

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

October 18, 2017 | 1:30AM - 3:00PM

Draft Minutes

Attendance: Allison Rich, John Kumm, Allison Gost, Pat Harcourt, Donna Balado, Tad Aburn, Brian Hug, Steve Pattison, Lisa Nissley, Jess Herpel, Kaymie Owens

Phone: Kris Hoellen, Colleen Turner

1:30AM Meeting Begins

Item #1 - Welcome and Introductions

- The meeting was called to order by Allison Rich, and introductions were made around the room. Allison asked each person to provide any brief updates from their organization during this time.

Item #2 - Continued Discussion – Refine ideas for presentation to the Steering Committee (October 26th)

- Allison and Jess reviewed the changes to the recommendations as included in the report, clarifying that the complete suite of recommendations is still in the appendix as it was last year.
- *ECO may compile an outreach product/packet related to the Annual Report, for easy dissemination by WG members*: what will this include, when do we expect to have it ready, and what are we asking of the Steering Committee?
 - Consider having the Executive Summary translated into Spanish, and converted into a one-pager using the fact sheet template. These are still on the table but it was generally agreed that if there is limited capacity, it may make more sense to focus on the op-ed ask. It was agreed that the executive summary should be included as a standard best practice, but perhaps we do not need to utilize limited capacity to translate and transfer to a one-pager and to promote it. However it was also noted that once we have the text of the summary it may not be a huge lift to then have that converted to the one-pager template. This would provide a current-year snapshot of the Commission's progress.
 - The purpose of this ask would be to take advantage of an opportunity to increase awareness of the Commission's work in general, as well as the information within the report. Especially by directing to the Commission website (it was noted later that this could be accomplished by including a link to the website on the Executive Summary one-pager).
 - It was suggested as well that if the timing is right, we may include information on the report in the distribution and outreach being planned for the one-pagers.
 - It was generally agreed in conclusion that at the next opportunity, ECO would advise the Steering Committee of these thoughts regarding the packet, and that then we as a group can move forward with this, incorporating feedback and pursuing as an ongoing project.
- *Recommend that any appointed member should be participating in dissemination of Commission products*:
 - Allison brought this forward as something to bring to the S.C., specifically as it relates to the Report and the one-pagers. Allison Gost suggested we need a specific end-goal to communicate to the S.C., e.g. increase awareness of the Commission, of the Report, or increase usage of the Report?
 - The concept would be to make this an ask at the Commission level, and then furthermore ask each Working Group chair to also bring this to their members. Brian agreed this could go on the agenda for the November Commission meeting (when the Report would be approved).

- *Consider an op-ed regarding the Report: who will it be from and in what capacity? Do we have a media contact to run the story? When do we need a draft by?*
 - It was generally agreed that ECO would recommend that there *be* an op-ed on the Commission Report, but due to the nuances the decision on who it comes from, etc. can be determined at the Steering Committee level

Item #3 - Brief Outreach Updates

- Hatcher One-Pagers: Lisa Nissley provided an overview of the Goolge Doc which outlined ideas for distribution of the one-pagers that had been assembled by the sub-group (Lisa, Kris Hoellen, and Allison Gost), and asked for input from members at their convenience. This file will be shared with the whole group as well.
 - The infographic was discussed as being posted on the website, and on social media. The idea of making it into a poster that can hang in schools was also brought up.
 - It was suggested that we could have this and other fact sheets printed out, and do a “pick-up day” for educators.
- State Agencies and others had already given brief updates during the introduction and so this was passed over due to time constraints

Item #4 - New Business

- 2018 Work Plan (see handout)
 - This was only reviewed briefly due to time constraints, with the concept that all members should take additional time prior to the next meeting and come prepared to discuss at that time.
 - The idea of assigning a “lead” to most tasks was generally well-received. It was further discussed that we could assign people to “E”, “C” and “O” teams based on their capabilities/expertise, and increase the capacity for each portion of the work
 - Also discussed the possibility of linking Green Schools or Green Ribbon Schools to the Climate Champions program (Donna Balado)
- New business was brought up by Allison Rich, regarding attendance. It was determined that we would draft an email to come from the co-chairs, attempting to re-engage those who have not been to meetings this year to increase our capacity, or revisit where we may need to add alternative members if there is not a positive response based on this effort.

Item #5 - Public Comment

- There were no requests for public comment during this period

Wrap-Up: it was suggested that we may have a slightly extended meeting in November to close out work plan and schedule, as well as other continued discussion. If that is successful, we may be able to have a call only in December or there may be no need for the December meeting.

3:00PM Meeting Adjourns