

**Outreach Committee Breakout Summary –
Great Lakes Dredging Team Annual Meeting
June 4, 2015, 7:30-9:00 a.m.
Annex Room – The District Event Center, Green Bay, WI**

*This is a summary of the discussion that took place during the committee breakout session

Attendees

Joe Cappel, Toledo-Lucas County Port Authority (non-federal co-chair)
Shannon Nabors, Ohio EPA, Northwest District
Jim Killian, WI Department of Natural Resources
Todd Breiby, WI Coastal Management Program
Kristin Gardner, Hull & Associates
Michele Leduc-Lapierre, Great Lakes Commission (staff support)

Workplan structure

The participants approved the structure proposed. There will be a membership section added to the workplan and we will use the technical committee workplan as an example.

In the objectives section, the last sentence will be replaced by “The OC will serve as a resource for the other committees to communicate information within the team and to external stakeholders”.

Workplan components

E-News

The e-news will be published once a month. The goal is to keep it short so people will be interested in reading it. It will be sent in an email, with an attractive header, and include news from around the basin and links to longer articles.

Michele Leduc-Lapierre will send an email through the GLDT listserv on the 1st of each month and ask for news. One week will be allowed to send the information, and another week will be accorded to prepare the email. It will be sent through the GLDT listserv.

Committee calls

The participants decided to hold committee calls every other month instead of every month. If a project requires more discussion, committee calls can be convened more often. Michele Leduc-Lapierre will use the Outreach Committee listserv to schedule the calls.

Website

Participants discussed possible improvements to the website, and whether a slider on the home page would be necessary. After discussions, the committee decided to put a media gallery page instead of a slider.

The purpose of the media gallery will be to improve the outreach on different projects. Pictures submitted will have to minimally identify the location and the project. Ideally, all pictures displayed on the page would be available to GLDT members to use in presentations, posters, reports, or any other outreach activity. The media gallery will also include links to videos produced by states, ports, federal agencies, or any other stakeholder. If funding becomes available, the committee could look into producing videos.

GLDT Newsletter

Participants discussed strategies to have stories and updates for the newsletter. The committee members suggested that committee chairs could be responsible for at least one article in the newsletter. For members update, Michele Leduc-Lapierre will keep contacting representatives from each member organization or agency to have the updates. This process will be used for the next few newsletters and the committee will reassess after. If necessary, adjustments to the process will be made.

Events publicity

The participants discussed strategies to increase the publicity for events hosted by the GLDT. For the next annual meeting, there will be a press release prepared that will include key topics covered during the meeting.

The team will work with local authorities to try to invite dignitaries (governor, mayor, elected officials for example) to the meeting. The team will also work with local agency communication people to prepare videos or other media products that could increase the interest for the meeting.

Social media

There are several challenges related to developing a social media strategy. To be efficient, it needs a lot of work: at least two Facebook posts every week, one “tweet” every day, responding to questions, keeping discussions alive. Additionally, there might be some restrictions on the content and the process to have a post approved can be heavy.

Michele Leduc-Lapierre will create a Twitter account to follow relevant people and agencies, and only use it to stay in touch with information. When there is an event that would deserve social media coverage (like the annual meeting), a hashtag will be created and participants will be encouraged to use the hashtag on their personal Twitter account.

Other elements of the workplan

The other elements of the workplan will be kept as they appear in the draft version.