

BARATARIA-TERREBONNE
NATIONAL ESTUARY PROGRAM

Strategic Communications Plan

2025-2027

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A Challenge and an Opportunity

- **Challenge:** Achieving program, project and brand awareness and engagement estuary-wide outside of a specific demographic
- **Opportunity:** So much room for growth!



Strategic Planning Process

- To **assess** effectiveness of current communications and engagement efforts
- To **guide** strategic communications and engagement efforts using research-based tactics
- To provide a process for **evaluating** the effectiveness of future efforts



The Strategic Communications Plan

- **Goal:**
 - To increase awareness, education and engagement throughout the estuary through a targeted, multi-faceted **public relations campaign** and **strategic engagement efforts**.
- **Primary Audiences:**
 - Estuary-wide stakeholders with special attention to:
 - Opinion leaders
 - Estuary residents ages 18-24
 - Parish government, community and civic leaders
 - Teachers and students in PK-University
 - Media





ESTUARY EXPLORER

Our Estuary to Protect. Our Story to Write.

Campaign Purpose

- To **educate** about the Barataria-Terrebonne Estuary System
- To encourage **eco-tourism** throughout the estuary
- To form a **connection** between the residents and the estuary
- To encourage participation via a **call to action** in each parish
- To see an increase in **engagement**, leading to an increase in **projects and participation**
- To tell the **unique stories of the estuary** and BTNEP



Primary Strategy

- Utilize **established media channels** and **targeted engagement efforts** to strategically highlight and engage with one parish per month over a two-year period.



TACTIC 1:

Consistent Use of the BTNEP Brand

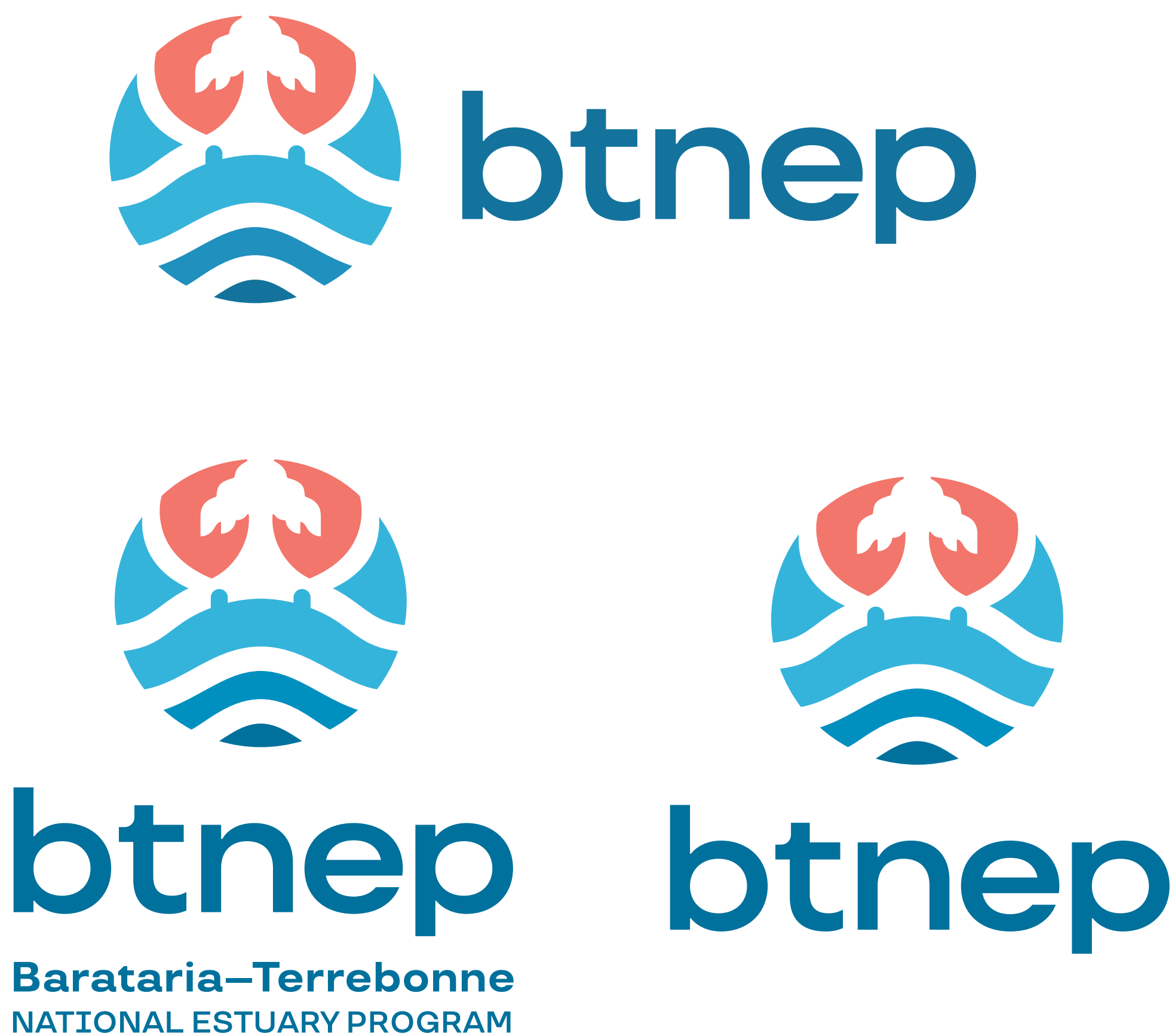
Digital Age / Younger Audience / Capture Diversity / Versatility



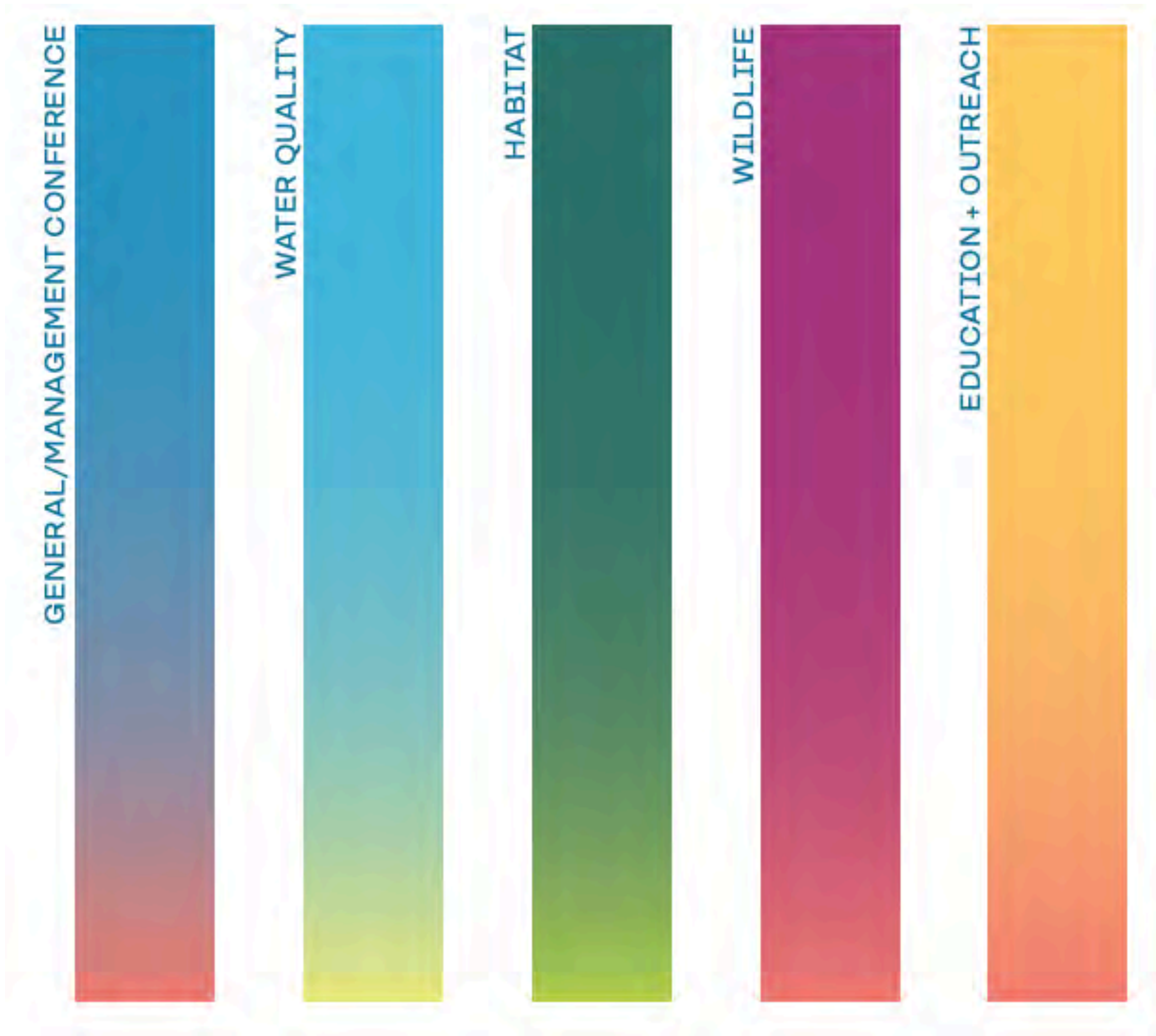
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Barataria–Terrebonne
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Logo Variations



Gradients





Our Estuary to Protect.
Our Story to Write.

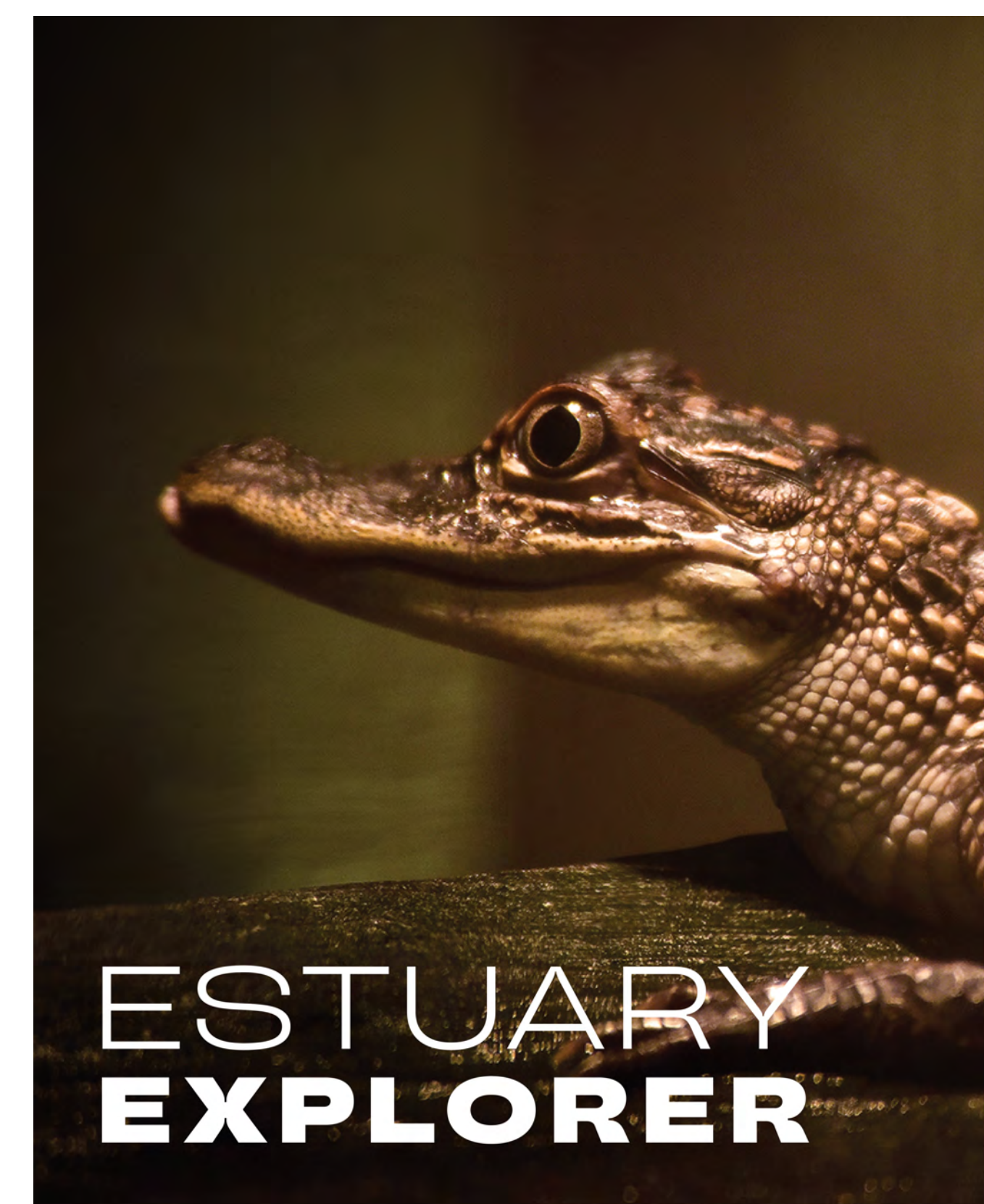
TACTIC 2: Estuary Explorer Social Media Series

- Weekly posts highlighting:
 - estuary features
 - BTNEP projects
 - education or eco-tourism opportunities
 - a call to action



TACTIC 2:

Estuary Explorer Social Media Series



TACTIC 3:

Enhanced Storytelling Projects

- Current and Future Partnerships
 - Catalyst Catalog
 - Télé-Louisiane
 - Eve Abrams Podcast
 - Nicholls Department of Mass Communication's *Garde Voir Ci* and Environmental Communications Program
- New BTNEP Website



TACTIC 4:

Stakeholder Engagement

- **Targeted Parish-by-Parish Engagement**

- Government, Civic & Community Meetings
- Strategic Tabling at Events
- Estuary Explorer Field Trips
- Moving events around estuary
- Increasing projects throughout estuary

- **Estuary-Wide Engagement**

- Estuary Week / BTNEP Week
- Signage & Storm Drains
- New promotional materials, brochures, etc.
- Targeted traditional media coverage
- Estuary Explorer “Passport”



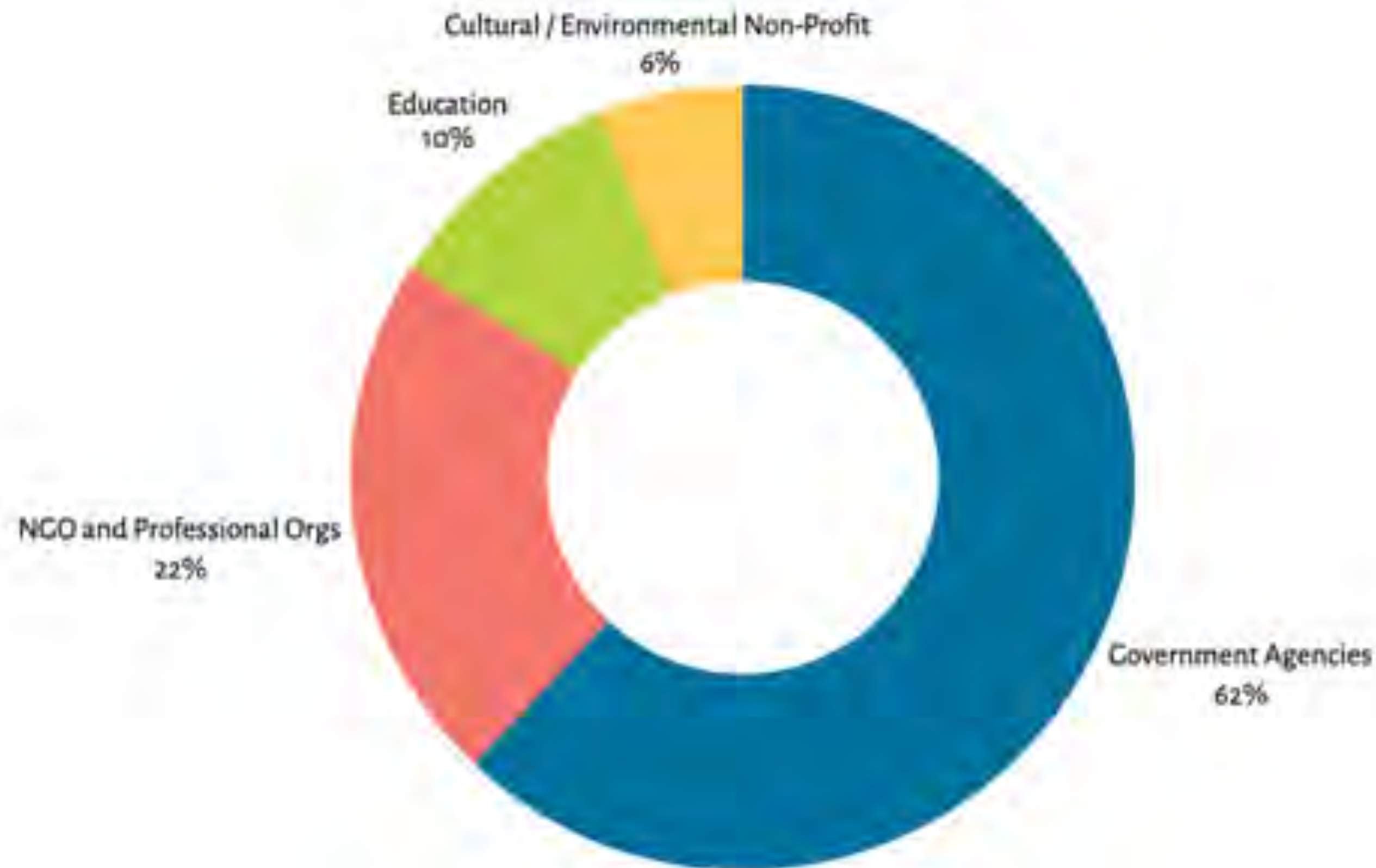
TACTIC 5:

Formal & Informal Education

- Critter Curriculum / Updated “Claude & Clawdette”
- Education Task Force
- Updated formal curriculum
- Increased informal education via website & in-person tabling
- School & Library visits
- Pre-Planned Field Trips throughout the Estuary
- Children’s Museum Partnerships



TACTIC 6: Grow Management Conference



Only SEVEN estuary parishes have direct representation on Management Conference!

TACTIC 6:

Diversify Action Plan Teams

- Large majority of projects in lower parishes
- Staff have suggested diversifying APT membership would help
- Increased relationships should = more diversification



Evaluation

- **By Campaign End: July 31, 2027**
 - **Education:** curriculum or activity adoption in all 16 parishes
 - **Engagement / Growth:** new relationships in all 16 parishes
 - **Social Media:** 20% increase
 - **Earned Media:** 20% increase
- **Interval Evaluations:**
 - Quarterly MC report
 - Monthly social media metrics
 - Formal and informal surveys





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**Barataria–Terrebonne
NATIONAL ESTUARY PROGRAM**

Management Conference Call to Action

- Survey coming soon!
- Connecting us to opinion leaders in your community
- New Management Conference Members
- Access to community and civic organizations
- New membership to some Action Plan Teams
- Follow and share social media
- Attend BTNEP events, and talk about BTNEP when you can!
- Share stories with us



Questions?

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