

COMMUNICATIONS & ENGAGEMENT STRATEGY

A strategy for the NOAA RESTORE Science Program to support the sustainability of the Gulf of Mexico ecosystem through training, storytelling, relationship building, and other collaborative activities.

2023-2026

Communications & Engagement Goals

- Communicate with diverse audiences about scientific research and resource management decisions to promote the sustainability of the Gulf of Mexico ecosystem.
- Inspire environmental stewardship through a place-based appreciation for the ecosystem and its importance to people.
- Seek feedback and guidance from end users, community partners, and representatives of local, state, and federal organizations in the Gulf to ensure that the Science Program's activities are inclusive, equitable, relevant to decision makers, and of high scientific quality.
- Coordinate between organizations in the Gulf of Mexico on ecosystem science activities that support shared missions, goals, and outcomes.
- Provide opportunities to build capacity among the Science Program's funded project teams, the wider Gulf community, and its own staff to carry out work related to applied ecosystem science.
- Increase awareness of the Science Program's activities among NOAA leadership and coordinate with NOAA staff on collaborative projects and communications.

Audiences & Partners

Researchers	Natural Resource Managers	Fishing Communities	Diverse & Underserved Communities
Curious Members of the Public	Early Career Professionals	Congressional Representatives	NOAA Leadership & Staff

Legislative Mandate

The Science Program's legislative mandate directs us to carry out research, observation, and monitoring to support the long-term sustainability of the ecosystem, fish stocks, fish habitat, and the recreational, commercial, and charter-fishing industry in the Gulf of Mexico.

Key Messages

 <p>The Science Program is working to build a community of researchers, resource managers, and other resource users to support the sustainability of the Gulf of Mexico ecosystem.</p>	 <p>By supporting applied ecosystem science, the Science Program's funded projects result in tangible impacts to policy and management activities that support the sustainability of the Gulf of Mexico.</p>	 <p>The Science Program invests in the collaboration of researchers, resource managers, and end users across all phases of a research project to better inform natural resource management decisions.</p>
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Contact Us

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What's in the strategy?

Audience and Partner Needs

The needs of audiences and partners, such as language translation, accessibility, and open source formats, are considered for all communications.

Communications Approach

Communications promote the sustainability of the Gulf ecosystem and inspire environmental stewardship through a place-based appreciation for the ecosystem and its importance for human communities.

Engagement Approach

A consistent, flexible, and long-term approach to relationship building and listening to partner and audience feedback are key to the Science Program's engagement approach.

Capacity Building

The Science Program is dedicated to building the capacity of its funded project teams, the wider Gulf community, and its own staff to carry out work related to applied ecosystem science.



What kinds of activities are we planning?

Feature Stories



Collaborative Workshops



Presentations & Seminars



Relationship Building Events



How will we measure success?

Communication Channels

Audience interaction with email messages, social media, website pages, and other communications are tracked with metrics designed to evaluate effectiveness and growth. Communications channels are evaluated at the end of each calendar year. Communications plans are updated every two years.

Engagement Activities

Conference presentations, collaborative activities, targeted outreach, and media engagement are tracked with metrics such as number of people reached, audience feedback, media requests, number of partner organizations, etc. Engagement activities are also evaluated yearly.

Read the Full Strategy Here

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