

## Coral Restoration Consortium Communications Strategy 2018

### Consortium Overview:

The Coral Restoration Consortium (CRC) is a community of practice comprised of scientists, managers, coral restoration practitioners, and educators dedicated to enabling coral reef ecosystems to survive the 21<sup>st</sup> century and beyond. The CRC's mission is to foster collaboration and technology transfer among participants, and to facilitate scientific and practical ingenuity to demonstrate that restoration can achieve meaningful results at scales relevant to reefs in their roles of protecting coastlines, supporting fisheries, and serving as economic engines for coastal communities.

To help increase the scale and efficiency of coral restoration, the CRC will focus on the following topical priorities for the next three to five years. For each priority, a dedicated Working Group has been formed to develop solutions-oriented action plans and to help establish best management practices. The priorities are:

- Scaling-up in-water, land-based, and larval propagation and restoration
- Designing projects to demonstrate multi-species ecosystem functioning and coastal protection
- Coordinating and fostering genetics science into adaptive restoration
- Developing restoration monitoring guidelines and common-access data platforms

### 2018 Communication Strategy and Goals:

**Primary goal:** Disseminate information and connect CRC members to support the incorporation of current science and tools in restoration work.

The primary outcome of the 2016 Workshop to Advance the Science and Practice of Coral Restoration was to create a consortium and find a way to keep communicating within the coral restoration community (scientists, managers, coral restoration practitioners, and educators) and also decision makers at local, national, and international levels. Communications among the coral restoration community will achieve the following:

- Increased geographic scale of restoration efforts through the transfer of technology to start-up restoration outfits
- Incorporation of current science into restoration and restoration planning
- Increased understanding and scaling-up of monitoring methods so that a broad picture of reef restoration across the region can be gathered,
- Sharing of successes and failures to make future restoration efforts more efficient

There are numerous ways to achieve the goal of increased communication. Since the consortium has no sustained funding, but is rather comprised of coral restoration professionals who are using some of their time to help the community get organized for mutual benefit, we

must choose the most effective communication tools, delegate responsibilities in creating and maintaining these tools, and be realistic about how much personnel time each tactic takes and whether we have that time.

### **Audiences:**

The CRC is initially focusing efforts on Caribbean coral restoration, but invites active participation from scientists, managers, and practitioners working in other regions to help expand knowledge and collaboration globally. The communications strategy will follow the same approach of being focused on the Caribbean - with broader participation encouraged.

Our primary target audience is the coral restoration community itself. And most of the tactics described herein for a one-year communications strategy are aimed at the coral restoration community. A secondary target audience is decision makers at local, national, and international levels. Specific tactics for targeting this audience are outlined in the figure at the end of this document. The primary language of the CRC is English. Materials will be translated to Spanish and French as resources permit.

### **2018 Communications Tactics:**

#### **1. ONE-TIME**

##### **a. Logo**

- i. Objective: for recognition, legitimacy
- ii. Action: put out a request for ideas in the next e-mail communication
- iii. Timeline:
  1. logos due 1/2
  2. choice by leadership mtg on 1/25
  3. final logo developed by 2/25

#### **2. ON-GOING, REGULAR**

##### **a. One-pager fact sheet**

- i. Objective: To communicate with decision makers and governments about what the CRC is and how to be involved.
- ii. Action: for ICRI meeting in early Dec, Monica is taking the lead
- iii. Frequency - update annually (along w/ website update)

##### **b. E-mail Communication**

- i. Objective: Disseminate information to CRC members
- ii. Actions: Deadline for items to include (in teamwork project "Monthly E-mail Communication" due two weeks before distribution. Draft to Steering Committee one week before distribution. Archive on website and teamwork after distribution.
- iii. Frequency: Monthly on first Tuesday at 10AM beginning Dec. 17
- iv. Items to include: *\* items are priorities*
  - \*research and news summary. Add journal summaries to searchable database on RR toolkit.

- \*calendar / list of upcoming calls webinars, conferences for the next ~ 3 months (link to sign up to the google calendar)
- \*ways of signing up for CRC list serve, working groups etc...
- profile of a restoration in a certain place (maybe this happens only once and a while? - featured restoration story (photo, profile of a person, restoration story (how they started, what they're doing, what technique they use, what do they wish they could do more of...)) Use case study template with modifications from RR Network so they can be added to established searchable database
- funding announcements
- updates from WGs and SC
- job announcements

**c. Webinar Series**

- Objective: Share best practices and tools, connect managers, students, and scientists with experts on restoration research and practice
- Actions: keep quarterly calendar up to date on teamwork, touch base w WG chairs ~ 2 months before
- Frequency: quarterly, date chosen 6 weeks prior, WG chair responsible for topic
- Schedule:

|  |             |
|--|-------------|
| Larval Propagation                               | 2/8/17      |
| Genetics   | May 2017    |
| Global Coral Restoration Project                 | May 2017    |
| Live from CRTF                                   | August 2017 |
| Restoration in East Africa and New Toolkit       | Nov 2017    |
| Restoration Genetics Webinar (from Kiel Germany) | Dec 2017    |
| Land-based                                       | Mar 2018    |
| In-water   | May 2018    |
| Demonstration Projects                           | Aug 2018    |
|  |             |

**d. CRC conference**

- Objective: get the coral restoration community together in person to exchange information (linking science and management, and the domestic and international communities, identifying CRC priorities)
- Action: ID locations, gather a planning committee, work with journal for a special issue, block off dates, identify support for managers and

researchers from developing countries. Book plenary speakers. See [prospectus](#).

iii. Frequency: Bi-annual starting 2016

### 3. ON-GOING, IRREGULAR

#### a. Language Translation

- i. Objective: increase availability of CRC resources for non English speaking restoration practitioners
- ii. Action: gather volunteers from w/in the CRC to translate materials as needed

#### b. Presenting at Conferences

- i. Objective: make the existence of the CRC known, make connections for large-scale projects / funding
- ii. Action: - decide which conferences to target and who should attend, put schedule up on teamwork, website, include on monthly communications

| Meeting Title                                | Meeting Date       | Meeting Location           | Meeting Website   | Session proposal deadline | Abstract deadline | Notes                                       | Anyone from CRC Leadership Going? |
|--|--------------------|----------------------------|---|---------------------------|-------------------|---|-----------------------------------|
| National Conference on Ecosystem Restoration | August 2018        | New Orleans, U.S.          | <a href="http://conference.ifas.ufl.edu/necer2018/">http://conference.ifas.ufl.edu/necer2018/</a>   | 10/1                      |                   |   |                                   |
| UN ICRI                                      | early Dec 2017     | Nairobi, Kenya             | <a href="https://www.icriforum.org/ICRIGM32">https://www.icriforum.org/ICRIGM32</a>   | N/A                       | N/A               | Back to back with UN Environmental Assembly | Monica and Lucie                  |
| European Coral Reef Society                  | Dec 13-15, 2017    | Oxford, England            | <a href="https://www.openchannels.org/conferences/european-coral-reef-symposium-2017">https://www.openchannels.org/conferences/european-coral-reef-symposium-2017</a> | long gone                 | long gone         |   | Iliana?                           |
| Restoration Genetics Workshop                | December 7th, 2017 | Kiel, Germany              |   | NA                        | NA                |   | Iliana, Dirk, Margaret            |
| International Marine Conservation Congress   | June 22-29, 2018   | Kuching, Sarawak, Malaysia | <a href="http://conbio.org/mini-sites/imcc5/">http://conbio.org/mini-sites/imcc5/</a>   | 10/16?                    | 4/6/2018          |   | Tom, Jen, Tali                    |

### 4. Website

- a. Objective: share information on the CRC and resources
- b. Actions: Specify what types of updates will be regularly needed on what pages, agree on schedule with RR team for updates that are known. Other updates can be made as needed depending on scope.
- c. Frequency: Updated on agreed upon schedule.

- d. Items to include:
  - i. Calendar - already linked.
  - ii. Ways to sign up for WGs - and for CRC - these should always be live
  - iii. Summary notes from WG calls (and SC calls?) to be posted on the Working Groups page to show activity, to be transparent. (Notes: In the section about the calls, we could put 'Notes from previous calls' next to the date for the upcoming call and link to a Box folder with all of the notes files. Then any WG could upload their notes to the Box file and we wouldn't have to update the notes on the website.)
  - iv. Monthly e-mail communication

## 5. Coral Restoration Module on Reef Resilience

- a. Objective: To synthesize and share new science and best practices on restoration for practitioners
- b. Actions: finalize larval propagation section (TNC and SECORE should have this up and running by Spring 2018), find CRC reviewers for different sections that can check in with RR team over the year to keep sections updated with new tools and science.

## 6. Reef Resilience Forum

- a. Objective: To provide an online discussion forum where managers and practitioners can share ideas, challenges and resources and connect directly with experts and each other.
- b. Actions: TNC/RR Network will monitor forum and decide what if anything to include in the monthly communication.
- c. To determine: Decide what else to post in the forum notes from the quarterly WG calls? What else? if someone posts to the forum it should go to Teamwork?? or coral.restoration@noaa.gov - (currently it goes to CRC group member email in-boxes. (CRC Group on RR Network has 87 members.)
- d. Frequency: forum is monitored daily

## 7. Social Media -

- a. Objective: communicate with target audiences
- b. Actions: Create a FB Page and post the monthly communication there. (Different from FB Group - which Tom administers (we can change the name of that group to be CRC for consistency). Is the CRC in need of a FB page to maintain or should the already existing pages of CRC members be used to promote the CRC materials?

**Coral Restoration Consortium make-up, audiences, and where internal and external communications exist / will be targeted:**

