

Communication Report

Overview of Communications 2016-2017

In the last year we have laid some of the foundations needed to improve WCRP communication. From July to September 2016 we upgraded the WCRP website, both because it faced significant security and content management system version issues and because it was time to give it an aesthetic upgrade. Updating older pages to have fresher content, be more responsive and to perform better in web searches continues. This is a slow task, due to the sheer number of pages involved. The WCRP Newsletter has been improved, but has not seen significant changes in subscription numbers. This is in part due to an adjustment phase, where obsolete email addresses on the list are purged by MailChimp, and partly because we need to publicise the Newsletter more widely. We have also begun to add content to WCRP community resource pages on the website and introduced new procedures for submitting WCRP publications. We hope that this will streamline processes, to the benefit of all.

The main focus of the last months has been the WCRP Communication Strategy. As you know, we conducted a survey between November 2016 and January 2017 to obtain feedback regarding current communication practices from the WCRP community and external stakeholders. The WCRP Communication Survey became the basis for the subsequent strategy document. The draft WCRP Communication Strategy now needs to be discussed amongst members of the JSC to ensure that it benefits the scientific direction of the Programme from 2017-2020.

Documents

1. [WCRP Communication Strategy 2017-2020](#)

- The WCRP Communication Strategy uses the [WCRP Communication Survey Response Overview](#) report together with other reports and communication action points from the 37th Session of the Joint Scientific Committee (JSC) Session to analyse internal and external communications (Chapters 2 and 3). The WCRP communications financial statement for 2016 and budget for 2017 (Chapter 4) and ways of measuring communications performance (Chapter 5) are included in the report.
- Many of the recommendations are based on the WCRP Communication Survey. The survey was conducted between 2 November 2016 and 20 January 2017 with 196 usable responses. The WCRP Communication Survey Response Overview report results in six communication recommendations that feed into the WCRP Communication Strategy. Overall WCRP Communications was given a ranking of 3.5 out of 5 stars.
- The WCRP Communication Strategy (Chapter 6) results in 30 recommendations for enhancing WCRP communication. These recommendations are ranked as first

priority, second priority or 'blue sky targets' (Annex 5). Blue sky targets are those recommendations that would require additional resources outside of the existing WCRP budget for implementation.

- The 30 recommendations (Annex 5) are aligned with six overarching communication objectives, to:
 - Increase Programme visibility
 - Showcase WCRP science findings
 - Inform and engage the WCRP Community
 - Provide ways for those in the WCRP Community to communicate effectively
 - Focus on building strategic partnerships
 - Encourage current and future leadership in climate science
- It is proposed that WCRP communication has an annual strategic theme, targeting WCRP's communication and strategic priorities. The proposed theme for 2017 is 'Looking Ahead'. The JSC decide subsequent themes in the preceding year. A suggestion for the theme for 2018 is: 'Showcasing WCRP Science'.

2. [WCRP Communication Strategy 2017-2020 - Highlights](#)

- A two-page overview of the WCRP Communication Strategy, listing key messages, values, annual strategic themes, overarching objectives and the 30 recommendations.

JSC Actions

1. Highlight any points in the WCRP Communication Strategy that require clarification, discussion or correction.
2. Assess the 30 recommendations of the WCRP Communications Strategy to amend/add/remove recommendations and change priorities, as required.
3. Assess the six overarching objectives and amend/add/remove objectives, as required.
4. Assess the proposal to have annual strategic themes. If approved, determine theme names for 2017 and 2018 and agree on a framework for implementation.