

**Programming & Communications Task Force 2019 Q1 Meeting
NOTES**

February 25, 2019

Action/Next Steps

- Identify location of upcoming meetings
 - Share Chris Cook's presentation slides from February 11th Mayoral Event
 - Create a list of topically connected programs currently planned
 - Share a list of the top 10 facts useful for CIWG members to know
 - Identify a lead for Asset Mapping exercise at May meeting
 - Create a task force email list
 - Identify existing networks to tie into
 - NEXT MEETING FOCUS: Asset Mapping
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2019 Project Review

Programming Feasibility Study

- Want to identify the goal of coordinated programming
- Member institutions may think differently about connected programming after Climate Communications Training
- Consensus that members don't want to reinvent the wheel—begin by working with existing/planned programs that could be placed under GRC umbrella
- What about making a calendar or repository of existing/planned events?
- Do we want to take the time to get information on everyone's full programmatic calendar? Is this even possible?
- Program calendars change and evolve all the time—better to work with what we know now

Branding

- Want to get programming in place before the development of a brand
- Would we want to build some sort of central website that showcases the working group and member activities? Or should it live on individual member websites?
- What about a social media campaign?
- When is it appropriate to get the press involved?
- Feels important to find ways to keep the momentum going and continue engagement
- Working Group should serve as a resource and a touchstone for others interested in this work

Mayoral Event De-brief

- Gwill York advocates for reaching as many board members of member institutions as possible in an effort to drive action
- Mayoral Event was a good example of the type of event it would be good to do again
- Perhaps another event for board members/senior leadership should be planned for later in the year

- Good idea to do the same type of Mayoral Event a year from now—a way of touching base and keeping the conversation with the city advancing
- Mayoral Event was energizing and very educational
- Want Chris Cook's slides to share with others in organization
- Does the city have/can the city provide a list of the top 10 facts to know so that they can be shared at board meetings, etc. [Peyton says yes and she will share]
- Need to address boards but also need to reach boots-on-the-ground staff—content developers, educators, etc.
- Want to find common ground across institutions right away—how else can we collaborate as a group?
- Find ways to cultivate and maintain connections in a long-term investment—are there other networks to tie into?
- Asset Mapping exercise that taps into immediate, low level needs proposed for May meeting

Climate Communications Training

- Three goals of the training are: build a cohort, learn how to communicate about issues related to climate change, and action planning
- Want participants to leave with at least one thing they can go do
- NEAQ has learned that it can take time for those trained to find ways to use/implement what they learn in the training—follow up is important
- Pairs of participants are important because they foster an ongoing connection and engagement with the topic
- Best if participants are interested in the topic
- Participants can come from any level or department within an organization—diversity of the group is a good/helpful thing
- We should be aggressive about getting member organizations to participate
- Basic content of the training includes: social science of climate science and how our brains absorb/process this information, value messaging and metaphors, and action steps
- NEAQ has been surprised by who on their staff have been excited by and engaged with the materials, i.e. HR and Development
- Training approach has been to work from the middle out rather than top down—want to reach the staff who will actually implement
- Goal is to promote exchange and collaboration, hope and efficacy—hope is proven to be contagious
- Boston is fortunate to have a positive future vision; the psychological impact of that cannot be underestimated
- Training will tie into the City's messaging