

# **CRC Staffer Update**

## **Communications Office**

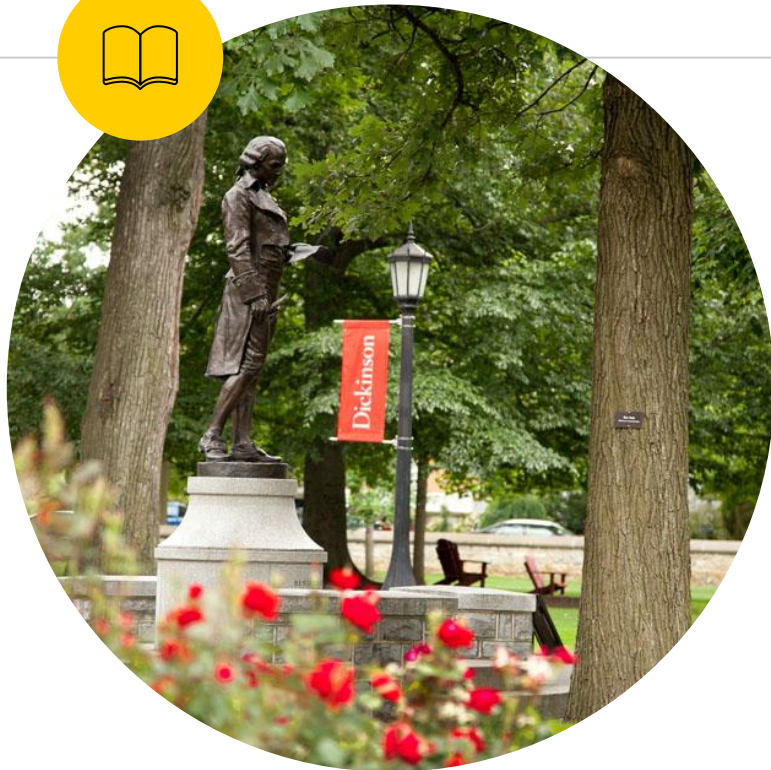




# Hello!

*I am* **Joan Smedinghoff**

Communications Staffer



## Education at **Dickinson College**

- Carlisle, PA
- B.A. in Environmental Studies
- Study abroad: University of Bremen (Germany)



## Experience



Special Envoy for  
Climate Change  
Internship



Dickinson College  
German Department  
Research assistant



Transportation  
Research  
Honors thesis



Alliance for Aquatic  
Resource Monitoring  
Public Education and  
Outreach



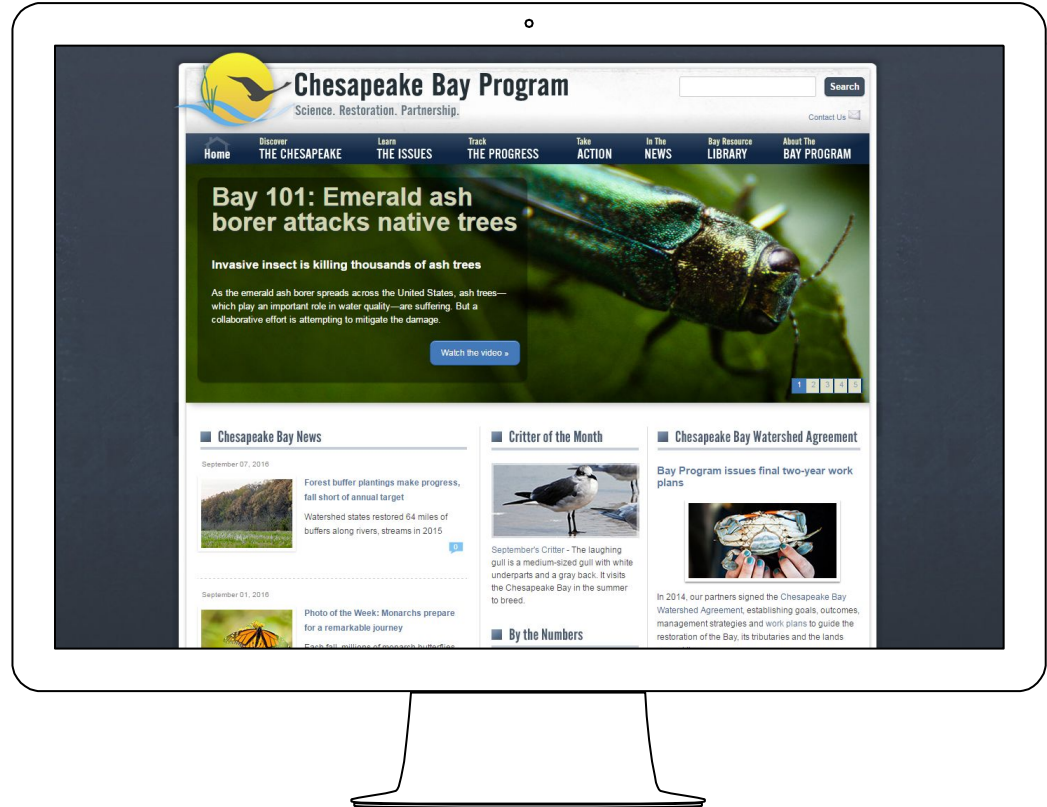
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# **Communications Office**



# Website

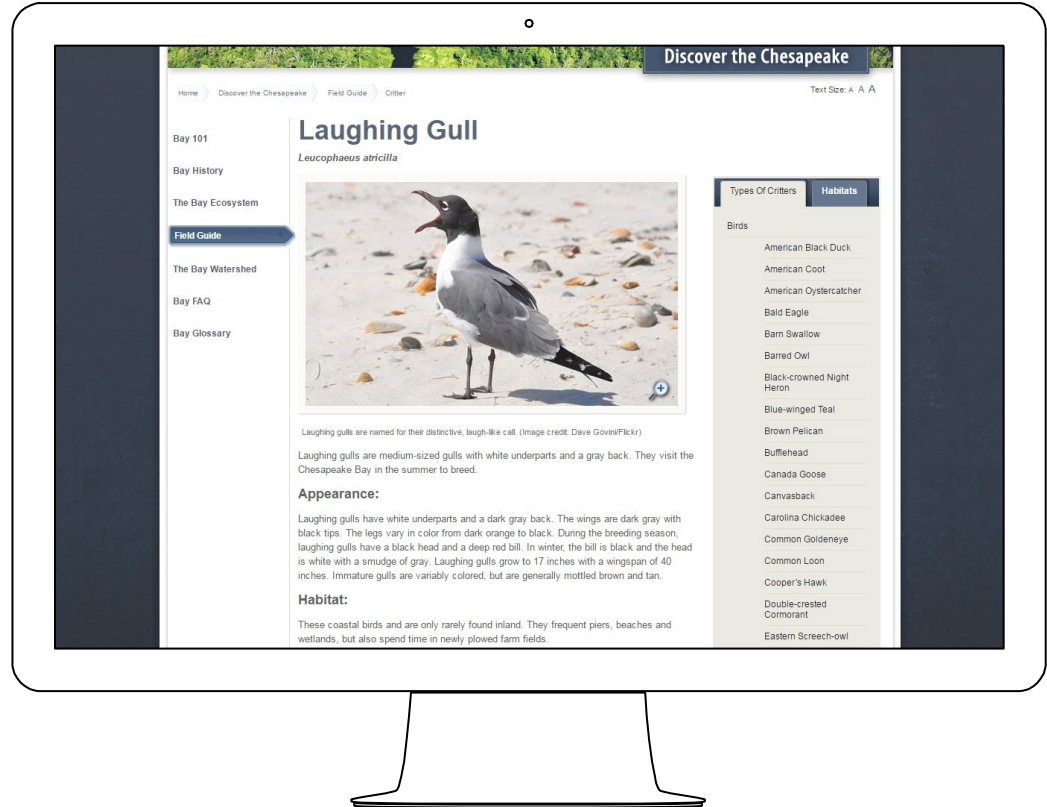
- Field Guide
- Chesapeake Bay News
  - Lists
  - News posts
  - Features





# Website

- Field Guide
- Chesapeake Bay News
- Lists
- News posts
- Features





# Website

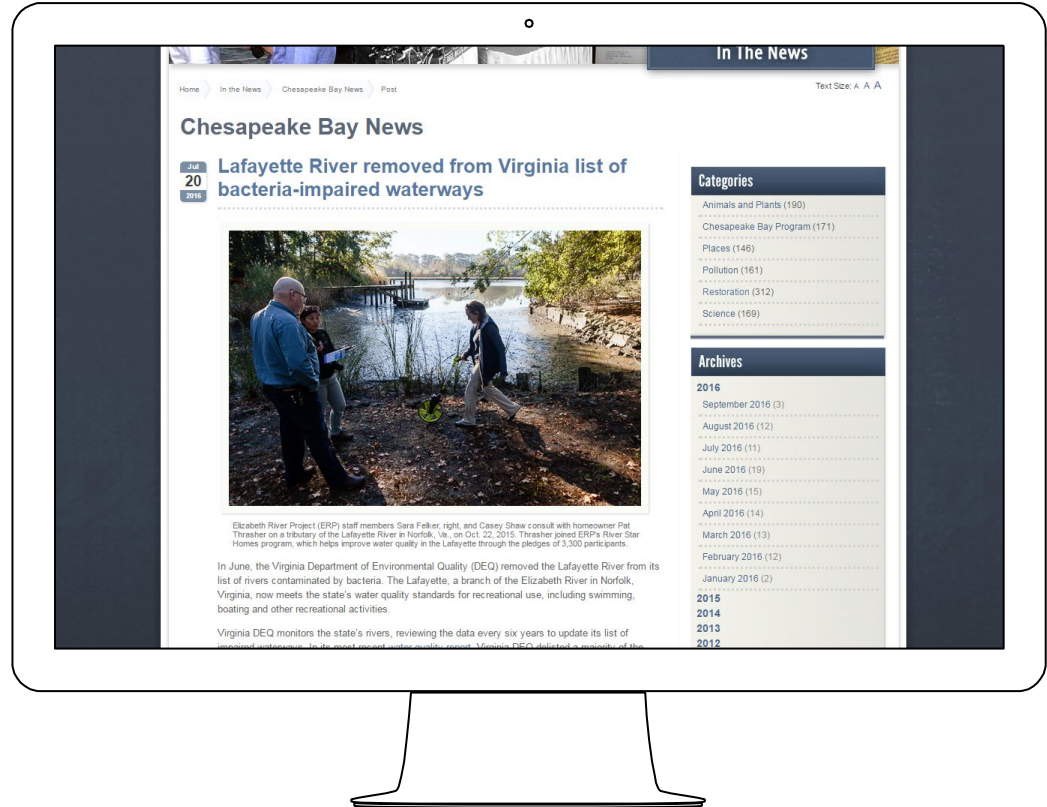
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# Website

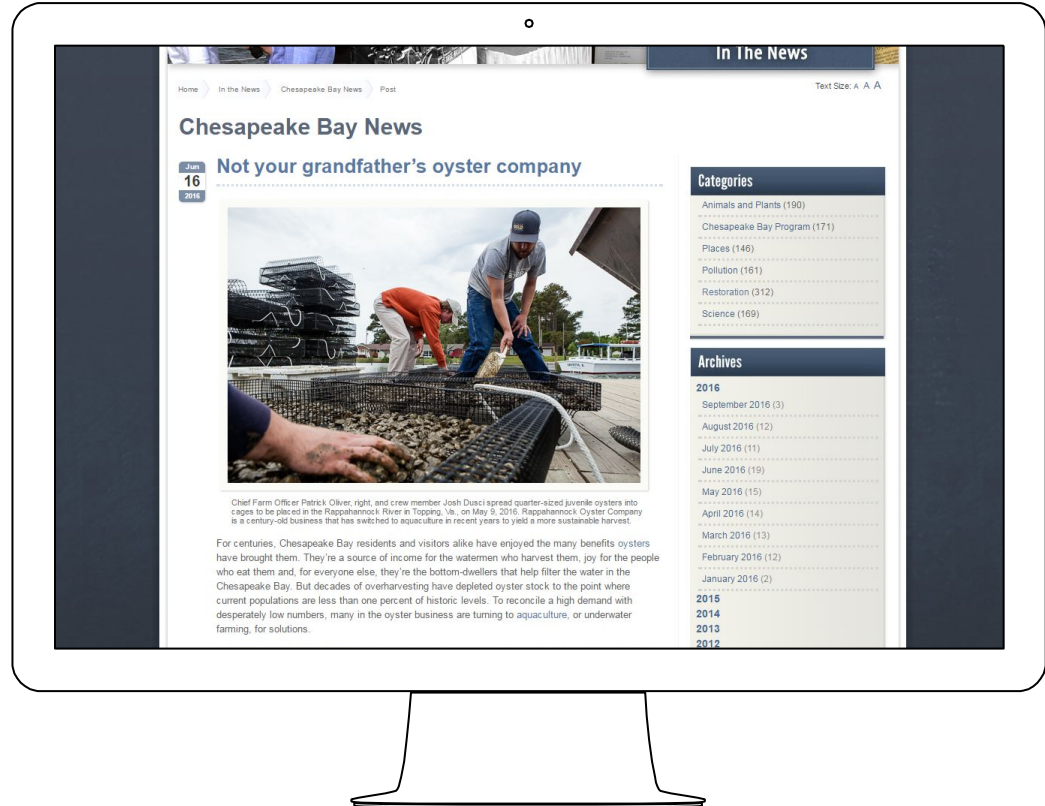
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# Website

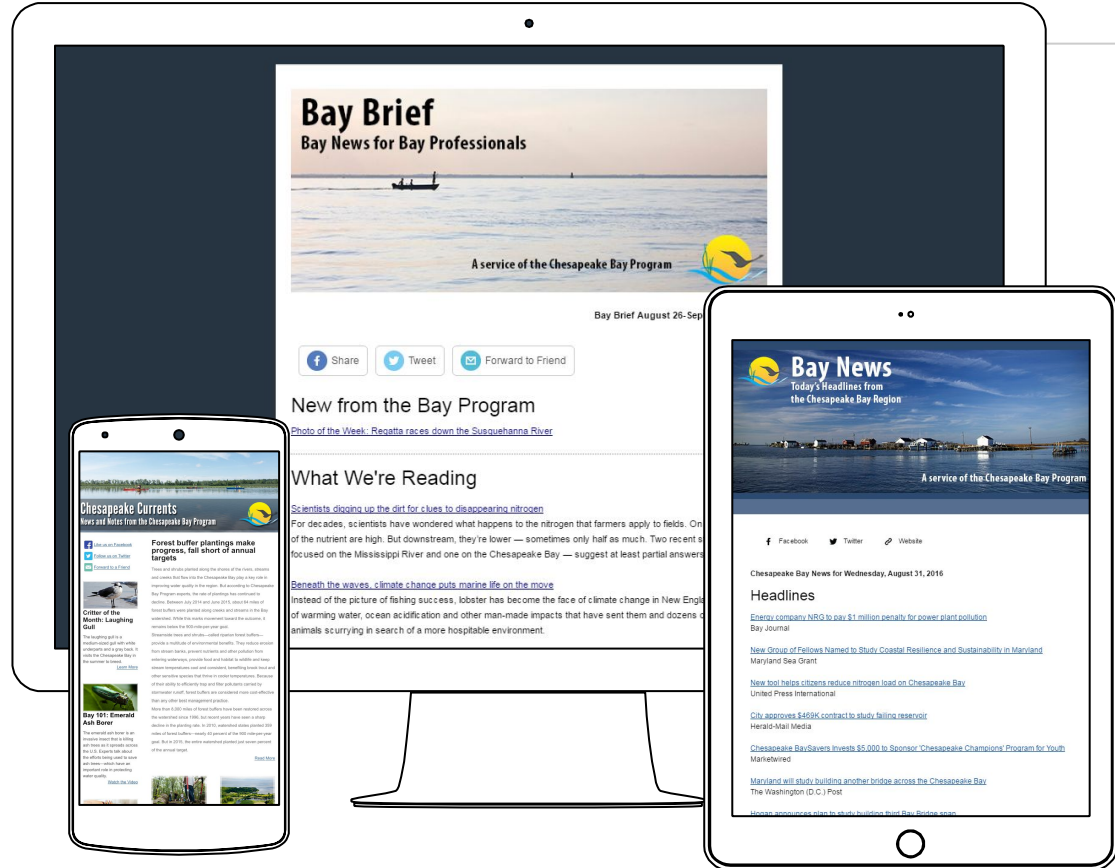
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# Newsletters

- Bay News
- Bay Brief
- Chesapeake Currents





## Social media

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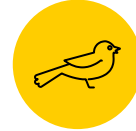
**2,539**

Facebook likes



**1,664**

Instagram followers



**8,473**

Twitter followers



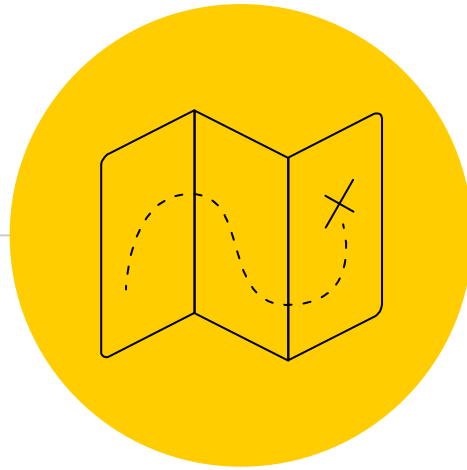
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# **Communications Workgroup**



## Workgroup retreat

- Increase collaboration
- Training: messaging to target audiences
- Exercise: communications successes and challenges



# Strategic Plan

Guiding the 2016–2021 communications efforts of  
the Chesapeake Bay Program partnership



# **CRC Career Development**

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# Professional development



Communications



Web Design



Urban Planning



**Future**



To St Pier  
(450 m)

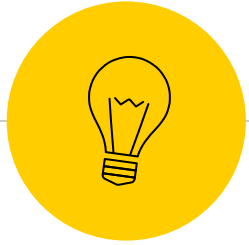
To Station & Viaduct  
(500 m)

Clipboard with documents:

- Document 1: "DATA" with a circular chart and "Growth" label.
- Document 2: "Statistics" with a bar chart and "DATA" label.
- Document 3: "To Station & Viaduct (500 m)" with a blue arrow pointing left.

Tablet displaying data visualization:

- World map with various data points.
- Bar charts and line graphs.
- Text: "Growth", "Data", "Analytics".



# Thanks!

*Any* **questions** ?

You can find me at

- [jmedinghoff@chesapeakebay.net](mailto:jmedinghoff@chesapeakebay.net)

Follow us!

- [@chesbayprogram](https://twitter.com/chesbayprogram)



## Credits

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Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Images: [Dickinson](#), [State Department](#), [CAT logo](#), [Dickinson logo](#), [ALLARM](#), [woman at laptop](#), [web designer](#), [urban planning](#), [planner around table](#)