



Communications Workgroup 2025 Work Plan

Reporting Period: January 2025 – December 2025

Workgroup Lead: Karl Vilacoba, Monmouth University Urban Coast Institute

Workgroup Members: Work group membership is open to all NJCRC members. Members are expected to contribute to public outreach efforts, content creation and other activities that help communication and promote the work of the NJCRC.

Current Members:

Last Name	First Name	Organization
Cheng	Jun	Kean University
Doskos	Amber	ASBPA
Elko	Nicole	ASBPA
Herrington	Tom	Monmouth U. Urban Coast Institute
Kasler	Jason	New Jersey Planning Officials
Kerr	Laura	Stevens Institute of Technology
Kreisler	Samantha	New Jersey Sea Grant Consortium
Langa	Michele	Hackensack Riverkeeper
Rizza	Dan	Climate Central
Van Baalen	Kelly	Climate Central
*Vilacoba	Karl	Monmouth U. Urban Coast Institute

* Lead

Purpose Statement

Communications Workgroup Annual Work Plan

- To create clear and concise communications materials that leverage the existing NJCRC network of professionals and connect local stakeholders with practitioners from the government, non-profit, private, and academic sectors to enhance coastal resilience and outreach.

Overall Goals

- Strengthening external communication:
 - Improve communication within NJCRC's network partners and government agencies. Enhance awareness of NJCRC through effective external communication.
- Increase public understanding of coastal resiliency:
 - Foster understanding and implement tools and platforms that facilitate teamwork and information sharing.

Workgroup Actions and Outcomes:

ACTIVITY 1 – Continue to build and maintain the new NJCRC website to ensure access to timely information for members and the public, including work group webinars, blog posts, current membership roster and other content as needed.

Expected Completion Date: Ongoing

ACTIVITY 2 – Provide communications support for 2026 New Jersey Coastal & Climate Resilience Conference, including promotional emails, branded event materials, social media collateral, registration systems, etc.

Expected Completion Date: March 2026

ACTIVITY 3 – Produce bi-annual digital newsletter featuring content created by work group and collected from other NJCRC workgroups and members.

Expected Completion Date: Ongoing

ACTIVITY 4 – Provide communications support for 2025 Coastal Flooding Technical Workshop, including promotional emails, branded event materials, social media collateral, registration systems, etc.

Expected Completion Date: March 2025

ACTIVITY 5 – Promote webinars organized by the Technical Assistance Coffee Chat Workgroup and compile, edit, and post recordings on NJCRC website.

Expected Completion Date: Ongoing

ACTIVITY 6 – Produce digital email campaigns via Constant Contact to promote events, webinars and other NJCRC news as needed, and actively maintain the organization’s mail list in the system.

Expected Completion Date: Ongoing

ACTIVITY 7 – Produce branded materials (fact sheets, flyers, PowerPoint slides) as needed to support leaders/members with engagement at conferences and events that forward the mission and raise the profile of the NJCRC.

Expected Completion Date: Ongoing

ACTIVITY 7 – Support NJCRC leadership for engagement at 2025 New Jersey League of Municipalities Conference, including booking and staffing table on Convention Center floor and preparations for NJCRC panel(s) and presentations.

Expected Completion Date: November 2025

ACTIVITY 8 – Share NCRC updates and coastal resilience content generated by partners via the NJCRC’s Facebook and LinkedIn accounts. Scan and evaluate additional social media platforms to determine their potential utility to the NJCRC.

Expected Completion Date: Ongoing