Connecting with constituents

Monterey Bay National Marine Sanctuary
Advisory Council

Brian D Nelson and Phil Sammit

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The Advisory Council Member Commitment

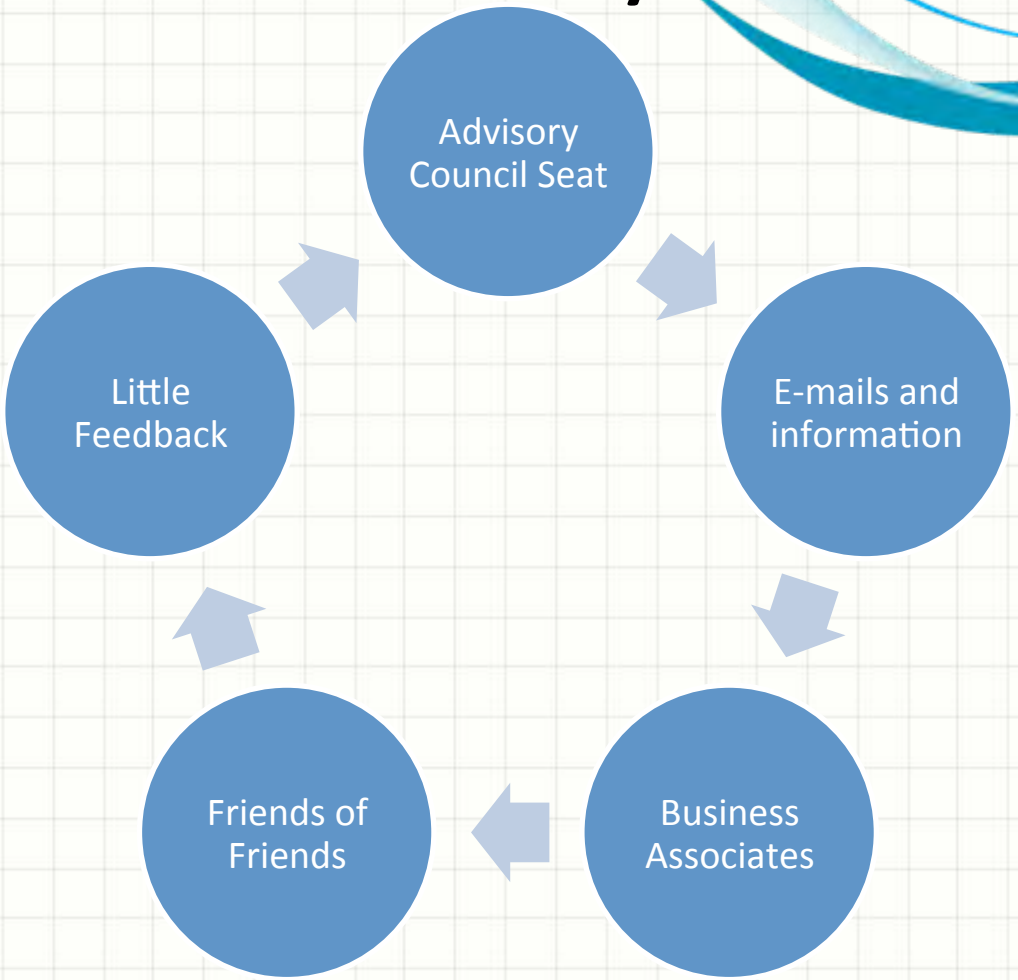
- The Advisory Council has proven to be a powerful voice for the general public, responding to citizen concerns, ideas and needs. **The Advisory Council provides a public forum for its constituents, working to enhance communications and provide a conduit for bringing the concerns of user groups and stakeholders** to the attention of Sanctuary Superintendents and the National Oceanic and Atmospheric Administration Headquarters in Washington, D.C.

How do we stay in touch?

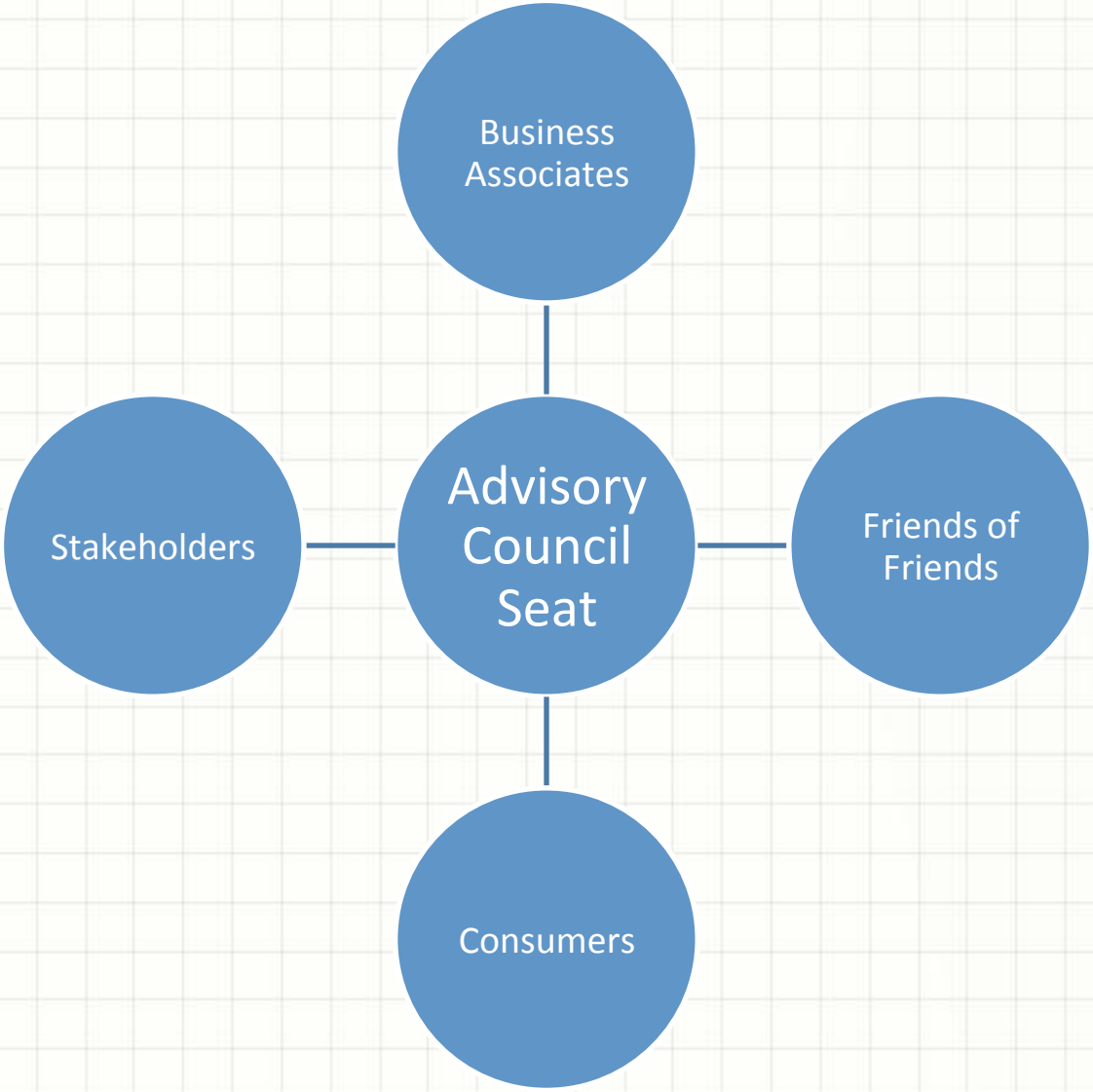
- Business relationships
- Business meetings
- Consumer and business trade shows
- Speaking engagements
- Classrooms
- Publications
- Direct mail
- Electronic mail

We can gather e-mails
contacts in all these venues

Current Communication Reality



Today's Communication Environment



Critical Decision-making basics

- **Identify the issue**
- **Gather the information**
- Evaluate the evidence
- **Consider alternatives and implications**
- Choose and implement the best alternative
- **Monitor results and feedback**

Contact List Groups

Create New | Merge | Clear Contacts | List Properties

Delete

1-15 of 15 Lists

ORDER	LIST NAME	CONTACTS
6	Agriculture	0
15	At Large	0
3	Beachhopper II Dive Charters	1439
7	Business and Industry	0
8	Commercial Fishing	0
9	Conservation	0
10	Education	0
1	General Interest (Your default list)	2
4	MBNMS - Diver	1435
2	Pacific Coast SCUBA	1205
11	Recreation	0
12	Recreational Fishing	0
13	Research	0
5	Sentcy Email List ONLY	0
14	Tourism	0

Show: 20 50 100 500

Objectives

- Gathering contacts and the growing contact lists
- Pushing out educational information and the current issues under discussion
- Gathering questions and asking for staff assistance on answers
- Providing input surveys to gather opinion and thoughts on relevant topics

As a conduit for the public and stakeholders we should consider how we push information out and gather accurate feedback information so we accurately represent our constituents and stakeholders

Designing Feedback Surveys

1

- Familiarize and understand the topic

2

- Design survey questions without bias

3

- Test the survey with peers on both sides of the agenda (feedback is good) before publishing

Surveys require that there is availability of relevant unbiased information on the topic(s)

- Provide Information
- Use survey questions that inspire opinions and thoughts
- Give open text options
- Use social media to push out surveys

Surveys : Survey Details

MBNMS Diver Survey 2012

Status: **PUBLISHED**

Edit Pages and Properties

Distribute and Track

Get results...

Hide

Get the word out!
Let people know about your survey. Send your survey link in an email invitation to all or some of your contacts. Or, add the link to a webpage or blog.

Watch the results come in!
After distributing your link, check back to see the results. See overall trends or how individual respondents answered. You can export, share, or filter the results as needed.

Distribute Your Survey Link

Email it to your contacts
Create a survey invitation

Add it to a webpage (Responses will be anonymous)
URL: http://survey.constantcontact.com/survey/a07e693qfjdl Tips

Share on Social Networks
Simple Share

Track Your Survey Results

267
Responses

Respondent breakdown
Contacts: 50
Anonymous: 217

View results:
Overall | Individual

Close automatically
(On a specific date or number of responses) -OR- Close Now

3

□In your opinion does the presence of the Monterey Bay National Marine Sanctuary have an overall□positive or negative effect of the underwater environment?□

Answer	0% 100%	Number of Responses	Response Ratio
Positive		229	85.7%
Negative		9	3.3%
Do not know		27	10.1%
No Responses		2	<1%
	Totals	267	100%

4

Please rate your level of satisfaction with each of the following aspects of the Monterey Bay National Marine Sanctuary.

1 = Very dissatisfied , **2** = Somewhat dissatisfied , **3** = Neutral , **4** = Somewhat satisfied , **5** = Very satisfied

Answer	1 2 3 4 5	Number of Responses	Rating Score*
Public Education		255	3.5
Community Outreach		256	3.4
Conservation Efforts		250	3.8
Managing natural resources in conjunction human interaction		252	3.5
Is responsive to public comments		249	3.2
Easy to communicate with		251	3.1
Responds to environmental needs		254	3.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

View comments (63)

Show Details

Show Details

5 **Have you visited or plan to visit the Monterey Bay National Marine Sanctuary Exploration Center in Santa Cruz?**

Answer	0% 100%	Number of Responses	Response Ratio
Yes		111	41.5%
No		108	40.4%
Not Sure		47	17.6%
No Responses		1	<1%
	Totals	267	100%

6 **Should the Monterey Bay National Marine Sanctuary consider expanding the current boundaries, either North of Marin County or South of Cambria? Please explain your answer in the comment area.**

Answer	0% 100%	Number of Responses	Response Ratio
Yes		119	44.5%
No		47	17.6%
Have no Opinion		95	35.5%
No Responses		2	<1%
	Totals	267	100%

View comments (134)

Comment(s) for:

6

Should the Monterey Bay National Marine Sanctuary consider expanding the current boundaries, either North of Marin County or South of Cambria? Please explain your answer in the comment area.

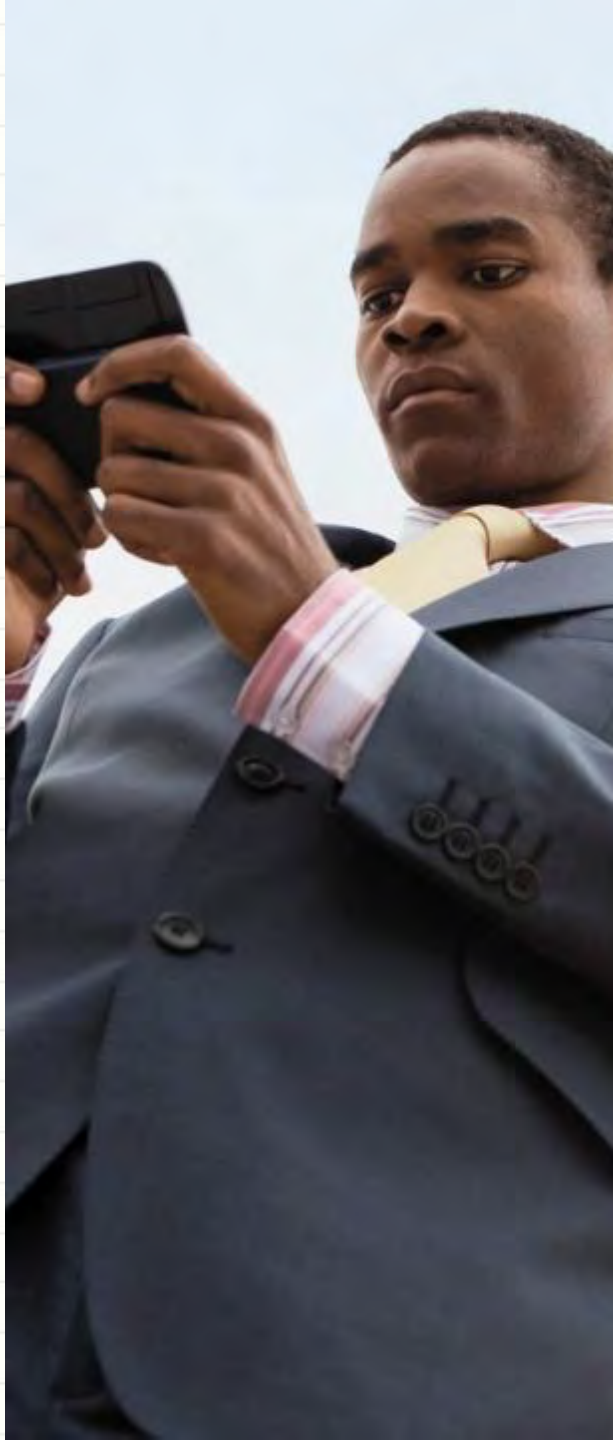
134 Responses

20 per page Update

Answer	Respondent
Even too much of a good thing has unintended consequenses. Too many areas are now off limit to hunting and gathering. There is no evidence of success with the program	Anonymous
Any designations that we can get which will give us any power over decision-making on the use of ocean resources is worth it.	Anonymous
Again since I live in Illinois, I have to say I don't know what the pros and cons are. Of course I like protecting as much of the marine environment as possible. However, we also need to have areas for responsible commercial fishing of stocks which are healthy. How do these two uses of the coastline balance out?	Anonymous
Protecting more of our ocean is always a good thing. There are too many people doing too many bad things to our ocean.	Anonymous
If you have the finances and manpower to expland it could only be a blessing to all.	Anonymous
In general, expanding the sanctuary seems like a good idea. However, if the result is an inability to maintain the increased area, it would make more sense to stay as it is.	Anonymous
I feel the larger the Sanctuary's boundaries the more protection there will be.	Anonymous
In general I think more protected areas are a great idea especially when working with and involving the local communities and various stakeholders, however I don't know enough about these areas to give a great reason why to expand. When I talk to older divers however it is obvious that the fish populations are no where at all like the they once were 40 even 20 years ago. Shifting baselines is a huge concern of mine and I'd like to see the coastal areas start moving in the direction of recovery.	Anonymous
dont know the specifics... not too familiar with the program (my naivety).	Anonymous
I like the idea of Sanctuaries, so long as they do not eliminate a commercial industry, i.e., not leave them with another place to harvest.	Anonymous
Our ocean is in such danger and out of balance. Anything we can do to help preserve even a little area of it will help.	Anonymous
Reductions in the areas available for hunting will reduce the available game in the open areas. How about reducing the number of people allowed to hunt. US citizens, state residence for over 5 years. I am very tired of our state and federal governments giving away what many of us have worked and died for.	Anonymous
South of Cambria, Yes. North of Marin County no.	Anonymous
Areas that are protected seem to do much better in terms of re-establishing fish counts. We need to either expand the protected areas or have a complete moratorium on fishing for a year or two in order for the natural balance to have a chance to heal from human over-use.	Anonymous

Understanding and sharing the feedback

- Publish the results (Advisory Council and MBNMS Staff)
- Use the information to guide our representation of the stakeholders we represent
- The more we involve and communicate with our constituents the better we represent the public
- Gain credibility through education and communication



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Analyzing Survey Results
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What topics would you like to see in future blog

Answer	0%
Event promotions	
Hints & Tips	
Educational materials	
Behind-the-scenes stories	

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Turn Your Communications into Conversations

Start conversations with current and potential customers: include online surveys and polls in your emails, website, and social sites.

Here's why Survey is a great way to engage your audience:

Easy to use
Create polls, fast. Surveys start out halfway done with our customizable templates.

Go social with surveys
Surveys and polls make great content: post to your Twitter feed or Facebook page with just one

Share

Summary

- Define the groups and stakeholders
- Collect and gather an e-mail following through quarterly newsletters, gatherings, and meetings.
- Publish relevant superintendents and your articles of interests: *add social media links*
- Produce surveys and connect with other similar groups
- Publish results and reconnect with constituents
- Become the public conduit for the Sanctuary

Resources

- Constant Contact
  constantcontact.com

Questions?

and Thank you