Climate Program Office Review
May 24-26, 2022
CEE Division – Strategic and Internal Communications

John Coggin
Lead Communications Specialist Climate Program Office – CEE Division
Strategic and Internal Communications Mission

Communications to promote awareness, appreciation & support for CPO’s investments in climate science & services

Target audiences:

- **Peer Communities** in NOAA, other agencies, academia & NGOs
- **Executive & Senior Leaders** in Dept of Commerce and NOAA
- **Policy Leaders** on Capitol Hill (Congressional Reps, White House)

Sample products:

- CPO Website
- Weekly Hot Items
- CPO Briefing Sheets
- State-Specific Briefing Sheets
Strategic and Internal Communications Team

**John Coggin**  
*Lead Communications Specialist*  
- Capitol Hill Relations  
- Climate.gov Journalism  
- CPO Publications

**Amber Liggett**  
*Communications Analyst*  
- CPO-funded Research Publicity  
- Media Campaign Rollouts  
- Hot Items Report

**Richard Glupker**  
*Web Design & Development*  
- Climate.gov  
- CPO Website  
- NIHHIS Website  
- Graphic Development  
- Front and Backend Development

**Michael Myers**  
*Web Design & Development*  
- Climate.gov  
- US Climate Resilience Toolkit  
- App Development and Support  
- Server Configuration and Development  
- Front and Backend Development
What is a Hot Item?
Short summary of a success story promoting CPO, including published CPO-funded research, biographies/profiles of CPO staff and CPO-funded scientists, new websites, and CPO staff public events/speaking engagements

Target audience:

Executive & Senior Leaders in Dept of Commerce and NOAA

- Assistant Administrator Craig McLean on Hot Items, Feb. 2021: “Very fine product, excellent work in the format, the content, and the science underpinning the report. Thank you.”
CPO Hot Items by the Numbers (FY2021)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 21</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>FY 20</td>
<td>401</td>
<td>After successful campaign to grow Hot Items while maintaining quality</td>
</tr>
<tr>
<td>FY 19</td>
<td>292</td>
<td>First concerted effort to increase Hot Items</td>
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<tr>
<td>FY 18</td>
<td>219</td>
<td></td>
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</tbody>
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NOAA, Chicago partner on climate plan to reduce greenhouse gas emissions Chicago regional plan aims for 80 percent reduction by 2050

Target audience:
Chicago regional governments, municipalities

Media hits:
• WTTW Chicago News
• WBEZ Chicago News
• Daily Herald (Chicago suburbs)
• Kane County Chronicle (Chicago suburbs)
• The Hill (national publication)
• E & E News (national publication)
CEE Web Services

CEE web services is responsible for maintaining and managing multiple websites including:

- Climate.gov
- US Climate Resilience Toolkit
- Climate Program Office Website
- NIHHIS

In addition to site development and maintenance, CEE web services also provides and support various technology and web-based services, including:

- Web Design and Administration
- UI and UX Design and Implementation
- Development of Modules and Applications
- General Graphic Design
- Web Content Layout
- Site Metrics
- Section 508 Compliance
- Server Configuration and Development
- Front and Backend Development
Target audiences:

- **Peer Communities** in NOAA, other agencies, academia & NGOs
- **Executive & Senior Leaders** in Dept of Commerce and NOAA
- **Policy Leaders** on Capitol Hill

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**CPO: Communication, Education, and Engagement Division (CEE)**

**Our Structure**

The Communication, Education, and Engagement (CEE) Division is a division within the Climate Program Office (CPO). Each program contains many projects and initiatives. The CEE Division is the largest team in the federal government dedicated to climate communication, education, and engagement. Our climate science expertise, institutional memory, and world-class communication, education, and engagement acumen are uniquely suited to the climate challenges before us.

To amplify its impact, CEE leverages many partnerships. Our various partners include the U.S. Global Change Research Program, NASA, National Science Foundation, National Academy of Sciences, National Snow and Ice Data Center, U.S. Departments of Interior and Agriculture, National Institutes of Health, Cooperative Institute for Research in Environmental Sciences, National Science Teachers Association, American Meteorological Society, and the American Association for the Advancement of Science.

Follow us on: ![Facebook](https://www.facebook.com), ![Twitter](https://twitter.com), ![Instagram](https://www.instagram.com), ![YouTube](https://www.youtube.com)

*These social media channels regularly promote CPO science and events, as well as Climate.gov publications.*
The NOAA Climate and Global Change (C&GC) Postdoctoral Fellowship Program aims to help create and train the next generation of leading researchers needed for climate studies, to serve the Nation and support NOAA’s mission.

Target audience:

- **Peer Communities** in NOAA, UCAR (administers the program), other agencies, academia & NGOs

Success metrics

- New Fellowship webpage: [https://cpo.noaa.gov/Our-Work/Fellowships](https://cpo.noaa.gov/Our-Work/Fellowships)
- 8 postdoc profiles published at Climate.gov and other NOAA websites
- UCAR to CPO, Dec. 21: “Thank you so much for your wonderful work.”
- New promotional graphic created
Dr. Rick Spinrad, Sept. 30, 2021: “Ensure NOAA is seen as the primary authoritative provider of climate information and services”

Target audience:

- **Policy Leaders** on Capitol Hill
  (Congressional Reps, White House)

State-Specific Briefing Sheets

- Key Messages
- Climate Observations
- Climate Projects
- Maps & Charts
- NOAA and Federal Sources

- Louisiana
- Maine
- Alaska
- Arizona (pending)
- West Virginia (pending)
- Colorado (pending)
Thank you