

SUMMARY REPORT
INFORMATION & EDUCATION ADVISORY PANEL MEETING
Charleston, SC
October 25-26, 2011

The Information and Education Advisory Panel met October 25-26, 2011 in Charleston, SC. The committee received the following presentations and provided comments and recommendations.

Recent Outreach Efforts

1. Staff provided updates on recent outreach and education efforts including:
 - a. Status of SAFMC website redesign and upgrade
 - b. Current SAFMC regulations brochure and summary updates
 - c. Use of Constant Contact for distribution of email

The AP provided the following comments and recommendations:

Website:

- Use more images and less text throughout the redesign
- Incorporate animation and sequencing
- Use lay terms and not agency jargon
- Like the calendar for meetings and add one on the regulations page with to track fisheries openings and closings
- Members made suggestions on design of the homepage and those recommendations will be incorporated.
- Overall, the AP likes the new design

Regulations Brochure:

- Keep a single brochure as opposed to creating separate versions for commercial and recreational fishermen
- Add disclaimer on front cover as to date printed and advise user to check website for update (this information needs to be more prevalent).
- Consider printing tri-fold with updates every 3 to 6 months
- Incorporate color tabs that are keyed to Table of Contents
- Add definitions of overfished and overfishing
- Add section on invasive species – in particular lionfish
- Distribute regulations through use of Social Media tools

E-Mail Distribution

- Have a PDF version of news releases and other documents available
- Use text highlights for important dates and phrases
- Include information on CC mailing regarding the availability of email distribution and option to “opt out” of hard copy mailing.
- Utilize features available from CC to network with Social Media

Improving Readability of Documents Report

2. Staff presented an overview of the report and its conclusions. The AP provided the following recommendations:
 - Adopt a template to follow when developing documents
 - Consider using a series of editors
 - Consider training for tech staff for writing in “plain English”. Reference to “Pub Science” as an example
 - Technical staff should prepare a one-pager for each document – a summary or abstract that contains “who, what, when, where and why”. Have the summary reviewed by a lay editor for editing.
 - Contract a readability editor to prepare the final draft of a document
 - The Council should secure funds to hire/contract a readability editor
 - Need to assess how users access information

MOTION: THE AP RECOMMENDS TO THE COUNCIL THAT THE RECOMMENDATIONS FROM THE READABILITY REPORT BE IMPLEMENTED IN SAFMC DOCUMENTS BEGINNING JANUARY 2, 2012.

APPROVED BY AP

MOTION: THE AP RECOMMENDS THE COUNCIL SEEK FUNDS TO HIRE A CONTRACTUAL SCIENCE/EXTENSION COMMUNICATOR/COORDINATOR.

APPROVED BY AP

SMZ Outreach

3. Staff presented an overview of the outreach plans relative to Special Management Zones, focusing on St. Lucie County, FL

The AP provided the following comments/recommendations:

- USCG representative Lt. Fisher strongly supported outreach efforts relative to SMZs and explained the Coast Guard is revising its “Job Aid” or in-house training materials and references to include more focus on managed areas in the South Atlantic.
- Law enforcement personnel should be included in development of outreach materials
- Need to increase public awareness of SMZs throughout the South Atlantic
- Include Sea Grant in outreach efforts and conduct a survey to see how constituents prefer to get information
- Utilize focus groups, beginning in St. Lucie County area, to help prioritize outreach efforts suggested by the Law Enforcement AP. Separate the “high impact/low costs” efforts from the list.

- Work with St. Lucie County as a pilot project and expand.
- Develop a message and possibly use a Logic Matrix for the project
- Conduct a Needs Assessment working with St. Lucie County (e.g., if kiosks are being considered, how many boat ramps are in the County.)
- Have a one-page posting of information relative to SMZs and regulations
- Once materials have been developed, share via SAFMC website and link to FWC, Sea Grant, NOAA SERO, NOAA OLE, etc.

MOTION: THE AP RECOMMENDS THE DEVELOPMENT OF OUTREACH PROGRAMS/PILOT PROJECT FOR SMZs FOR ST. LUCIE COUNTY WHICH WILL SERVE AS A PROTOTYPE FOR OTHER AREAS.

Strategic Planning

4. Council staff provided an overview of past efforts to develop a strategic plan for outreach by the Council and the AP reviewed the recently produced Outreach Strategic Plan for the Gulf of Mexico Fishery Management Council. I&E AP Vice-Chair Cathy Sakas gave a presentation on how Gray's Reef National Marine Sanctuary uses Logic Models and surveys for its outreach efforts. Emily Muehlstein from the Gulf of Mexico Fishery Management Council provided an overview of how the Gulf Council's strategic plan for outreach was developed.

The AP provided the following comments/recommendations:

- Develop a "SCOT" Analysis - Strengths, Challenges, Opportunities and Threats for the outreach program.
- Use Logic Models for specific outreach efforts, including SMZ outreach strategy
- Review and refine goals and objectives.
- When developing goals and objectives, consider how they may be evaluated
- Use the Gulf Council's strategic plan as an example. Need to add "resources" as part of the SAFMC plan.
- Similar to the Gulf Council, utilize an outside facilitator
- Good to have the regional councils show similar goals and objectives for outreach
- In addition to a Strategic Plan, have an Implementation Plan as well. Use example from Sea Grant
- Council staff utilize NOAA Coastal Services Center for training on Program Design and Evaluation
- Utilize the I&E AP in development of the SAFMC strategic plan for outreach and review of logic models for specific projects.

MOTION: THE AP RECOMMENDS THAT COUNCIL STAFF CONDUCT A STRENGTHS, CHALLENGES, OPPORUNITIES, AND THREATS (SCOT) ANALYSIS. ADDITIONALLY, A 5-YEAR DRAFT OUTREACH STRATEGIC PLAN AND IMPLEMENTAION

**PLAN BE DEVELOPED UTILIZING AN OUTSIDE FACILITATOR
WITH INPUT FROM THE I&E AP AND COUNCIL STAFF.**

Information and Education Advisory Panel Members in Attendance:

Cathy Sakas, Vice-Chair

Dr. John Dean

Lt. Brandon Fisher

Pamela Fletcher

Jennifer Koches

Elizabeth vonKolnitz

Amber VonHarten

Staff Contact: Kim Iverson