

Maryland Commission on Climate Change
Education, Communication and Outreach Working Group
November 15, 2017 | 10:30 – 11:30
Conference Call

Minutes

Attendees by phone: Allison Rich, Pat Harcourt, Donna Balado, Colleen Turner, Allison Gost, Kaymie Owen, John Coleman, Steve Pattison (EcoLogix), Lisa Nissley (MDE), Jess Herpel (MDE), Hannah Brubach (MDE), Ujjval Shukla (MDOT).

10:30 AM Call Begins

Item #1: Welcome and Introductions

- The meeting was called to order by Allison Rich, and introductions were made. Hannah Brubach is a new MDE employee that will be assisting the committee.
- Allison asked for updates from member organizations.
 - Pat Harcourt announced that the Bon Secours workforce development training (part of the Climate Ambassador initiative) will start including an overview of climate change and outreach on energy efficiency this winter.

Item #2: Continued Discussion

- The Annual Report:
 - Timeframe for release to the public is early December. MDE is expected to do a press release and Secretary Grumbles has also expressed interest in an op-ed at this time.
 - Media Outreach (January timeframe) – Information Sheet developed from the Executive Summary may be released in parts through social media, the Report or ES sent to stakeholders via email or physical copies, additional op-eds can be created. Still working on the details.
 - It should be a priority to reach community members and stakeholders.
 - Stakeholders may add content or context to these initial posts as it suits their needs.
 - Pat Harcourt suggested a “Story, But, Therefore” approach to reaching the public. This would include a story that addresses the urgency of addressing climate change and the current actions in place in Maryland. Next it would go into the “but,” as in, but we need to take more action. The “therefore” would include access to information and information on how to join groups to combat climate change.
- The Information Sheet:
 - The committee expressed interest in the information sheet being produced in English and Spanish versions.
 - Lisa Nissley and Adrienne Diaczok (MDE Office of Communications) will take the lead on developing the social media presentations; Allison Rich, Kaymie Owen, and Allison Gost also expressed interest in assisting.

Item #3: New Business

- December Meeting
 - It was agreed that the meeting will be rescheduled for 10:00AM to 12:00PM
 - The discussion will be focused on the development of the 2018 Work Plan and Meeting Schedule.
 - Leadership for 2018 will also be discussed as Allison Rich moves out of the Co-Chair position.
 - A pizza lunch will be included. Please RSVP via the Google Form to be sent out by Jess Herpel.

Item #4: Outreach Updates

- Steve Pattison: Tad Aburn will be presenting on climate change at Frostburg State to a group of 30 students. One benefit of this presentation will be receiving feedback from students on their views surrounding the issue in Maryland.
- John Coleman: A new State Development Plan is currently being composed. One day of outreach will occur in each county. The day will include distinct meetings with government officials, stakeholders, and community members. The State Development Plan is being called "A Better Maryland." To keep an eye out for updates, check out: abetter.maryland.gov
- Allison Gost: Allison is working to compile resources on the state of the science or best practices related to education and outreach on climate change.

Item #5: Public Comment

- There were no requests for public comment during this period.

11:30 AM Call Adjourned