SCCWRP's Communications Strategy

Commission meeting

Scott Martindale June 6, 2025

Background

- At the Commission's fall 2023 strategic planning meeting, we presented SCCWRP's communications strategy
 - You expressed support for the strategy's fundamentals, but delayed voting to approve it
 - You had other areas you wanted to focus on first
- Since this meeting, we've been working through your priorities
 - We've briefed you on our progress and updated our communication strategy accordingly

SCCWRP communications strategy

<u> PILLAR 1</u>

Build consensus

- Overview: Bring researchers and stakeholders together to agree on science
- **Goal**: Build management confidence in science

PILLAR 2

Communicate science

 Overview: Deliver updates and insights about SCCWRP's work to the right people at the right times

Goal: Convey the relevance and value of emerging science

PILLAR 3

Develop brand ambassadors

- Overview: Empower staff, Commission, CTAG to effectively promote and market the organization
- Goal: Position SCCWRP optimally in the areas where SCCWRP works

Pillar 1: Build consensus

- Before we communicate, we need to reach consensus with 2 types of audiences
 - You're unlikely to take action based solely on SCCWRP's work and ideas

Researchers

Consensus on what the science says

Stakeholders

Consensus on the readiness of science for management use

Pillar 2: Communicate science

• We use an **audience targeting strategy** to prioritize reaching only a subset of all our audiences

Default strategy



Communicate with **everyone** within SCCWRP's sphere of influence

Implementation

- Design communications that appeal to mass audiences
- Grow total audience size
 - Website hits
 - Subscriber/follower counts

Audience targeting strategy

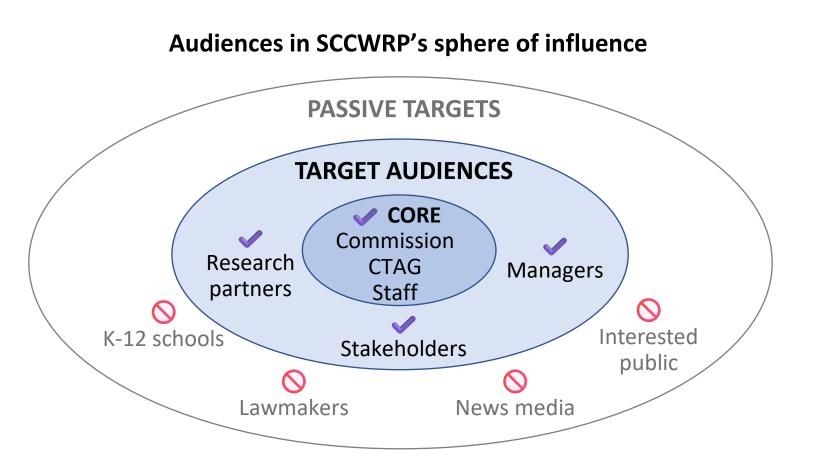
Focus on specific high-value targets only

Implementation

- **Tailor** communications to target audiences
- Monitor satisfaction + engagement for target audiences only

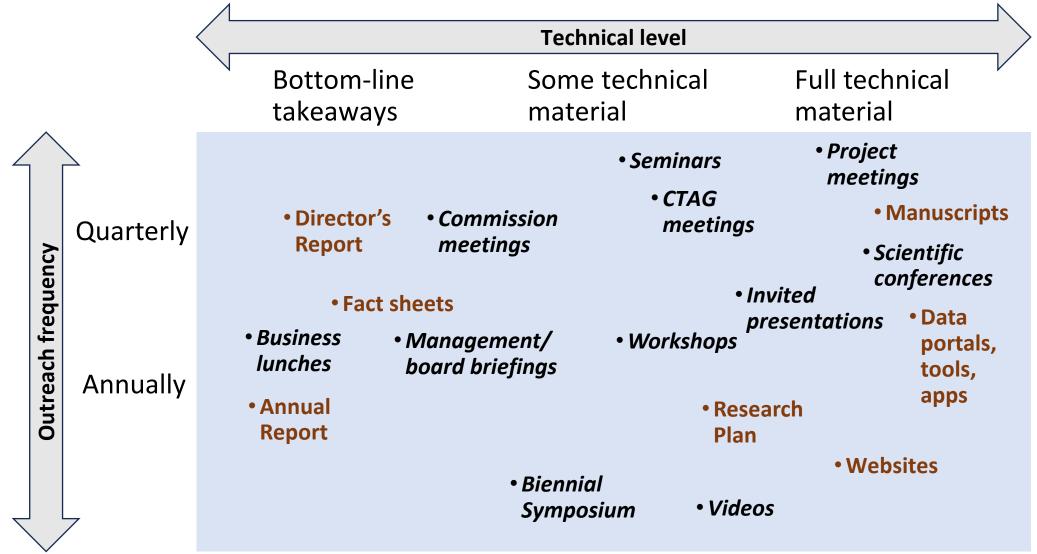
Identifying target audiences

- We have multiple classes of target audiences we identify and proactively communicate with
 - Passive targets have to seek us out



Tailoring communications **Technical level** • We use a range commentation of the second takeaways material material WRITTEN VERBAL • Commission meetings Director's Report Quarterly • CTAG meetings Fact sheets **Outreach frequency** Workshops Annual Report Management/board Research Plan briefings • Websites • Project meetings • Data portals • Biennial Symposium Annually • Tools and apps Seminars • Business lunches Manuscripts • Scientific presentations • Videos

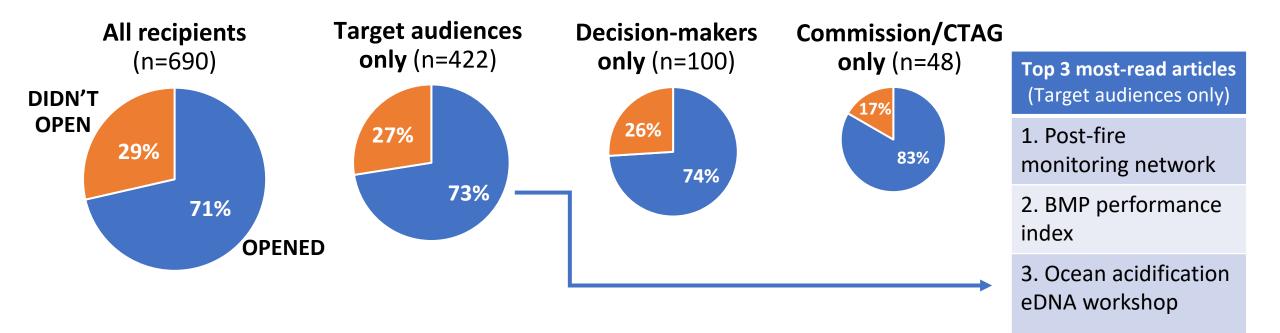
Tailoring communications



Quantifying engagement

• We're using email open rates to measure who we're reaching

Open rates for Spring 2025 Director's Report



Pillar 3: Develop brand ambassadors

- We have a specialized mission that requires specialized support
 - We need more than just scientists we need all of you
- For you to be effective, we need to immerse you in our brand



 Successful transition of science to management

Discussion

• Is our communications strategy ready for adoption?

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