

# SCCWRP's Communications Strategy

Commission meeting

Scott Martindale

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# Background

- In 2023, we introduced you to SCCWRP's communications strategy
  - SCCWRP is a unique organization with a unique communications strategy
  - You expressed satisfaction, but requested that we focus on other areas before finalizing it as a written document
- Last quarter, you reviewed an updated draft of our written communications strategy
  - You offered some suggestions for how we present the strategy
  - I will highlight how we've refined it

# Strategy's original structure

Two discrete pieces  
packed into one pillar

## PILLAR 1 Build consensus

- **Goal:** Build management confidence in science

## PILLAR 2 Communicate science

- **Goal:** Convey the value and relevance of science

## PILLAR 3 Develop brand ambassadors

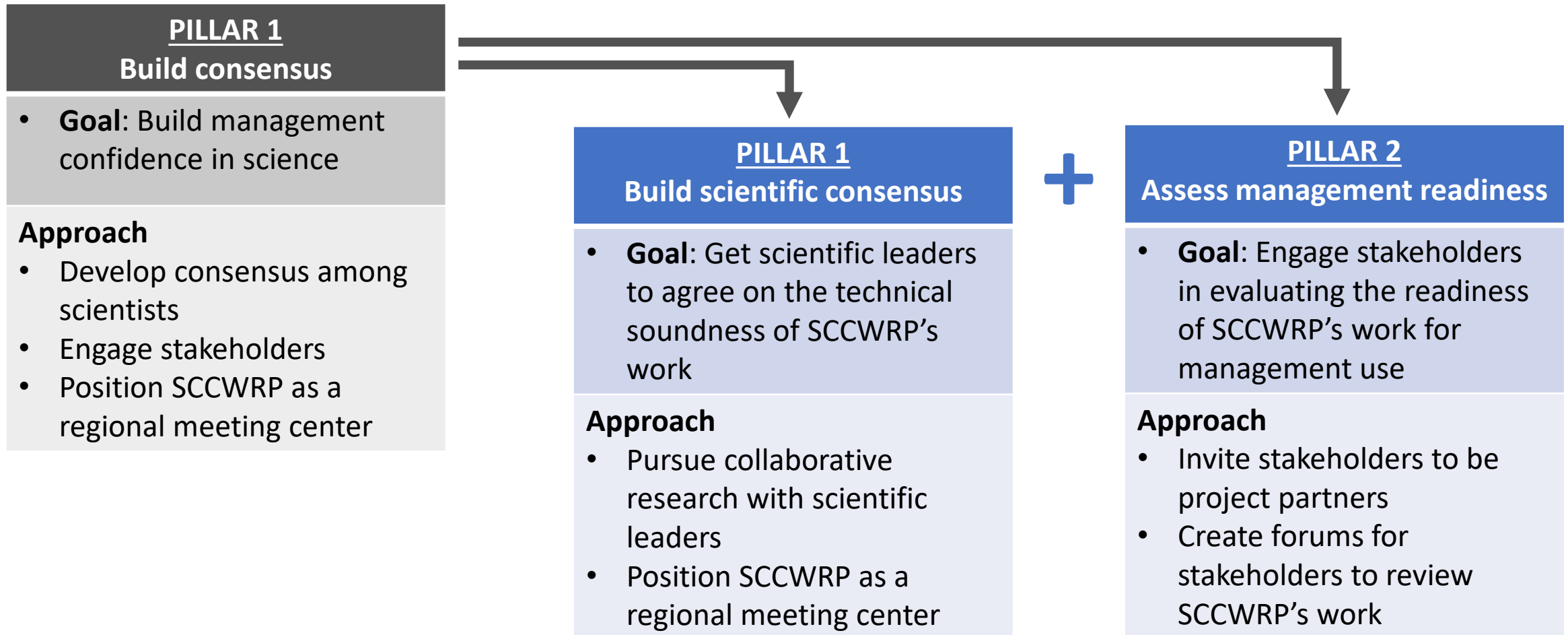
- **Goal:** Position SCCWRP optimally within the fields and markets where SCCWRP works

Concept didn't  
resonate with you

# Strategy's updated structure

<u>PILLAR 1</u> Build scientific consensus	<u>PILLAR 2</u> Assess management readiness	<u>PILLAR 3</u> Communicate to decision-makers
<ul style="list-style-type: none"><li>• <b>Goal:</b> Get scientific leaders to agree on the technical soundness of SCCWRP's work</li></ul>	<ul style="list-style-type: none"><li>• <b>Goal:</b> Engage stakeholders in evaluating the readiness of SCCWRP's work for management use</li></ul>	<ul style="list-style-type: none"><li>• <b>Goal:</b> Keep decision-makers informed about SCCWRP's progress</li></ul>
<u>SUPPORT PILLAR</u> Prepare SCCWRP's people		
<ul style="list-style-type: none"><li>• <b>Goal:</b> Support the Commission, CTAG and staff in implementing Pillars 1, 2 and 3</li></ul>		

# Splitting Pillar 1 into two pillars



# Recasting the final pillar



# Discussion

- We have a stronger, clearer communications strategy as a result of your input
  - Do you agree?
  - Is the written strategy ready for approval?