COLUMBIA ESTUARY
ECOSYSTEM RESTORATION PROGRAM

Launching the CEERP Website:
Information Access for Science and Practice

May 13, 2025

Cailene Gunn, Alex McManus, Shon Zimmerman, Heida Diefenderfer, Mark Bierman, Jason Karnezis, Chanda Littles, and Allan Whiting
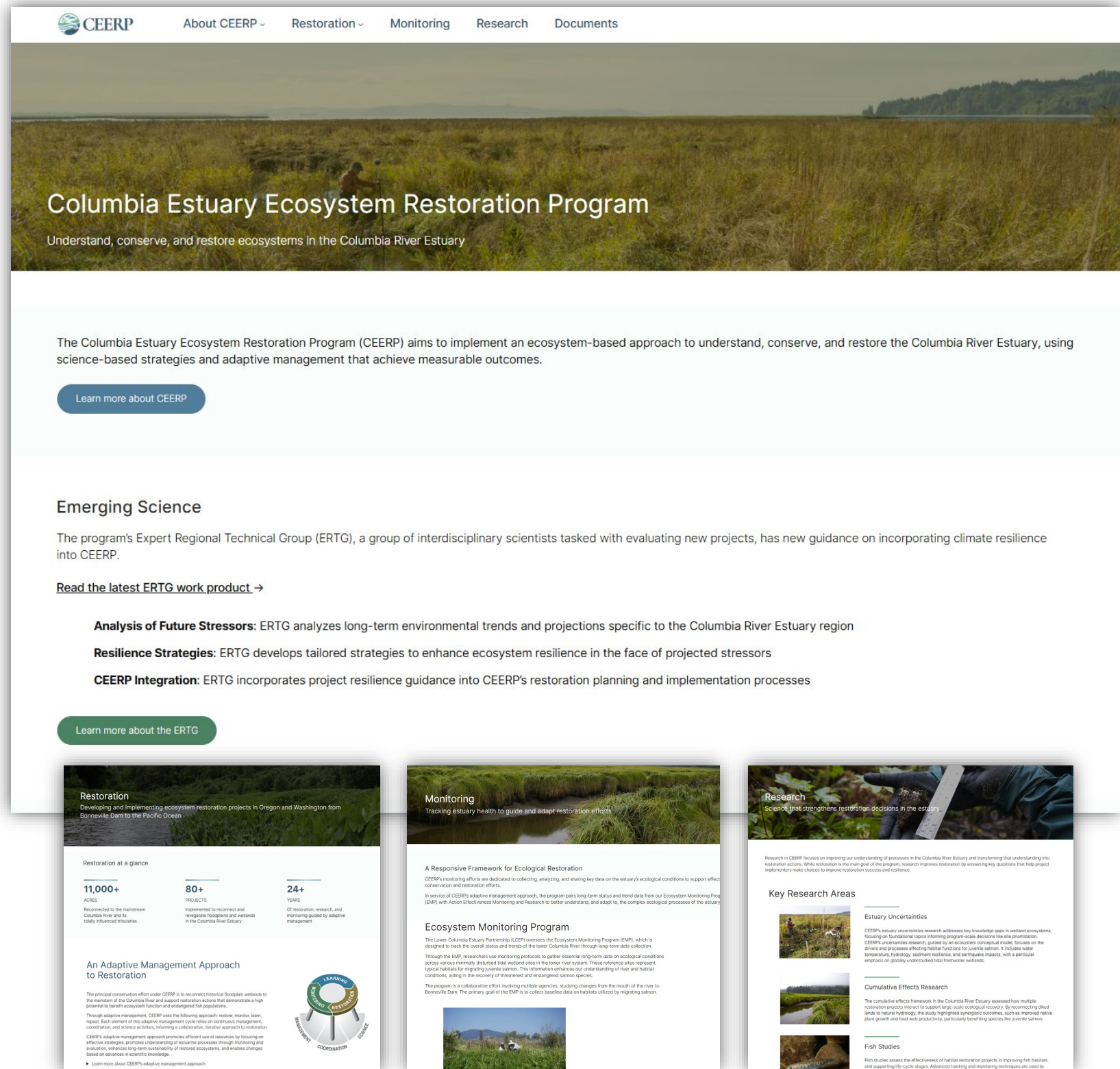
Pacific Northwest NATIONAL LABORATORY | US Army Corps of Engineers | Bonneville POWER ADMINISTRATION

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
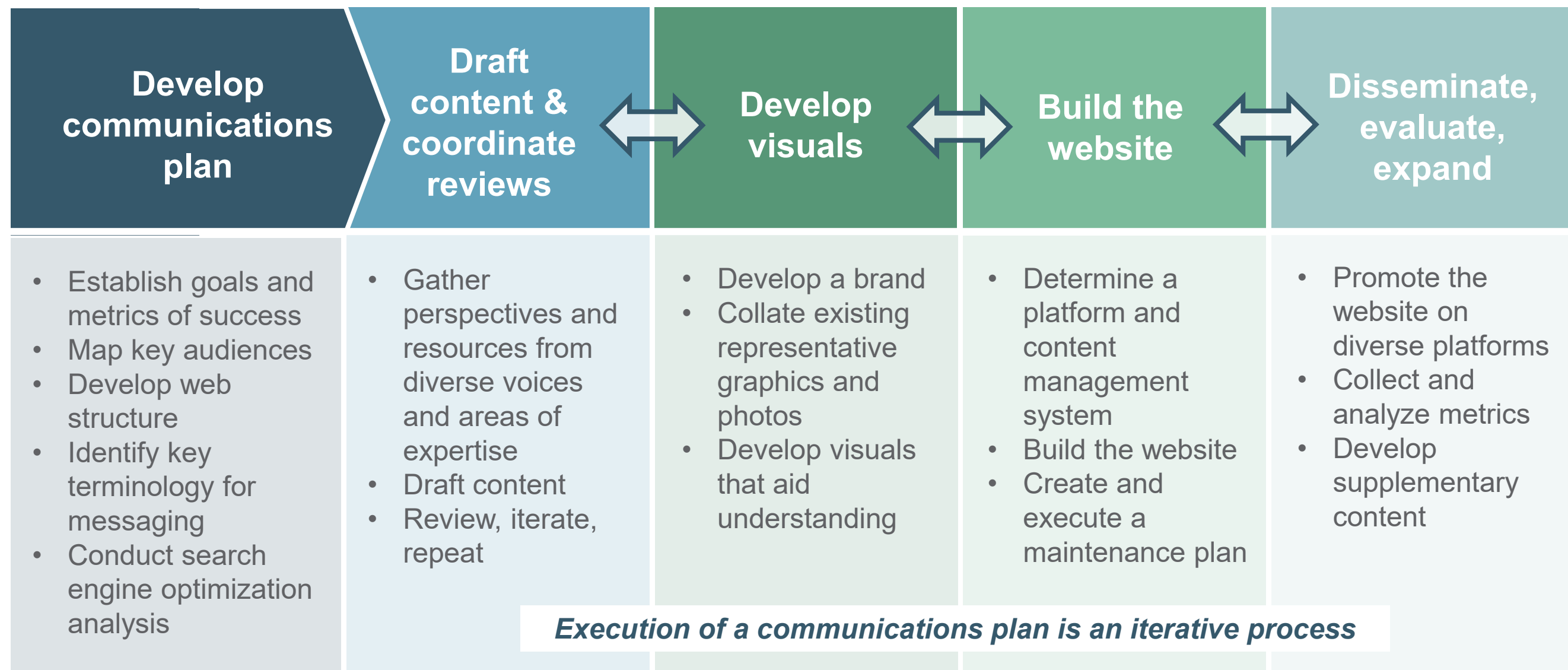
- Increase awareness
- Encourage engagement and collaboration
- Establish an archive of program outputs
- Provide a trusted resource for numerous audiences
- Bolster program impact

The website development process

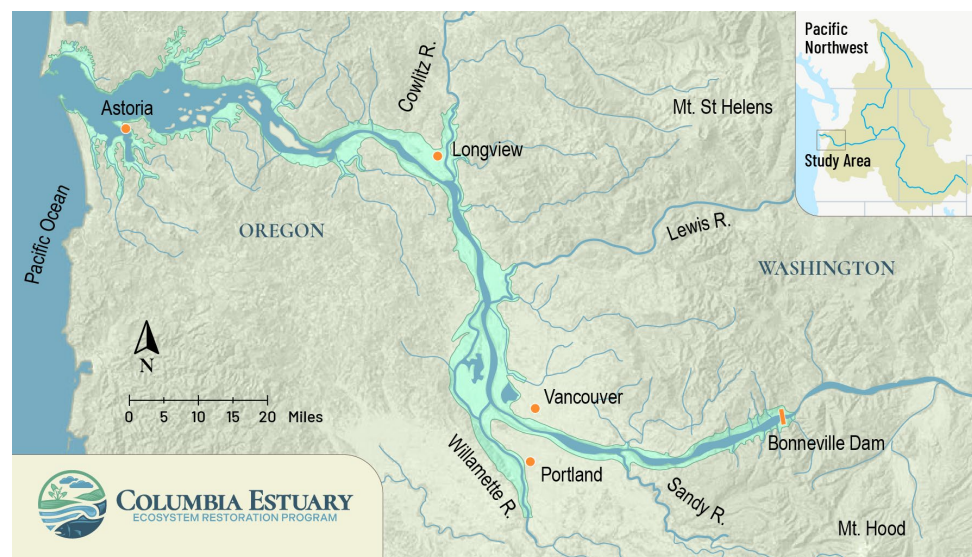| Develop communications plan	Draft content & coordinate reviews	Develop visuals	Build the website	Disseminate, evaluate, expand
• Establish goals and metrics of success • Map key audiences • Develop web structure • Identify key terminology for messaging • Conduct search engine optimization analysis	• 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

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

www.ceerp.org

ceerpwebsite@gmail.com

Thank You