

NMN Communications Strategy Breakout Session

April 3, 2013

Attendees

- Steve Wolfe
- Rob Ragsdale
- Wendy Norton
- Bernice Smith
- Hugh Sullivan
- Cathy Tate
- Dan Sullivan
- Leslie McGeorge

What are our program/project objectives?

- Objective: Implement National Monitoring Network for Coastal Waters and Their Tributaries:
 - Will serve as a network of networks that link nutrients, hypoxia, etc. from Coastal Near Shore waters and their tributaries.
 - Connect data sources to National Water Quality Data Portal.
 - Original NWQMC Report in 2006 (National Monitoring Network For Coastal Waters and Their Tributaries) provided the NMN design that addressed numerous WQ issues.
 - NWQMC Conference Panel (May 2012) consensus was that nutrients should be a primary parameter to explore.

Why is communications essential for advancing our objectives?

- Identified as a 2017 milestone in the National Ocean Policy implementation strategy
 - Focus of NMN is nutrients— communicated to NOP in Fall 2012
- Bring in as many partners as possible.
 - How to respond to this question from potential partners:
 - What is the common thread tying together monitoring efforts around the country?
 - If using a documented method, they can contribute to network— even if not used everywhere.

What do we want to accomplish through our communications?

- Increased awareness
- Building consensus around need for network
- Encourage action/recruitment
- Communicate needs and results of work to be done and work that has been done
 - Process for developing implementation plan
 - Clarify change in focus from original implementation plan
- Reach multiple audiences.
- Explain what potential stakeholders need to do to be a part of the network?
 - If using documented methods, then you can contribute.
- How can stakeholders contribute data to the network?

Whom do we want to engage with our communications?

- NWQMC (key audience)
- Collectors and consumers of data (not mutually exclusive)
 - IOOS community
 - NEPs
 - NERRS
 - Geo-based programs such as Chesapeake Bay
 - States/Local
 - Non-profits
 - Academia
 - Resource managers
 - Decision makers
- What do stakeholders need? Data types?
 - Product development– how to find, access, and query?
 - GIS overlays?
 - Raw data?
 - Model outputs?

What are our key messages?

- Focus on Coastal Waters and their Tributaries
- Benefit of NMN partnership
- Process to become an NMN partner
- Future Availability of data from NMN

How will we deliver our messages?

- Webinars with IOOS/NERRS/NEPs
 - Webinars for NWQMC to show what is underway and how to get going
- Website (to be refined)
- Brochure (to be refined)
- Public meetings/Conferences
- Social media

Next Steps

- Meeting to develop actions and timeline
 - Identify volunteers
 - to draft communication strategy
 - Update website
 - Update brochure
- Webinar with Regional Integrated Ocean Observation System Directors
 - Identify ongoing nutrient monitoring efforts
- Webinar with place-based programs
 - Identify data needs