

## Outreach

### How:

- External – identify new users
- Use one-pager at appropriate meetings
- SSCs – keep Area Committees updated
- Create links from state websites to NOAA's site
- No social networks allowed for many (e.g., Facebook, Yahoo Groups)
- Listserve OK
  - o Start with attendees
  - o Add a link to join from the website
- Homeport – Coast Guard outreach (Jay Lomnicky)
- USCG – educate about GRPs in academy; can they develop standards as a project?
- Yammer social network (CSC uses)
- On-line special interest group
- OR&R Weekly, NOS Weekly (they are internal only?)
- OR&R Update (newsletter to stakeholders)
- Highlight updates on ESI Downloads page and "News from the ESI Team" page

### Who:

- National Estuarine Research Reserve Association – Coastal Training Program <http://www.nerra.org/PageID/211/default.aspx>
- Area Committees
- NGOs
- Industry
- State Agencies
- EPA National Estuary Program
- State coastal regulatory/resource management organizations
- Academic outreach
- Great Lakes Commission

### Conferences:

- [Coastal GeoTools Conference](#) – Kim Jenkins suggests reaching out to Stephanie Beard to see what options are for potentially presenting something on ESI Maps there. (There are several different ways to present and participate during this conference and Stephanie would be best starting point for info and have insight on any initial planning, session or themed tracks, etc.)
- [Esri conferences](#) – presentations, staff the NOAA booth
- American Graduate University (AGU)
- Clean Pacific, Clean Gulf
- Gulf of Mexico Alliance

### Publications:

- Esri ArcNews

- CSC Publications and a list of their various listserves:  
<http://csc.noaa.gov/publications/>. Two good ones that would be relevant and appropriate for ESI maps outreach are *Coastal Services Magazine* and *Coastal Connections* (newsletter). The best POC for CSC Communications is Donna McCaskill.

**General:**

- Get download stats (NOS Web stats)