

SCCWRP's Communications Strategy

Commission meeting

Scott Martindale

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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

PILLAR 1 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

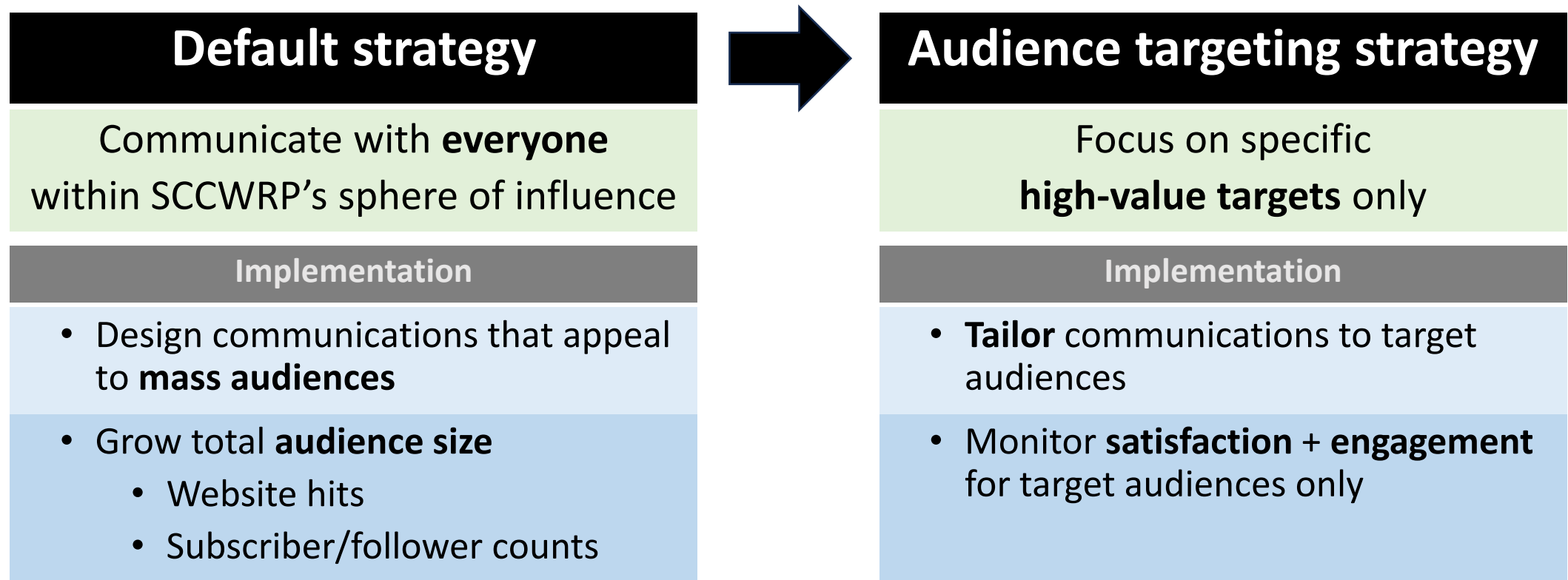
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Stakeholders

Consensus on the readiness of science for management use

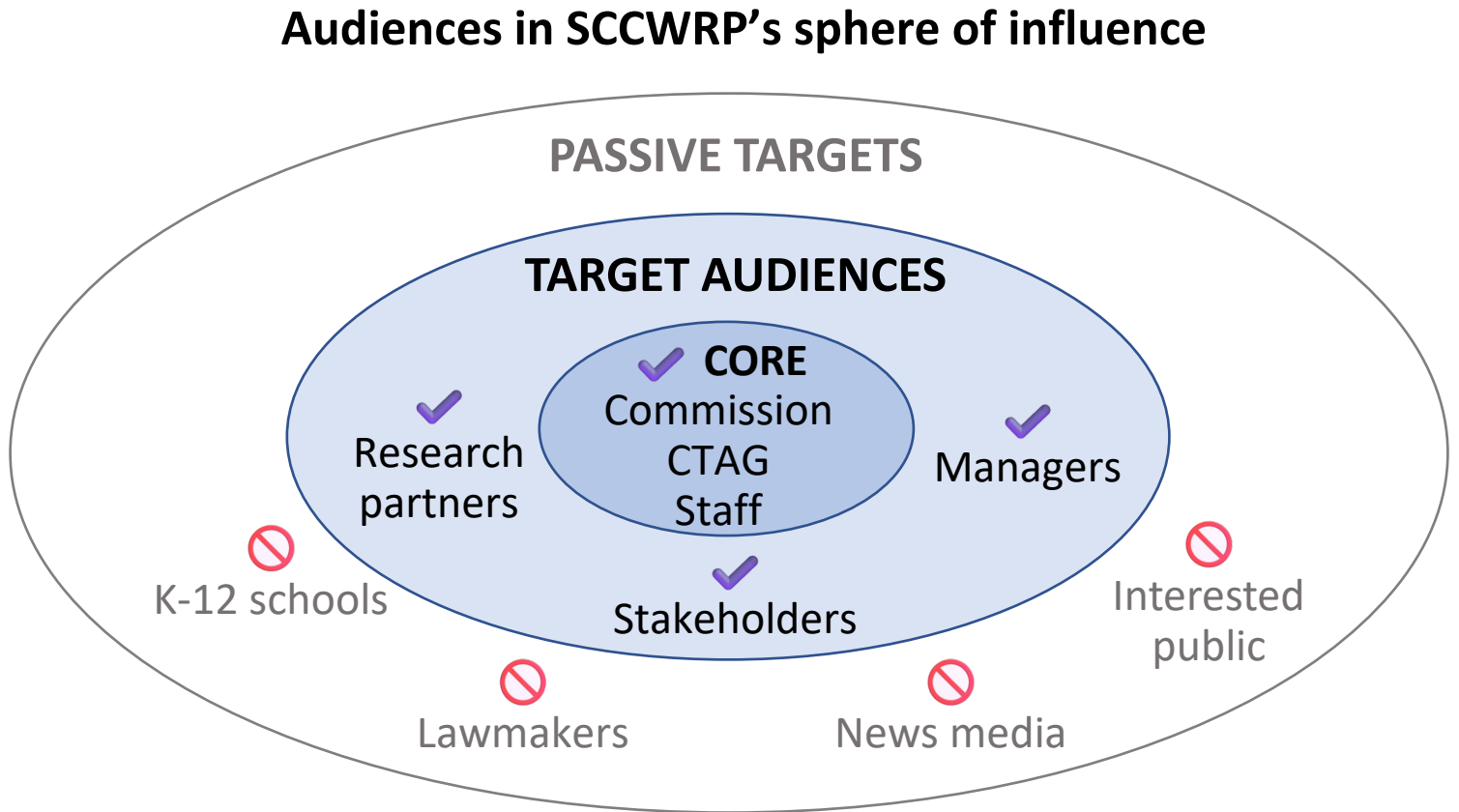
Pillar 2: Communicate science

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



Identifying target audiences

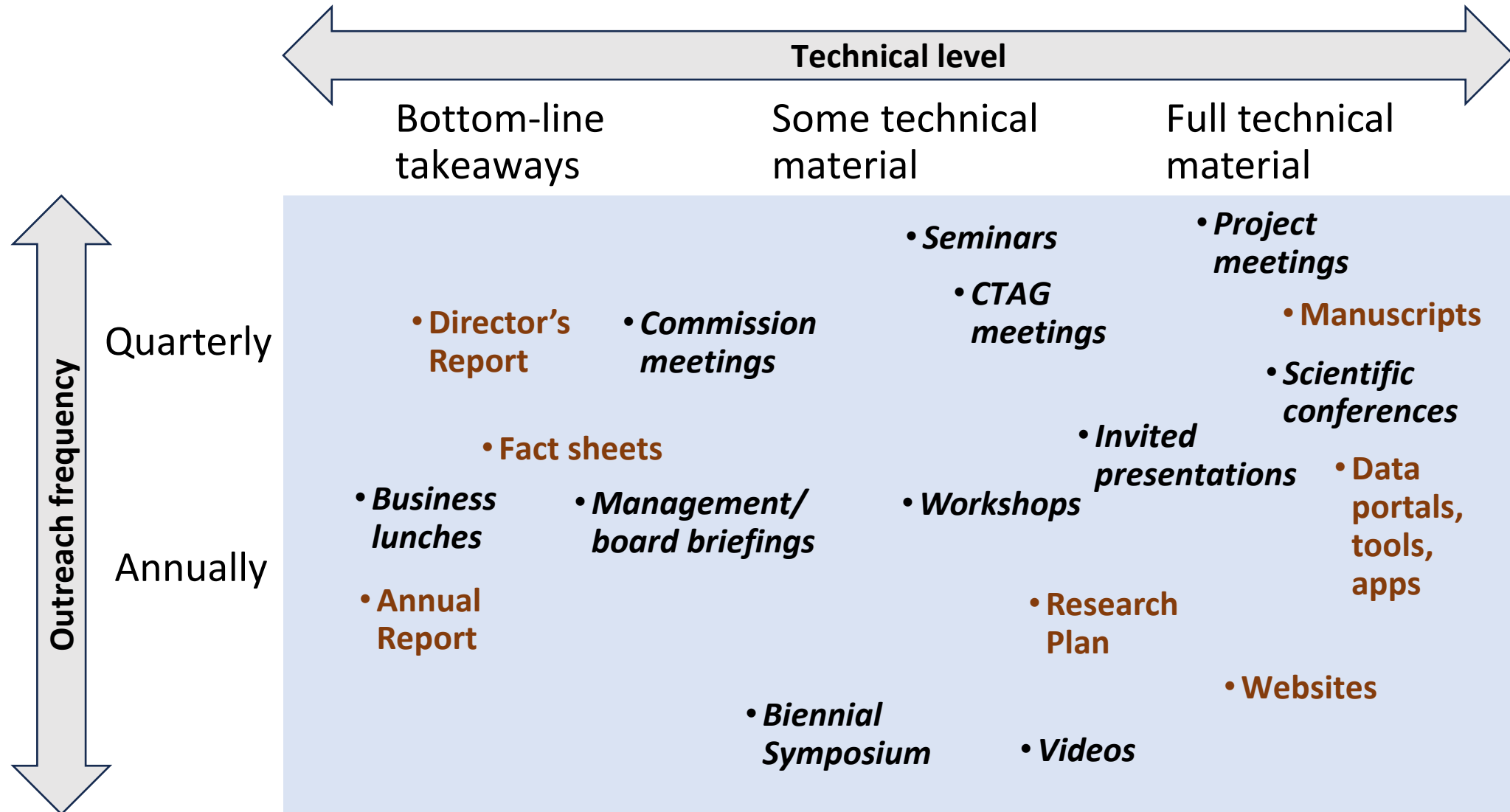
- We have multiple classes of **target audiences** we identify and proactively communicate with
 - **Passive targets** have to seek us out



Tailoring communications



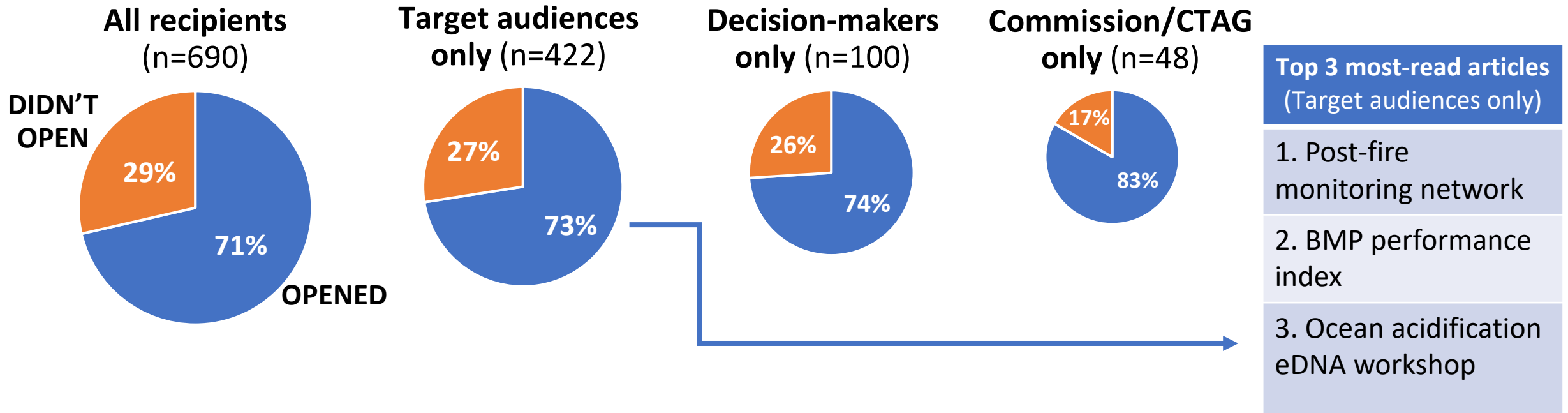
Tailoring communications



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

SCCWRP's brand

- Successful transition of science to management

Discussion

- Is our communications strategy ready for adoption?

<u>PILLAR 1</u> Build consensus	<u>PILLAR 2</u> Communicate science	<u>PILLAR 3</u> Develop brand ambassadors
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