

From Docks to Digital: Effective Marina Communication Strategies

Connie Sullivan



Overview

- Intro
- Breakout Groups
- Report Out
- Wrap Up



Who am I?

- CVA coordinator for Oregon Sea Grant
 - What is Oregon Sea Grant?
 - Outreach, education, funding, technical assistance



A bit about my current job

- I cover the whole state of Oregon
- Mix of different boaters, communities, points of view
- I talk about something few want to talk about: where to go when you have to go
- Educate boaters about the Clean Vessel Act



Working with boaters

- I have worked with a variety of boaters in a variety of ways
- One consistent thing: boaters have a LOT to keep track of
 - Boating laws between states and countries
 - Different marina rules and regulations
 - Learning their own vessels
 - Etc.

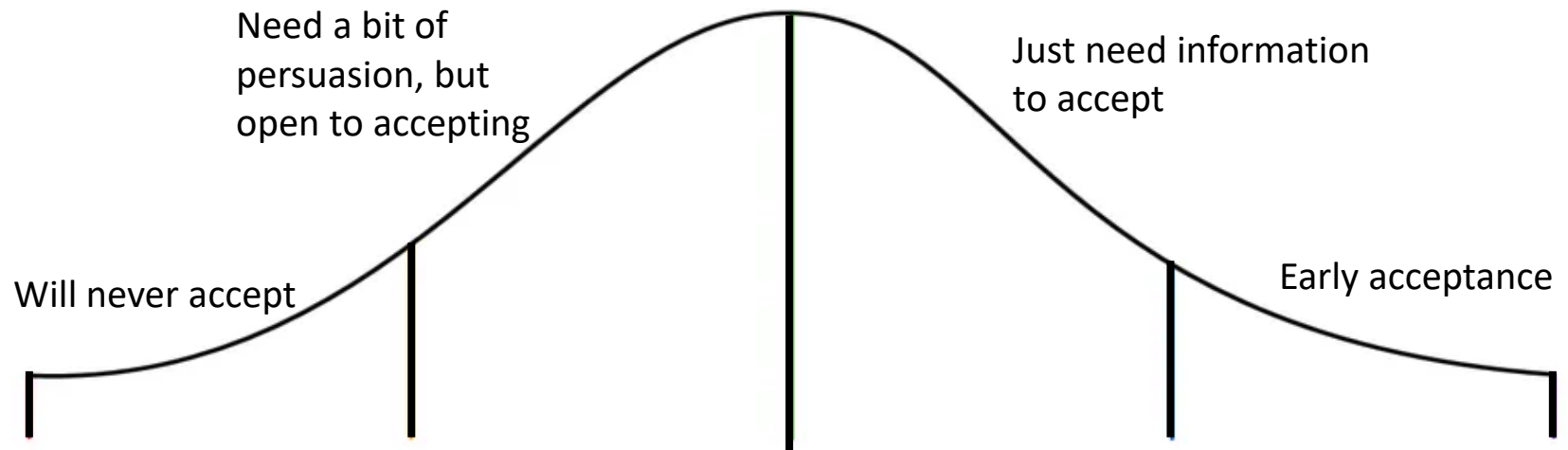


Controversial?

- I thought it would be hard to talk about poop
 - Turns out, it's hard to talk about why you might not want to poop in waterways
- Some see CVA as being optional, a suggestion, and controversial
- Communicating that how you feel doesn't matter when it's the law is challenging



The typical acceptance curve



Examples of challenging comments

- “But I’ve always done it this way”
- “Following the rules makes [insert example] take longer”
- “It costs more”
- “I will never...”
- “No.”
- Appearance-based comments



Tough topics and tactics

- My tough topic is 
- What are your tough topics to communicate about?
 - What are the topics that boaters seem to raise the most in a negative way?
- What are some of the tactics you use to communicate with boaters?
 - Are there some you use more than others?



My Tactics

- Face to face
- Social media
- Newsletters
- Signs
- Partner with boat dealerships
- Attend boating meetings, boat shows, etc.



The Excrement Gazette



Breakout groups

- Break out into four groups
 - Face to face communication
 - Social media
 - Local partners
 - Newsletters/ flyers
- You will work on a topic of your choice and come up with ideas, tactics, examples



Reconvene

- Report out! Five minutes per group



Wrap Up

- Reflections from group
 - Biggest surprise? Good takeaways?
- Be sure to provide contact info on sign in sheet if you want materials to be sent after
 - Tips and tricks sheet
 - Notes from session
 - Summary of breakout groups



Thank you!!!

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