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Strategic Communications and Outreach Plan (SCOP)

- Originally developed in 2018, with contractor support
- Strategic – meant to be overarching and provide foundation for communications and outreach work
 - High-level goals, audiences, key messages, etc.
 - Staff work focus
- Standing agenda item during IEC's annual workshop meeting (LRP)
- Looking towards and capturing where we want to go – not all pieces will be done in the immediate future

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SCOP Supplemental Plans

- Advertising
- Earned Media
- Social Media
- Outreach

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SCOP Context

- Developing these plans provided staff better framework to move communications and outreach forward
- Also provides sideboard and criteria for evaluating new ideas/requests
- All plans meant to be living documents, updated/adapted as time goes on
- Subplans have more details
- The most developed subplan to date is Community Outreach
 - *Most active components and budget*

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3500 Community Outreach

3530 Youth Involvement

***3410 Fishing Vessel Program Community Outreach
Tour***

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Peksulineq Festival: Tatitlek Cultural Heritage Week
Tatitlek, AK



Photo: Nelli Vanderberg,


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2024 PWS Natural History Symposium

Whittier, AK





Photos: PWSRCAC

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2024 International Oil Spill Conference

New Orleans, LA







Photos: PWSRCAC

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2024 PWSRCAC Valdez Guides' Orientation



Photo: N. Vanderburg, PWSRCAC

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Tsunami Workshop Valdez, AK



Photo: PWSRCAC

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Master of Disaster Youth Outreach Event

Kodiak, AK



Photos: Amanda Johnson

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Kodiak Community Reception



Photos: N. Vanderburg, PWSRCAC

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Gulf Alaska Knowledge Exchange Workshop Series

- Staff participated in & presented at the three workshops in
 - Anchorage, AK (October 2024)
 - Thibodaux, LA (December 2024)
 - Washington D.C. (March 2025)

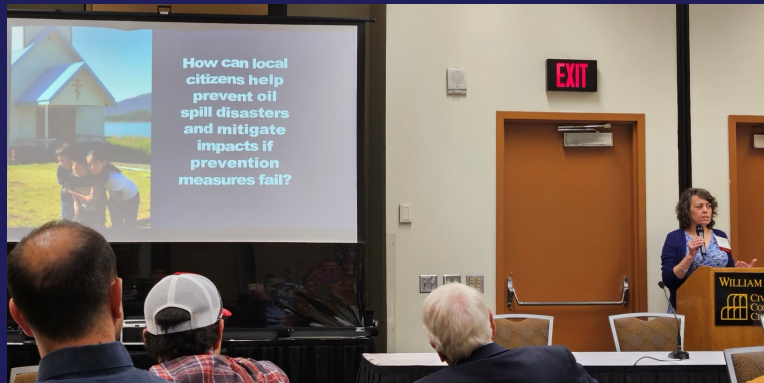


Photo: PWSRCAC

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pacific marine expo

2024 Pacific Marine Expo
Seattle, WA

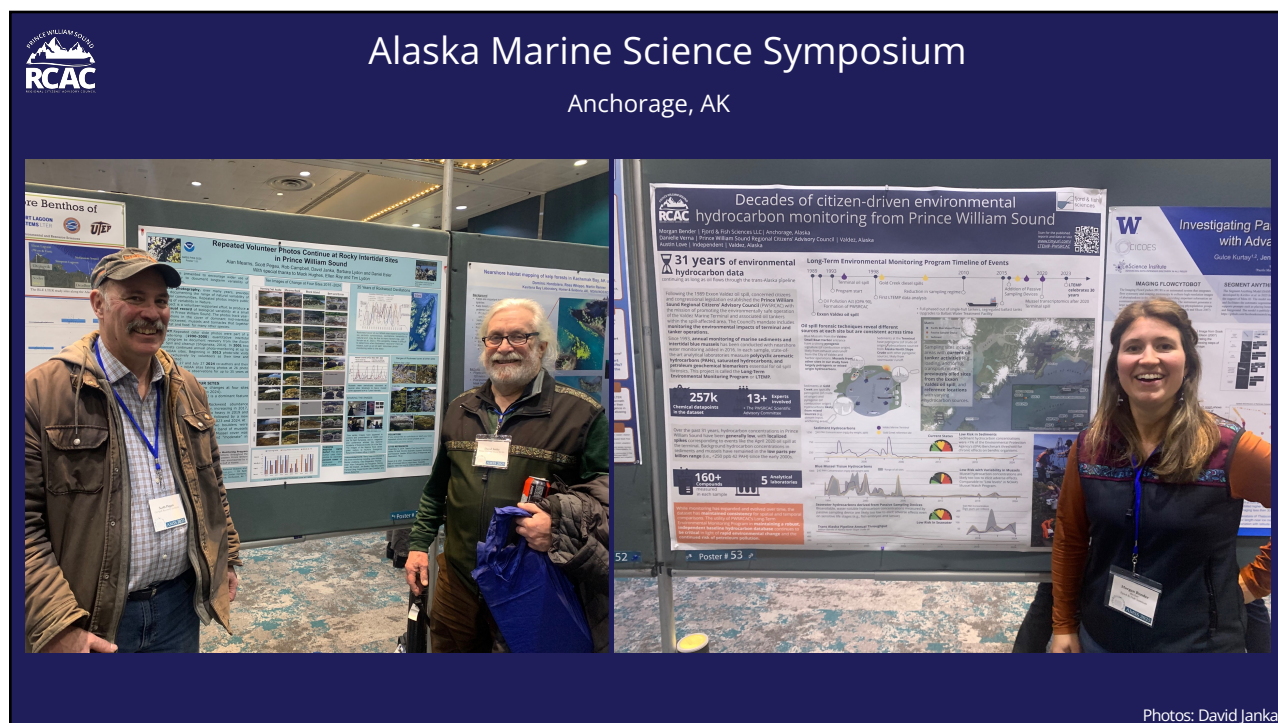


Photos: PWSRCAC

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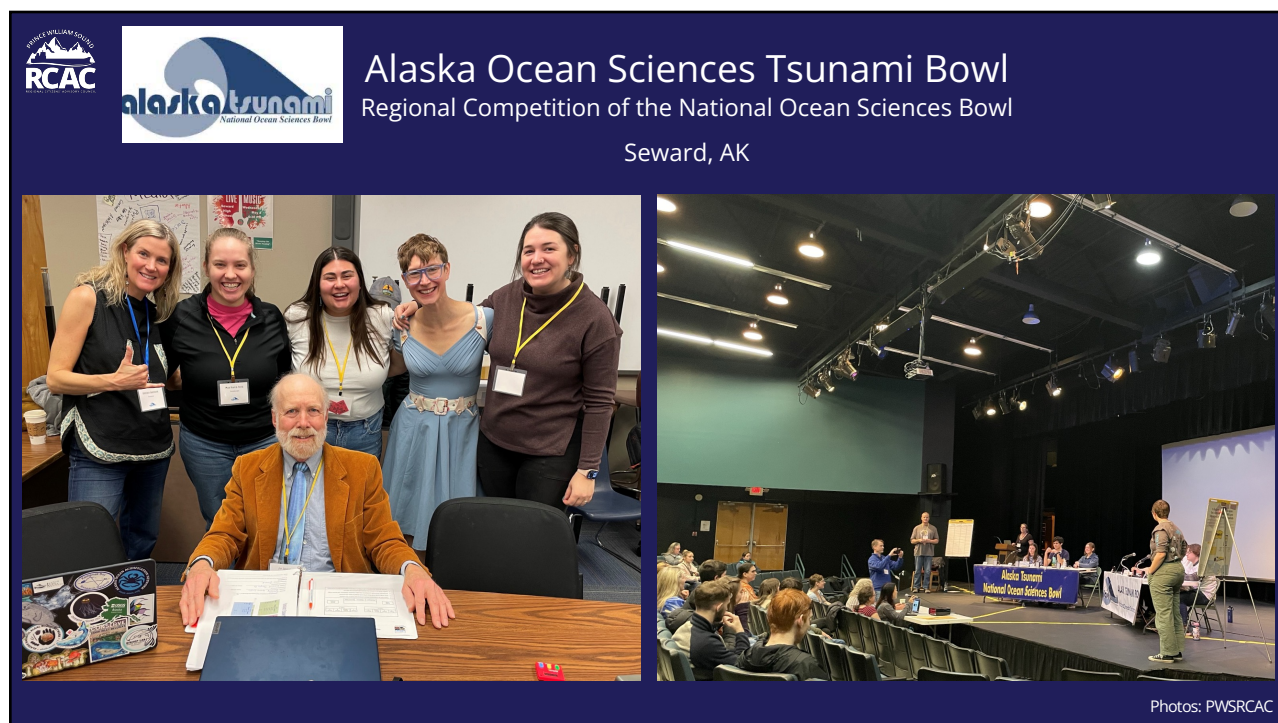
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Additional Presentations

- Homer City Council, Kenai Peninsula Borough Assembly 10-minute update presentations
- Marine Invasive Species Intern outreach presentations
- Alaska Geographic Teacher Training Course Orientation presentations:
 - Kenai Fjords Floating Teacher Workshop
 - Prince William Sound Teacher Course
 - EVOS/PWSRCAC Overview presentations:
 - Port of Paranagua, Brazil
 - Outdoor Leadership students at PWS College
 - WA State Department of Ecology Spill Prevention, Preparedness, and Response Program



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By the Numbers: **Guest Lessons** **+ Master of Disaster**

Type of Lesson	Locations	Youth Age Group	Participants
EVOS & PWSRCAC Overview	Valdez	College	21
PWSRCAC Science	Valdez	College	14
Critter Clean Up	Ouzinkie	K-5 th , 6 th -12 th grade	15
Master of Disaster	Kodiak	K-8 th grade	40
TOTAL			90

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FY2025 Youth Involvement

- 10 contracts of ~\$5000 for education programs serving youth in eight communities



Photos: WISE, PWS College, Fireweed Academy (l-r)

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By the Numbers: Youth Involvement

Timing/RFP cycle	Contracts	Communities	Age Group(s)
Summer 2024 (FY2024 funds, closed September 2024)	5	Copper River Watershed (Cordova) Valdez, Seward, Western PWS (2) (Whittier)	Elementary, Middle, High School, Teachers
2024/2025 School Year	4	Kodiak, Homer (3), Seward, Whittier	Elementary, Middle, High School, College
Summer 2025	6	All PWS communities, Copper River Watershed (Cordova) Homer, Kodiak, Seward, Western PWS (Whittier), Whittier	Elementary, Middle, High School, Teachers

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Fishing Vessel Program Community Outreach Project

FY2025 Tour: September 30, 2024 in Whittier
96 passengers




Photos: Cathy Hart

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By the Numbers: Engagement Totals

- Booths: **1,180 people**
- Guest Lessons: **4 lessons to 50 participants**
- Talks and Presentations: **15 presentations to 560 people**
- Total Events Engagement: **460 people across 6 events**
- Observer email sign ups: **153**
- Spill books given out: **127**
- FY25 Fishing Vessel Program Community Outreach tour: **96 people**
- FY25 Youth Involvement funds: **10 contracts with 8 partners serving 8+ communities**



Plus:

- Seattle
- Statewide conferences
- Online forums
- PWS-immersed programs

Image: Amanda Johnson, PWSRCAC

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