



COLORADO

Colorado Water Conservation Board

Department of Natural Resources

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TO: Colorado Water Conservation Board Members

FROM: Sara Leonard, Marketing & Communications, Operations Section

DATE: March 11 - 12, 2020

AGENDA ITEM: 9 - Marketing & Communications Update

This is an informational item, with no formal Board action requested.

Background

As of January 2020, the agency's first [Strategic Communications Plan](#) was developed to promote the work of the Colorado Water Conservation Board across all departments. The primary objective of this Plan is to more effectively communicate with key publics across Colorado and connect individuals and groups with tools and resources that ultimately support the Colorado Water Plan. Targeted publics include water rights owners, water conservation organizations, the Colorado Legislature, and the general public.

New Website Launch

In mid-February, CWCB's new website was launched, cwcbb.colorado.gov, which has been integrated into the Strategic Communications Plan as a critical resource for enhancing public accessibility to important and relevant information and updates. In addition to improved software, which will enhance organic search engine optimization (SEO), web staff from each CWCB department coordinated in refreshing the website's design, organization, and content to provide visitors with an enhanced user experience.

Shared Events Calendar

In order to improve internal communications across CWCB staff and better prepare for potential marketing and communications opportunities in advance, a [Shared Calendar](#) has been created. This document stores information about relevant non-CWCB conferences, public meetings, policy briefings, and other events that CWCB staff plans to attend or support. Access is permitted only to CWCB staff and Board Members.



Board Involvement Menu

- *Public Outreach*

To assist CWCB staff with enhanced outreach to public water rights owners and other stakeholders across each Basin, Board Members can provide appropriate contact information for media, community leaders, and other stakeholder groups that might have strong communications channels across the Basin. The Marketing and Communications Director and relevant staff are available to develop collateral and other communication materials needed to ensure that water updates affecting each Basin are available.

- *Editorial Placement*

As Governor-appointed leaders, Colorado Water Conservation Board Members are the most qualified and important ambassadors for promoting the agency's work to protect and manage Colorado's water for the future. Especially as the Basin Implementation Plans are in the process of being updated, there is an opportunity to highlight important water projects at the local and regional level. Op-eds written by local leaders such as Board Members or Basin Roundtable Chairs and placed in local media outlets brings a more personal and genuine account to the projects.

- *Grow our Media Library*

To support expanding the CWCB's bank of photography and video clips/footage, please consider emailing Sara Leonard media samples of Colorado water bodies, landscapes, wildlife, water recreation, events, and projects relevant to CWCB.

- *Social Media Engagement*

Connecting and engaging through social media platforms about CWCB work showcases the strong relationship between Board Members, staff, and other water groups. This is important for branding and maintaining a positive public image. Accounts include:

Twitter: [@CWCB_DNR](https://twitter.com/CWCB_DNR)

Instagram: [cowaterconservationboard](https://www.instagram.com/cowaterconservationboard)

Facebook: [@coloradowaterconservationboard](https://www.facebook.com/coloradowaterconservationboard)

YouTube: [Colorado Water Conservation Board Channel](https://www.youtube.com/ColoradoWaterConservationBoardChannel)

