

Report and Recommendations from the Engagement, Education & Evaluation Working Group

NCADAC Meeting

August 19th, 2011

Washington, DC

Working Group Members

- Ed Maibach, George Mason University (co-chair)
- Susi Moser, Moser Consulting (co-chair)

- Dan Abbasi, Mission Point Capital
- Maria Blair, American Cancer Society
- Lynne Carter, Louisiana State University
- Camille Coley, Florida Atlantic University
- Aris Georgakakos, Georgia Tech
- David Hales, College of the Atlantic
- Sharon Hays, Computer Sciences Corporation
- Mark Howden, Australian Commonwealth Scientific & Industrial Research Organisation
- Cathleen Kelly, Council on Environmental Quality
- Diana Liverman, University of Arizona
- Lindene Patton, Zurich Financial Services
- Aaron Smith, US Global Change Research Program

- Emily Therese Cloyd, National Climate Assessment (staff)
- Julie Maldonado, National Climate Assessment (temporary staff; departing shortly)

- **Issue: The word “education” in Working Group name is potentially misleading**
 - Providing “education” – formal and/or informal – is beyond the scope of what the NCA can do given current resources. Therefore Engagement, Education & Evaluation is a misleading name
 - Moreover, it overlooks the critically important need for effective use of communication in support of the NCA process.
- **Recommendation: Rename the Working Group**
 - Engagement, Communication & Evaluation Working Group

- **Issue: Some important stakeholders aren't familiar with the 2nd National Climate Assessment**
 - The report continues to be timely, relevant, useful in its own right
 - Knowledge of the 2nd Assessment is helpful in setting the stage for the 3rd Assessment
- **Recommendation: NCADAC members and USGCRP agencies should (continue to) make efforts to promote the 2nd Assessment**
 - Improve its current display on USGCRP & agency's websites
 - Promote its ongoing relevance in outreach for the 3rd Assessment
 - Including news media and stakeholder outreach, and all presentations
 - Also see recommendation on next slide

- **Issue: Strong stakeholder “demand” for NCA will promote robust stakeholder engagement in the process & consideration (and application) of the findings**
- **Recommendation 1: NCADAC members & staff should alert members of their professional networks about the RFI, and encourage them to respond**
 - An adaptable generic email has been developed to facilitate this outreach (ref: RFI presentation)
 - To the extent possible, all such outreach should be tracked so that it can be evaluated; cc or send all outreach materials to engagement@usgcrp.gov for this purpose
 - Note: The RFI is not limited to data; we are eager to receive offers of engagement, communication & evaluation support (including facilitation/collaboration tools & methods and staff support)

- **Issue: Fostering stakeholder “demand” (continued)**
- **Recommendation 2: OSTP should invite a broad array of professional organizations to the White House, ASAP, to brief them on the NCA process and solicit their input and participation.**
 - For example: American Planning Association, National Association of Counties, Association of Climate Change Officers
 - Invite Exec. Director, current President, & climate change lead
 - Encourage them to engage their organization in both sectoral and regional assessment activities
 - Such a “wholesale” engagement strategy should considerably enhance demand and participation at the “retail” level
- **Recommendation 3: All Working Groups should track their outreach efforts so that the effort can be evaluated**
 - Use engagement@usgcrp.gov for this purpose, prospectively and retrospectively (by providing contact lists)

- **Issue: Moving from a printed to an online report format creates opportunities and challenges**
 - NCA and USGCRP agency staff have created an unofficial online version of the 2nd Assessment to better understand and consider these challenges and opportunities
- **Recommendation: Release the online version of the 2nd Assessment on a “for display purposes only” basis**
 - This version can be used to solicit feedback & suggestions on how to optimize an official online version of the 3rd Assessment

- **Issue: Current engagement and communication resources are insufficient to support an effective NCA process**
 - Current staff (1.0 FTE) is responsible for engagement, communication & evaluation
 - Current staffing level is sufficient only to accomplish the minimum required communication activities; staffing at this level will seriously undermine the effectiveness of the 3rd Assessment
- **Recommendation: Secure additional qualified personnel and budget to support the communication function**
 - Minimum 1.0 FTE additional mid-level communication associate and budget (TBD) is needed to support the communication function (see Communication Plan template in Background Materials)

- **Issue: Current evaluation resources are limited to staff and NCADAC expertise.**
- **Recommendation 1: All Working Groups and Regional & Sectoral Workshops should conduct self-assessments; these will become the basic inputs to the evaluation**
 - The stated objectives for the NAC will drive the evaluation criteria
 - Self-assessment form - to be provided in advance – will list the criteria and will assess, essentially:
 - Were the criteria met? If so, how? If not, why?
 - **Exemplar criteria:** synthesize relevant science & information; increase understanding of what is known & not known; evaluate progress of adaptation & mitigation activities; build assessment capacity in regions & sectors. (See full list of criteria in Background Materials)
 - To be transparent, the self-assessment results should be included in the relevant reports
 - Authors will review self-assessments associated with all input documents and assess the adequacy of the process

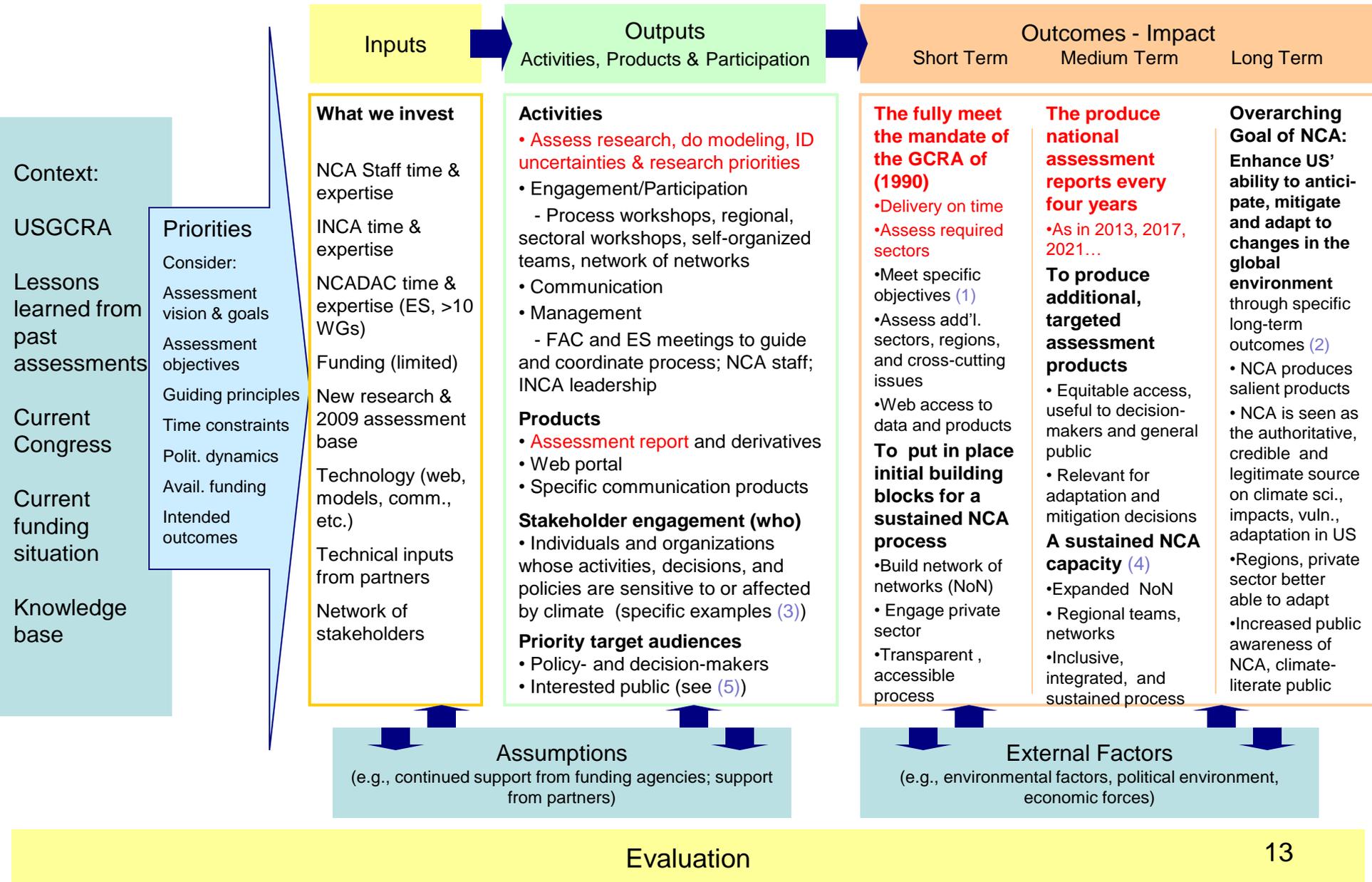
- **Issue: Lack of evaluation resources (continued)**
- **Recommendation 2: If NCADAC decides an independent evaluation should be conducted, adequate staff and budget support must be secured.**
 - 0.5 FTE (minimum) additional mid-level evaluation associate plus budget (TBD) will be needed to support an independent evaluation
 - Alternative models – involving independent evaluations not commissioned by NCADCA – could be considered

- **Issue: We don't yet have an adequate engagement model**
- **Recommendation: Exploring additional engagement options, selecting one or more additional methods, and implementing them as widely as possible across all aspects of the NCA process should become one of NCADAC's highest priorities.**
 - This must involve the Executive Secretariat, ECE Working Group, and the chairs of many other working groups
 - Use the RFI to support this priority
 - Immediately increase staffing to support this critical need.
 - A model developed by UNC Asheville's National Environmental Modeling & Analysis Center to support North Carolina's climate assessment is one model – and a set of tools – that should be considered.

Background Information

- NCA logic model (to guide the evaluation)
- Communication plan template

Overall Logic Model for the National Climate Assessment



Footnotes to the logic model

(1) Specific objectives of the NCA (by law and strategic plan) (Sect. 106 of GCRA, 1990)

- synthesize relevant science and information;
- increase understanding of what is known and not known;
- identify needs for information related to preparing for climate variability and change and reducing climate impacts and vulnerability;
- evaluate progress of adaptation and mitigation activities;
- inform science priorities;
- build assessment capacity in regions and sectors; and
- build societal understanding and skilled use of Assessment findings.
- recognize the global and international context of climate trends and connections between climate risk and impacts in the United States and elsewhere

(2) Specific long-term outcomes

- Ongoing analysis of scientific understanding of climate change impacts, risk, and vulnerability
- Timely access to NCA outputs
- Systematic evaluation of progress towards reducing risk, vulnerability, and impacts
- A sustained and integrated research program
- Evaluation of the implications of alternative adaptation and mitigation policy options and their interactions
- Provide informational foundation for a science-based national discourse on climate change
- Support for a more climate-literate citizenry
- Regions and private sector have access to information that enables them to adapt to CV&C

Footnotes (cont.)

(3) Generic typology of stakeholders (based on typology developed in America's Climate Choices

- Scale: At international, national, regional, state, and local levels
 - Type: governments, private sector, not-for-profit/civic/NGO sector, academia, professional associations, and private citizens
- For specific examples, see Engagement Strategy, p. 5, Table 2
- People who can act, are interested, have relevant skills and are willing to engage constructively

(4) Sustained assessment capacity needs to be better defined! Preliminary indicators:

- NCA participants are better informed and more skilled at effective participation
- NCA participants are better able to engage the best available scientific knowledge and information about diverse values, interests, and concerns
- NCA participants develop a more widely shared understanding of the issues and decision challenges and a reservoir of communication and mediation skills and mutual trust

(5) Priority target audiences mentioned

- **Congress and the President**
- Above mentioned stakeholders
- Directly-affected public
- Issue public
- Media

Logic model: Definitional distinctions

- **Engagement:** an organized process that provides individuals and organizations with access to the design, assembly, content, and products of the NCA through participation and communication.
- **Participation:** methods of providing individuals and organizations with opportunities to directly learn about, actively contribute to, and influence portions of the assessment through written inputs and participation in assessment activities, including evaluating and improving the effectiveness of NCA participation processes.
- **Communication:** methods of providing individuals and organizations with opportunities to access information about the NCA process and products (including to elicit stakeholders' input to the Assessment); to learn about and increase their interest in and understanding of the NCA, climate change, and the implications of a changing climate for the US; and to evaluate and improve the effectiveness of NCA communications.

Note: this matrix is very draft – open to comment and revision

Last revised August 2, 2011

General Communication Activities

Communication activity	Relevant audiences	Key messages	Who leads	Timing
<i>Internal initiatives</i>				
Branding	Everyone (all NCA products)		NCA Staff, with support from USGCRP office staff	In progress
Internal website – including collaborative workspaces (PBWorks)	Authors, NCADAC, INCA, NCA Staff		NCA Staff (Administrators: Brooke Stewart / Bryce Golden-Chen; Individual sites managed by relevant staff)	In progress
Communications on / for NCADAC	NCADAC, federal/state/local agencies		NCA Staff	In progress
Intra- and interagency communications	Federal agencies		NCA Staff, INCA reps	In progress

Web-based activities

Public website(s) on process and products	General public			
Social media initiatives (e.g., Facebook page)				
Newsletter	Stakeholders of and contributors to the NCA		NCA Staff (Coordinator: Emily Cloyd; Contributors: varies)	Approx. every 6-8 weeks
Toolkit	Agencies, assessment leaders		NCA Staff	

Workshops and meetings				
Listening sessions	Professional societies (including attendees from academia, NGOs, federal/state/local agencies)		NCA Staff	In progress
Regional workshops	State and local government agencies, Regional offices of federal agencies, Community-based organizations		Regional teams (NCADAC-initiated)	First round: Summer – Fall 2011 Second round: Summer – Fall 2012 Third round: Winter/Spring 2014
Sectoral workshops	Non-governmental organizations, Academia		Sectoral teams (NCADAC-initiated)	First round: Summer – Fall 2011 Second round: Summer – Fall 2012 Third round: Winter/Spring 2014
Congressional briefings	Congress		NCADAC, NCA Staff	Report roll-out
Agency briefings	Executive Office of the President, Federal agencies		NCADAC, NCA Staff	Report roll-out

Targeted Communication Activities

Audience	Communication Objectives [Based on overall NCA objectives & the Communications Strategy]	Key Messages (simple, clear messages) [The messages will change over the course of the NCA]	Communication Tactics [Message delivery & reinforcement by various trusted sources] - Channels - Tools - Messengers	Who leads and who supports the activity, and how. - Leads - Supporters - Type of support - Who coordinates	Timing [Timeline]
POTUS ***					
Congress ***					
Federal Agencies					
Governors					
State Legislatures					
State Agencies					
Print and TV News Media (specify)					
Mayors/City & County Councils					
City & County Agencies					
Tribal governments					
Business/Industry Associations (specify)					
Professional Associations & Societies					
NGOs (specify)					
Schools (K-12) *					
Colleges & Universities *					
General Public					