

Education, Communications and Outreach 2022

By law, ECO is tasked with helping the Commission in fulfilling its responsibility to engage, educate, and communicate with diverse stakeholders by:

- Developing broad public and private partnerships with local, State, and federal agencies;
- Communicating with and educating Marylanders about the urgency of acting to reduce the impacts of climate change; and
- Addressing disproportionate impacts of climate change on disadvantaged and vulnerable communities

We need some new members that represent the Commission. Ask current Commissioners to recommend outreach, education and/or communications staff from their organizations.

Current membership:

Jody Couser, Co-chair Nonprofit
John Kumm, Co-chair private sector

PUBLIC SECTOR REPRESENTATIVES

Laura Bankey National Aquarium
Dannielle Lipinski Maryland League of Conservation Voters
Denise Robbins Chesapeake Climate Action Network
Isaac Hametz Mahan Rykiel Associates
Jabari Walker Bowie State University

PRIVATE SECTOR REPRESENTATIVES

Michele Peterson Honeywell

STATE GOVERNMENT REPRESENTATIVES

Vacant Department of Health
Jim Joyner Department of Transportation
Kirsten Jackson Maryland State Department of Education
Vacant Department of Agriculture
Mark Shaffer Department of the Environment
Emily Allen Lucht Department of Housing and Community
Development
Trystan Sill (CJ liaison) Department of Natural Resources
Alexander Borkowski Maryland Insurance Administration

LEADERSHIP ADVISORS

George "Tad" Aburn Maryland Department of the Environment
Suzanne Dorsey Maryland Department of the Environment

STAFF COORDINATORS

Chris Beck Maryland Department of the Environment
Susan Casey Maryland Department of the Environment

2022 Meetings *Subject to changes. Meetings are on Wednesdays at 3 p.m. as follows:*

- February 16
- April 20
- June 15
- August 17
- October 19
- December 21

Draft 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.

In order to accomplish our goals, ECO needs to add new members and specifically, a few that have graphics design and digital media skills.

Project ideas that will plug into one of these three areas:

EDUCATION

Identify and support climate change events at schools and universities. Mark Stewart offered to investigate a university-wide effort to raise awareness of Climate Change.
Climate Change dashboard of issues for the website like the United Nations has. (Susan)
Support MDE's annual Sculpture Contest
Climate Academy participation
Others/members, please contribute ideas!

COMMUNICATIONS

ECO leadership and members are available to all working groups to provide ECO 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.

Develop graphics and materials that identify key messages on climate change that highlight the Commission's work and the state's standing as a CC leader among states. Create a one-minute video introduction of the MCCC.

ECO asks Commission members (including working group members) to provide free-of-cost events information to ensure all appropriate meetings are listed on the Commissions event calendar. Please email event information to susan.casey1@maryland.gov. Please include the title of event, date, and time, contact information, flyer or link, registration requirements. Not all events will be chosen to be publicized, depending on several factors.

“Commission Talk” webinars continues. (After ESG, and Blue Carbon series in 2021).

Ideas:

- Brief the legislature about the Annual Report (January 6, 1-2 pm)
- Ben talk about COPS 26 in Glasgow (Feb 14?)
- What is going on with the Working groups? (Each WG co-chair speaks)
Biomass subgroup Status report (March)
- Trees Commission and its relationship to Climate Change (April)
- Legislative Wrap Up (May)
- GGRA Updates (summer)
- Others/members please contribute ideas!

In addition, ECO will scour podcast host sites for MCCC chair and co-chair speaking opportunities. (Jody has a mega list)

MULTIMEDIA:

- GRAPHICS

Need a LOGO

- VIDEO

Need a **one-minute video** about the Commission and its progress.

Possibly Include: Ben Grumbles, Anne Lindner, Kim Coble, Charmaine Brown, Mike Powell, Peter Goodwin, Jeannie Ricco, Jody/John

Narrator: Charmaine?

Include links to the Commission website, and other resources.

OUTREACH

ECO will work with the CJ team to set up a series of meetings with community leaders. Emphasis will be placed on those communities identified as most vulnerable to climate change impacts. (Using MDE’s new EJ tool.) CJ will be included in all community leader meetings.

ECO will continue to set up opportunities to speak at MML and MACo, other events.

