# SCCWRP's Communications Strategy

Commission meeting

Scott Martindale September 5, 2025

## 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

# Concept didn't resonate with you

#### PILLAR 3

**Develop brand ambassadors** 

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

### Strategy's updated structure

# PILLAR 1 Build scientific consensus

 Goal: Get scientific leaders to agree on the technical soundness of SCCWRP's work

#### PILLAR 2

**Assess management readiness** 

 Goal: Engage stakeholders in evaluating the readiness of SCCWRP's work for management use

#### PILLAR 3

**Communicate to decision-makers** 

 Goal: Keep decisionmakers informed about SCCWRP's progress

# SUPPORT PILLAR Prepare SCCWRP's people

• Goal: Support the Commission, CTAG and staff in implementing Pillars 1, 2 and 3

## Splitting Pillar 1 into two pillars

### PILLAR 1 Build consensus

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

#### **Approach**

- Develop consensus among scientists
- Engage stakeholders
- Position SCCWRP as a regional meeting center

### PILLAR 1 Build scientific consensus

 Goal: Get scientific leaders to agree on the technical soundness of SCCWRP's work

#### **Approach**

- Pursue collaborative research with scientific leaders
- Position SCCWRP as a regional meeting center



#### PILLAR 2

Assess management readiness

 Goal: Engage stakeholders in evaluating the readiness of SCCWRP's work for management use

#### **Approach**

- Invite stakeholders to be project partners
- Create forums for stakeholders to review SCCWRP's work

# Recasting the final pillar

#### PILLAR 3

#### **Develop brand ambassadors**

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

#### **Approach**

- Share knowledge about SCCWRP's mission and operations
- Empower staff to be effective communicators

# **SUPPORT PILLAR**Prepare SCCWRP's people

Goal: Support the Commission,
 CTAG and staff in implementing
 Pillars 1-3

#### **Approach**

- Provide personalized onboarding
- Make SCCWRP materials accessible
- Teach staff to be effective communicators
- Invest in internal communications

### Discussion

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