



CLIMATE CHANGE COMMISSION



EDUCATION, COMMUNICATION, & OUTREACH (ECO) WORKING GROUP

Wednesday, January 7, 2015 from 10:00 – 11:30 pm

IN ATTENDANCE

<i>Larissa Johnson</i>	Climate Change Maryland, MD Department of the Environment/University of Maryland Center for Environmental Science
<i>Adrienne Diazcok</i>	MD Department of the Environment
<i>Coreen Weilminster</i>	MD Department of Natural Resources
<i>David Costello</i>	MD Department of Environment
<i>Jonathan Irwin</i>	Maryland Institute College of Art
<i>Kate Dowling</i>	Parks and People
<i>Lauren Gentile</i>	Climate Communication Consortium of Maryland
<i>Noah Smock</i>	Baltimore Toolbank
<i>Rachel Rhodes</i>	MD Department of Agriculture
<i>Samantha Kapplaman</i>	Hatcher Group

ACTION ITEMS

Invitations to the working group:

Please remember to invite the **EDUCATION/COMMUNICATIONS/OUTREACH PERSON!!**

- Adrienne – Will contact DGS, MDOT
- Coreen – Will contact MD National Capital Parks and Planning, Alice Ferguson
- David – Will contact someone from waste management and the Commissioner from Labor
- Jonathan – Will contact Free Ranch Studio
- Kate – Will contact Chesapeake Watershed Network
- Larissa – Will contact MD Climate Coalition, Climate Central, MEA, DHCD, Standard Solar/Chesapeake Solar, CCAN
- Lauren – Will contact MD Hospital for Healthy Environment
- Noah – Will contact someone from Manufacturing, Hopkins Office of Sustainability, BioHabitats
- Rachel – Will contact Eastern Land Conservancy
- Sam – Will contact Potomac Conservancy, University of Maryland School of Journalism,

Other Items:

- Kate – Will contact Chesapeake Watershed Network about the September forum and us having a table or session.
- Larissa – Contact Brian Hug about the Interagency meeting notes, status of the two reports, and plans for dissemination of the reports.



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MEETING MINUTES

1. Background of the Commission
 - a. In April 2007, the Climate Change Commission was established by the Governor (Executive Order 01.01.2007.07). In November 2014, its mission and membership were expanded ([Executive Order 01.01.2014.14](#)).
 - b. The Commission reconvened on Monday, December 8th and it was determined that along with expanding the membership of the Commission an additional working group would be added called the Education, Communication, and Outreach (ECO) Working Group.
 - c. ECO Working Group would be charged with:
 - i. Developing broader public/private and State/local partnerships to better communicate with and educate citizens the urgency of climate change, inform them about the challenges, and explain the possible options to address it;
 - ii. Establishing a comprehensive, annual work group work plans that set annual goals and performance benchmarks, and prioritize new and existing climate change communications and outreach measures; and
 - iii. Convening regular Working group meetings to ensure that sufficient effort is being made across all sectors and communities in Maryland.
2. Objectives for ECO Working Group
 - a. Develop partnerships with stakeholders in various organizations – who is missing from the table?
 - i. We went through a list and in the Action Items everyone has been given someone to contact and invite to the next meeting and the invitation is below
 - b. Create a communications plan and timeline with benchmarks and communication/outreach priorities.
 - i. It was determined that we would go through a planning process once we have the meeting minutes from the Interagency meetings and a more robust working group.
 - ii. We will want to highlight the two reports MDE will be releasing on 1) progress of the GGRP and 2) Manufacturing in Maryland in October
 - iii. **QUESTION: Will the Working group be putting together outreach materials? Does the state have a budget to hire a consultant for the reports/infographics?**
 - iv. **Suggestion: Coreen mentioned that the Union of Concerned Scientists has a campaign and posters we could potentially use: <http://coolersmarter.org/>**
 - c. Set regular group meeting dates and times for 2015
 - i. The second Thursday of the month was chosen from 10:30 – 12:00 pm at the MDE Office Building, STAT Room. **First meeting is scheduled for Thursday, February 12, 2015 from 10:30 – 12:00 pm.**
 - d. Discuss the areas of communication needs for future meetings – we may want to create breakout groups but will determine that after the February meeting.
 - i. Message development & Strategy
 - ii. Outreach & Education
 - iii. Grassroots & Policy
 - iv. Deliverables



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EMAIL INVITATION TO SEND TO PROSPECTIVE ECO MEMBERS

Dear *NAME HERE*,

You are cordially invited to participate in the Education, Communication, and Outreach (ECO) Working Group of the Maryland Climate Change Commission.

On November 19th, Governor O'Malley issued an [Executive Order to expand Commission on Climate Change](#). The Commission had their first meeting on Monday, December 8th and it was determined that along with expanding the membership of the Commission an additional working group would be added called the Education, Communication, and Outreach (ECO) Working Group.

ECO Working Group would be charged with:

- Developing broader public/private and State/local partnerships to better communicate with and educate citizens the urgency of the challenge and options to address it;
- Establishing a comprehensive, annual work group work plans that set annual goals and performance benchmarks, and prioritize new and existing climate change communications and outreach measures;
- Convening regular Working group meetings to ensure that sufficient effort is being made across all sectors and communities in Maryland.

We would like to invite you to the first ECO Working group meeting scheduled for **Thursday, February 12, 2015 from 10:30 - 12:00 pm** at the Maryland Department of the Environment Office, Stat Room. At this meeting we will be creating a communications plan and timeline with benchmarks and communication/outreach priorities for the year.

Please RSVP by Wednesday, February 11, 2015 whether or not you can attend by [CLICKING HERE!](#)

Thank you kindly,

YOUR NAME HERE AS A MEMBER OF THE WORKING GROUP