

**Maryland Commission on Climate Change**  
**Education, Communication and Outreach Working Group**

**September 27, 2017 | 10:30AM - 12:00PM**

**Minutes**

*Attendance:* John Kumm, Allison Rich, Allison Gost, Kris Hoellen, Mark Shaffer, Donna Balado, Pat Harcourt, Tad Aburn, Blake Wrigley (MdEHN), Bob Hoyt (EcoLogix), Steve Pattison (EcoLogix), Adrienne Diaczok (MDE), Brian Hug (MDE), Lisa Nissley (MDE), Jess Herpel (MDE)

*Phone:* Grant Samms, Michele Peterson, Gregg Bortz (DNR)

**10:30AM Meeting Begins**

**1. Welcome and Introductions**

- Led by Allison
- a question was raised about distribution of the one-pagers, it was noted that an update will be provided later in the meeting.
- it was suggested that ECO may consider having the November meeting at the Aquarium

**2. Communication for the 2017 Commission Report**

- Jess introduced the topic – looking for products related to the report or ideas on social media and other distribution methods. These ideas can be brought before the Steering Committee at their October meeting.
- In the past, MDE has issued a press release and the Report has been posted on the Commission's website.
- ECO's recommendations last year included translating the executive summary into Spanish, and incorporating visuals and infographics to address literacy levels (generally, needs of various audiences)
  - Allison Gost suggested that we may find the capacity to accomplish this by working with professors or universities to see if this might become a part of some graduate/undergraduate project(s).
  - Pat asked, if we create these products, where and how will they be disseminated? We could go to the Commission stakeholders to identify resources.
  - Kris offered to use in the Aquarium activities either in-house or in the communities as the topics are applicable
  - Mark Shaffer suggested forums such as the Hispanic Festival in PG County that MDE just attended
- Donna Balado suggested that it does make sense also to share the full report in certain educational settings. Over 2018, if we might somehow connect to those in higher education teaching relevant courses.
  - Pat agreed, and stated that this also complements a MADE-CLEAR effort. They have some contacts for most institutions (broad, but not comprehensive list).
  - It was suggested that we may put together a template for emails out to professors.
- MAEO conference in February 2019 could be an existing platform that we may take advantage of; it will be in Towson. If we approach them early enough, we may also have an opportunity to influence the theme of the event.
- The executive summary might be used to engender questions and further investigation, and it also contextualizes local information (as opposed to global).
  - The executive summary could be modified slightly to fit within the one-pager template from Hatcher.

- It was generally agreed that there is a need for clarity when we go before the Steering Committee – why do we want this to happen, who will do it, and how (similarly to a grant proposal). It may be useful to put together a smaller working group to help develop this.
  - Pat also suggested that it will be helpful to know what is the landscape of current climate education, and what capacity exists within the working groups and the Commission.
- Ideas to develop further for possible presentation to the Steering Committee in October:
  - ECO may compile a product for easy dissemination by working group members, potentially including fact sheets, executive summary in the template, the full report, and template emails or social media messages. The Steering Committee would ask that members from all diverse sectors are engaged in dissemination via their websites, social media, and list-serves as appropriate.
  - consider an op-ed (from the chair, working group chairs, or as individuals?) that discusses the Report and its significance shortly prior to the release
  - lack of capacity in ECO to implement a comprehensive outreach program
  - need for multi-lingual translation resources

### **3. Outreach Updates**

- MDH just received their notice of award from the CDC to continue their education program on the eastern shore, in conjunction with DNR.
- MDE is engaged in a number of meetings either recently or upcoming, including a meeting with a West Baltimore group to hold a program involving solar go-karts. The RGGI stakeholder meeting was also held recently at PSC
- MSDE noted that an environmental education grant program was recently announced by Chesapeake Bay Trust. This information was sent out to the email list.
- DNR noted that they have been continuing their work in communities as related to coastal resiliency and preparation for climate impacts.
- Kris announced the Aquarium's November lecture series; information has been sent out to the email list. Additionally, they just received a grant to develop an urban climate change action network in various cities (in conjunction with several partners). This three-year grant begins October 1st 2017, and is set up in a train-the-trainer approach.
- Lisa noted that the Hatcher one-pagers are still in the works, and that it has been requested that another be developed on buy local, which has been drafted. The website improvements are also still undergoing discussion. A recent meeting was held with the Chamber of Commerce regarding the Climate Champions program, which went well.

### **4. Discussion on Priorities and Capacity**

- This discussion was integrated into the earlier discussion on Report dissemination (#2)

### **5. Other Business**

- It was proposed that the October meeting date be moved to the 18th, which had become available due to the MCCC meeting being rescheduled. No objections were voiced. The meeting was rescheduled for 1:30-3:00PM on that date.

### **6. Public Comment**

- No one came forward for the public comment period.

**12:00PM Meeting Adjourned**