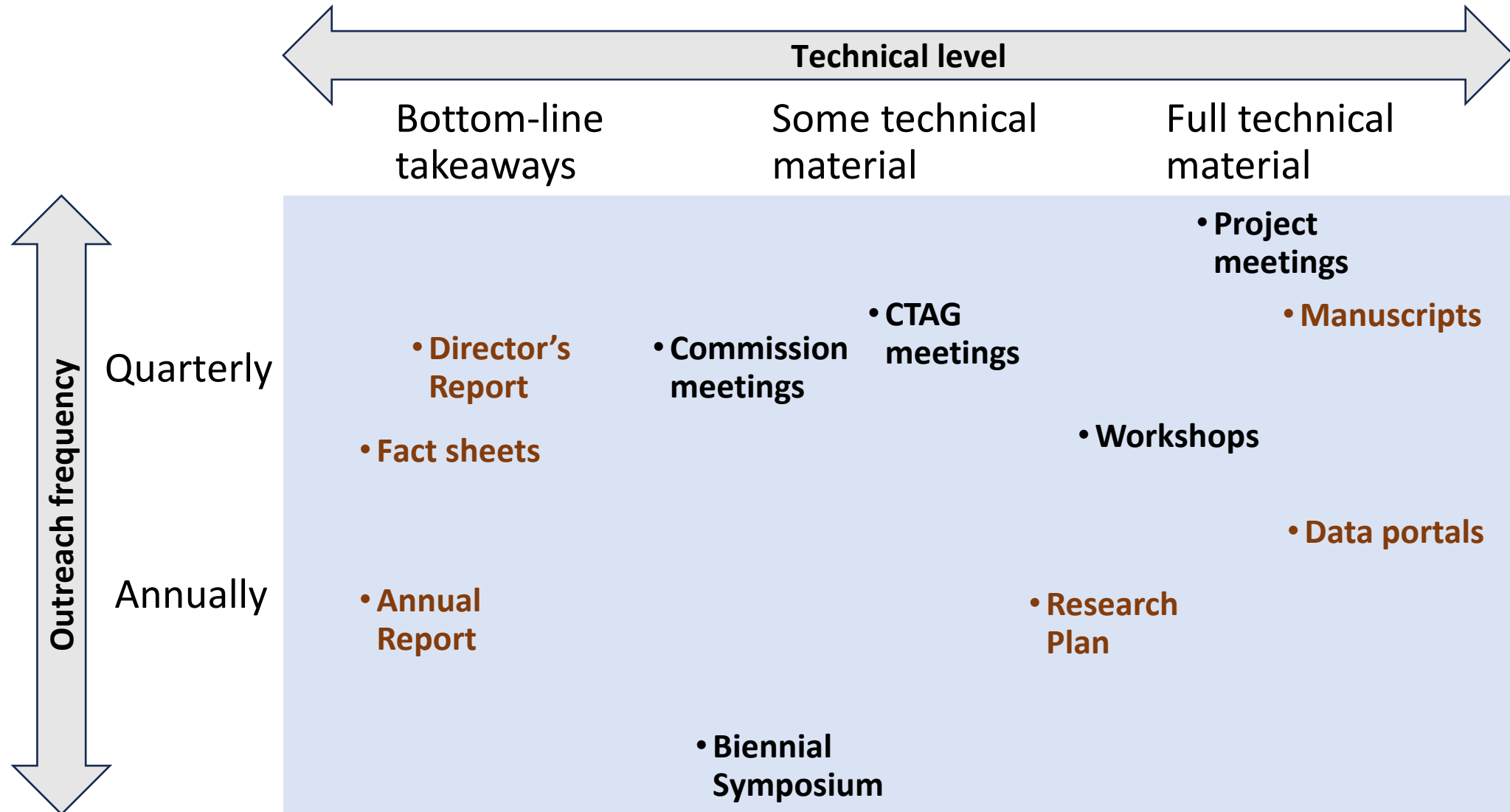
- Don't put out own press releases



Interested public

- Don't focus on social media

Tailoring communications to audiences



Pillar 3: Build brand ambassadors

- SCCWRP's brand is the science-to-management interface
 - We develop the unbiased scientific foundation for managing aquatic ecosystems
 - We rely on ambassadors to promote our brand
- We need to build up our brand ambassadors
 - You're familiar with how we immerse you in our brand
 - Staff also get intensive training + quality control

SCCWRP brand ambassadors

- Commissioners
- CTAG reps
- SCCWRP staff

Next steps

Stakeholder engagement criteria

- Develop internal clarity around when we should convene stakeholder advisory committees + expert review panels
 - We'll work with CTAG to develop a framework for this decision process

Impartiality lens

- Train our staff to review their work through an “impartiality lens”
 - We need to look at every stage of every project through this lens

Sharing data products

- Develop a strategy for releasing data + data products that match the quality of our technical manuscripts
 - We need quality control for our next-generation data tools

Key questions for you

- Do you agree with our strategy?
 - Do you agree that our strategy starts with consensus-building?
 - Are we targeting (and not targeting) the right audiences?
- Do we have the right next steps?
 - What else should we be focusing on?