

OVERVIEW

Information and Education Advisory Panel Meeting

North Charleston, SC

February 7, 2013

1. Update on the Marine Resources Education Program (MREP) for the South Atlantic Region

The AP will receive an update on recent efforts to establish a Marine Resources Education Program in the South Atlantic Region. The program, facilitated by the Gulf of Maine Research Institute, initially began in New England. The program, developed by fishermen for fishermen, includes the following program goals: to bring fishermen, scientists and managers together in a neutral setting outside the regulatory process; to increase the number of people at work in regional fisheries who are comfortable working with the fishery data and management systems; help policy makers and scientists become more familiar with the inner working of the fishing community; increase the number of fishermen involved in collaborative research and pursuit of best available science; and to develop leadership and promote trust. Additional information about the program is available at: <http://www.gmri.org>.

Funding has been secured for the program to begin in the South Atlantic Region. A Steering Committee has been formed and the first workshop is scheduled for April 2-4, 2013. AP members will receive an update and provide recommendations for expansion of the program.

2. Update on the Atlantic Marine Fisheries Communication Group Social Media Workshop

The AP will receive an overview of the recent workshop (**Attachment 2**) and provide recommendations for use of social media tools by the SAFMC for outreach purposes.

3. SAFMC Website Upgrade

Due to issues with the contractor and staff workload, progress on the upgrade to the Council's website has been delayed for the past year. The AP will receive an overview of the current website status and provide recommendations as staff resumes work on the site and selects a contractor to complete programming.

4. Proposed Outreach Activities for 2013

In 2012, a newly created Outreach Specialist staff position was created and the position filled by Amber Von Harten, a former Fisheries Extension Agent with SC Sea Grant. The AP will receive an overview of a draft Outreach Activities plan for 2013 (**Attachment 3**) and provide recommendations.

5. Review of Visioning Process for Snapper Grouper

The SAFMC is considering the development of a Visioning Process relative to the snapper grouper fishery in the South Atlantic Region. A similar project was recently completed by the Mid-Atlantic Fishery Management Council (see press release: http://www.mafmc.org/press/2012/pr12_16_VisioningReport.pdf). Council staff will provide AP members an update on the Visioning Process and discuss options.

6. Discussion of Strategic Planning

During its last meeting, the I&E AP discussed the need to develop a strategic plan for outreach efforts by the SAFMC. The AP received an overview of the use of logic models and the 5-Year Strategic Plan for Outreach developed by the Gulf of Mexico Fishery Management Council. The AP will receive an overview of earlier discussions from Council staff, continue discussion and build on earlier recommendations for the development of a strategic plan for the Council's outreach program.