

Education Communication Outreach Working Group Work Plan

Governor Martin O'Malley issued an Executive Order (01.01.2014.14) on November 19, 2014 that expands the membership, mission and work of the Maryland Commission on Climate Change (MCCC). As one of four working groups organized under the MCCC, the Education Communication Outreach Working Group (ECO) has developed a work plan that outlines both immediate and annual goals of ECO. The efforts of ECO in conjunction with the efforts of the other working groups, specifically the Mitigation Working Group, under the MCCC will ultimately achieve the goals for which the MCCC has been tasked. The goals of the working group are to: 1) develop 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; 2) establish 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 3) convene regular Working group meetings to ensure that sufficient effort is being made across all sectors and communities in Maryland.

As a newly formed working group, ECO's membership is in process of being solidified, the members will all be education, communication, and outreach professionals from state agencies, nonprofit and other stakeholder groups. Recurring meetings are required to provide status reports and discuss ongoing activities. ECO Meetings have been scheduled for the second Thursday of the month from 10:30 – 12:00 pm at the MDE Office Building, STAT Room. The next meeting is scheduled for Thursday, February 12, 2015 from 10:30 – 12:00 pm. At this next meeting we are hoping to have more attendees from the state agencies, nonprofit and other stakeholder groups to assist us in putting together a comprehensive communications plan that will highlight what the state is doing with regards to Climate Change mitigation and adaptation.

ECO will be working to address specific communication needs throughout the year focusing on message development & strategy, outreach & education, grassroots & policy and deliverables. The deliverables will include:

In June/July the state will be hosting Public Comment forums in the four corners of the state - they will need ECO's help (community colleges as venues) to promote and disseminate the information on the Eastern Shore, Western MD, Southern MD, Baltimore, PG county

- In October, there are two reports and ECO will assist with creating infographics and other outreach materials
 - Executive Order Plan: Detailed summary of the working groups and presented to the Commission (see MWG for more details)
 - GGRA Requirements Plan: This is about the status of the 25% reduction by 2020 and is meant for the governor and the general assembly. (see MWG for more details)