

DRAFT COMMUNICATIONS STRATEGY (01 July 2013)

National Monitoring Network

National Monitoring Network Objective

The objective of the National Monitoring Network (NMN) is to implement a National Monitoring Network for Coastal Waters and Their Tributaries. The NMN will develop into a network of networks linking nutrient, hypoxia and other water quality data from coastal and near shore waters and their tributaries. The data sources contributing to the network will all be connected via the National Water Quality Data Portal.

The 2006 NWQMC Report, *National Monitoring Network for Coastal Waters and their Tributaries*, laid out the original design of the NMN, directing the Network to address many water quality issues. However, a panel convened at the NWQMC conference in May 2012 came to the consensus that the Network should be primarily concerned with monitoring nutrient levels. The National Ocean Policy set implementation of the NMN as a milestone to be achieved in 2017. Due to this requirement, in fall of 2012, the NMN communicated to the National Ocean Policy that the Network would focus on nutrient monitoring efforts.

Key Messages of the National Monitoring Network

- The NMN is focused on coastal waters and their tributaries.
- A NMN partnership will help your organization by providing ready access to nutrient monitoring data and allow you to share your data with other stakeholders.
- In order to contribute nutrient monitoring data to the NMN
 - Must use a documented methods for collecting data
 - Data must have undergone QA/QC and data quality must be documented
- NMN Nutrient monitoring data will be available _____????

Communications Goals

- Goal #1: Increased awareness of the National Monitoring Network
 - NMN focus is on coastal waters and tributaries to coastal waters
 - Reach multiple audiences
 - Build consensus around the need for the network.
 - Encourage current members to contribute data to the network
 - Communicate work that has been done and work that needs to be done
 - Communicate planned future availability of data

- Goal # 2: Membership
 - Explain benefits of membership
 - Recruit new network members
 - Explain process to become an NMN partner
 - Explain methods for contributing data to the network

Stakeholders

Potential stakeholders for the NMN are:

- NWQMC (key audience)
- Collectors and Consumers of Data (not mutually exclusive)
 - IOOS community
 - NEPs
 - NERRS
 - Geo-Based programs such as the Chesapeake Bay Program
 - State/Local governments
 - Non-profits
 - Academia
 - Resource Managers
 - Other decision makers and interested parties

Messages to stakeholders:

- How can the NMN meet your needs?
 - Data types
 - Measurement and QA/QC standards
 - Modeling support
- How to find, access and query data
 - GIS layers?
 - Raw data?
 - Model outputs?

Methods of Communicating

- Webinars with stakeholders
 - IOOS
 - NERRS
 - NEPs
 - Others

- NMN Website
 - Currently undergoing revision
- NMN Brochure
 - Currently undergoing revision
- Public meetings/conferences
 - Recruit
 - Inform
 - Case Studies
- Social Media

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