



# Launching the CERP Website: Information Access for Science and Practice

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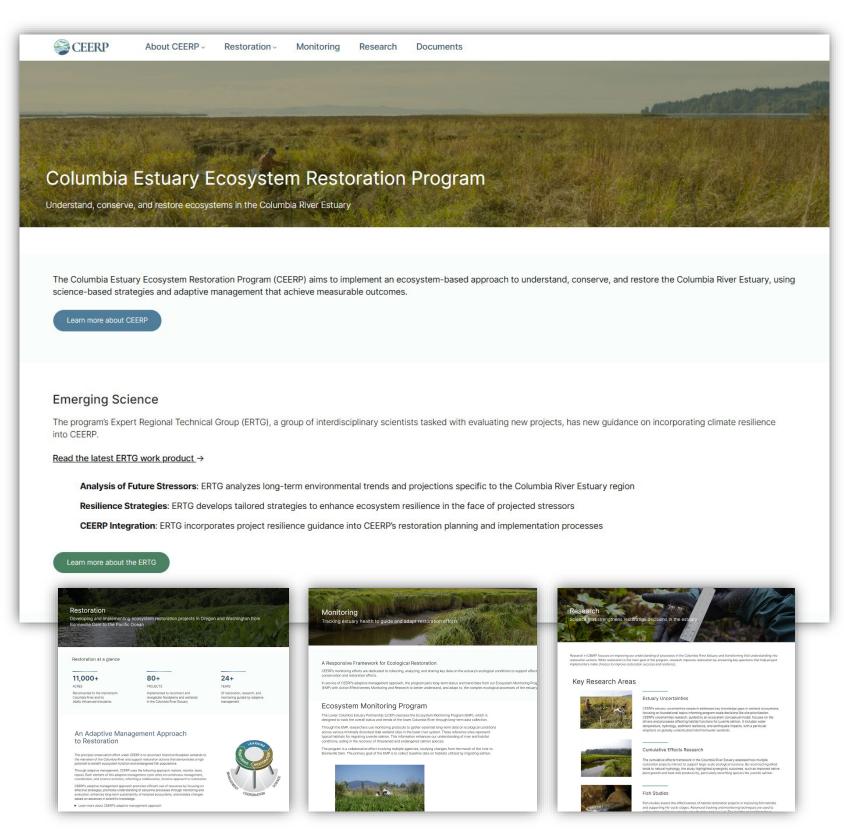








## We launched a CEERP website!





#### The Value of Communications

The CEERP website is a central hub to host and share information from 20+ years of program impact

#### Goals



Increase public visibility and enhance transparency through accessible communications content



Improve access to program information, data, findings, and impact



Establish cohesive messaging, voice, and identity for CEERP

#### **Intended Outcomes**



- Increase awareness
- Encourage engagement and collaboration



 Establish an archive of program outputs



- Provide a trusted resource for numerous audiences
- Bolster program impact



### The website development process

# Develop communications plan

Draft content & coordinate reviews



Develop visuals



Build the website



Disseminate, evaluate, expand

- Establish goals and metrics of success
- Map key audiences
- Develop web structure
- Identify key terminology for messaging
- Conduct search engine optimization analysis
- Gather
  perspectives and
  resources from
  diverse voices
  and areas of
  expertise
- Draft content
- Review, iterate, repeat

- Develop a brand
- Collate existing representative graphics and photos
- Develop visuals that aid understanding
- Determine a platform and content management system
- Build the website
- Create and execute a maintenance plan

- Promote the website on diverse platforms
- Collect and analyze metrics
- Develop supplementary content

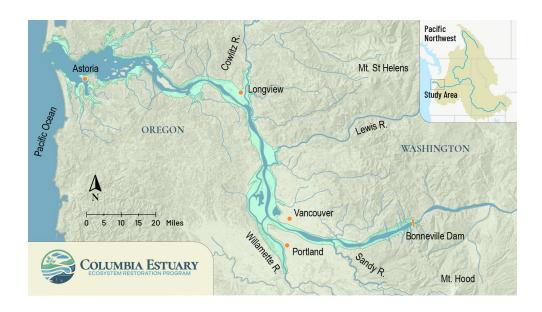
Execution of a communications plan is an iterative process



#### **The CEERP Brand**

A recognizable, well-defined brand creates a lasting identity, helps build trust, and supports continuity of content over time.









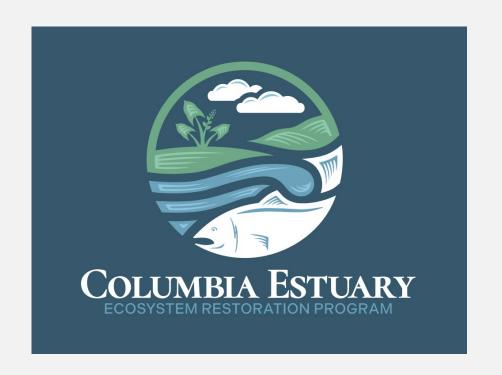














#### www.ceerp.org



About CEERP

Restoration

Monitorin

Researc

Documents

#### Columbia Estuary Ecosystem Restoration Program

Understand, conserve, and restore ecosystems in the Columbia River Estuary

The Columbia Estuary Ecosystem Restoration Program (CEERP) aims to implement an ecosystem-based approach to understand, conserve, and restore the Columbia River Estuary, using science-based strategies and adaptive management to achieve measurable outcomes.

Learn more about CEERF

#### **Emerging Science**

The program's Expert Regional Technical Group (ERTG), a group of interdisciplinary scientists tasked with evaluating proposed projects, has new guidance on incorporating climate resilience into CEERP.

Read the latest ERTG work product →

Analysis of Future Stressors: ERTG considers long-term environmental trends and projections specific to the Columbia River Estuary region.

Resilience Strategies: ERTG develops strategies to enhance ecosystem resilience in the face of projected stressors.

CEERP Integration: ERTG incorporates project resilience guidance into CEERP's restoration planning and implementation processes.

Learn more about the ERTG

#### **Ecosystem Restoration**

Restoring estuary habitat can be complex. CEERP's restoration partners are well versed in designing and implementing projects that benefit the estuary and broader ecosystem.



#### **Next Steps**

- ✓ Phase 1: Internally launch the initial website to the CEERP community of practice
- Gather feedback we want to hear from you!
- Phase 2: build out the website
  - Restoration project gallery
  - Research subpages
  - History of CEERP
  - New features on documents page
- Formal launch in October!
  - Disseminate, evaluate, expand



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## Thank You







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