

Education, Communication and Outreach (ECO) 2022 Work Plan

The ECO work plan requires collaboration from the Climate Commission's other working groups to increase capacity to coordinate and facilitate education, communications, and outreach to Maryland's racially and ethnically diverse constituencies. All materials produced on behalf of the Commission and its working groups intended for public consumption should be coordinated by ECO. This work plan serves as the overall public relations plan for the Commission in 2022.

Overall, the Commission's big issue this year is transportation. We should think about ways we can help move the ball forward for EVs and other transportation programs that aim to reduce emissions. We will work with MDOT (an ECO member) and others to see where we can collaborate.

ECO will remain flexible as issues arise for the Commission's attention in other sectors.

Our projects will plug into one of these three areas:

EDUCATION

Identify opportunities for the Commission to support climate change education for both K-12 and college level.

Support MDE's annual Sculpture Contest (high school)

Climate Academy participation (Commission speaker)

COMMUNICATIONS

ECO leadership and members are available to all working groups to provide guidance and/or assistance. In turn, it is important that the other working groups come to ECO with special public-facing project ideas to plan the marketing and communication facilitation of the projects.

Branding: Develop graphics and materials that identify key messages on climate change that highlight the Commission's work and the state's standing as a Climate Change leader among states.

Create a logo, new letterhead, new graphics for MCCC's web homepage, a one-minute video about the Commission, Cover page for MCCC Annual Report and its appendices; Produce a PowerPoint presentation on MCCC's work and recommendations for leadership to use at speaking events.

ECO asks Commission members (including working group members) to share Climate Change-related events information (that are free of cost) for possible use for the online Commissions event calendar. Please email event information to susan.casey1@maryland.gov. Please include the title of event, date, and time, flyer, or link, etc. Also, ECO members will continue to support each other by amplifying messages through our social networks.

In addition, ECO will look for podcast and online seminar opportunities for MCCC leadership guest speaking opportunities.

OUTREACH

ECO will work with the Climate Justice team to set up meetings with their community leader contacts. Emphasis will be placed on those communities identified as most vulnerable to climate change impacts; we will report, where feasible, to the appropriate working group for follow-up.

Commission members are asked to contribute ideas and resources for webinars and help to market our "Commission Talk" public webinars. We aim to:

- Support the Commission's hot topics
- Support major enviro holidays like Chesapeake Bay Week (June) Earth Month (April), etc.
- Produce the second annual commission report rollout in December.

We will reach out to counties and municipalities to establish contacts and to explore how we might be able to collaborate on projects.

ECO will continue to set up Commission leadership opportunities to speak at MML and MACo conferences and business meetings, other events. ECO members are asked to contribute knowledge of any conference or public events where the Commission speaker might be a good fit.

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