

OVERVIEW

Information and Education Advisory Panel Meeting North Charleston, SC October 25-26, 2011

1. Update on Outreach Efforts

The AP will receive an update on recent outreach activities including the status of the Council's website (www.safmc.net) upgrade. Phase I of the three-phase development process with contractor Girsh/Snow has been completed and the design template for the homepage has been determined (**Attachment 1**).

In addition, the AP will review the current status of the Council's regulations brochure *Fishing Regulations for South Atlantic Federal Waters* and two summaries developed to update the brochure (**Attachment 2**) and an overview of the use of Constant Contact for email distribution of news releases, announcements and other information from the Council office (**Attachment 3**),

The AP is asked to review the outreach materials and provide comments and recommendations to staff for: 1) website design and layout relative to the new homepage template; 2) suggestions for future printing and distribution of fishing regulation information; and 3) suggestions on how to better utilize Constant Contact for distribution of materials.

2. Review of the NMFS/Council Readability Report

NOAA Fisheries Service (NMFS), the South Atlantic Council, and Gulf of Mexico Fishery Management Council staff have developed the report, *Improving the Readability of Documents Produced by Regional Fishery Management Councils and NOAA Fisheries Southeast Regional Office* (**Attachment 4**). The report is designed to be used internally to aid in creating documents that are more easily understood by the public and decision-makers of proposed regulations. The report includes recommendations regarding document organization, visual appearance, written word, and uniformity among documents.

The AP will receive an overview of the report and will be asked to provide recommendations.

3. Special Management Zone (SMZ) Cooperative Outreach Proposal

Council staff has been asked to work cooperatively with Jim Oppenborn, St. Lucie County (Florida) Coastal Resources Supervisor and staff from the Florida Fish & Wildlife Conservation Commission to develop outreach materials for SMZs off the central east coast of Florida. Jim Oppenborn has developed a white paper (**Attachment 5**) outlining the issues relative to SMZs

off the coast of St. Lucie County (Ft. Pierce area). There is little outreach material currently available to the general public relative to SMZs located in both state and federal waters along the South Atlantic coast. Regulations are currently listed in the Code of Federal Regulations (**Attachment 6**) and need to be conveyed to the fishing public. The Council's Law Enforcement Advisory Panel has provided recommendations regarding outreach efforts (**Attachment 7**).

The AP will receive an overview of the outreach issues regarding SMZs and asked to provide recommendations for future efforts.

4. Strategic Planning

Several years ago, the I&E AP began the process of developing a strategic plan relative to the Council's Information and Education (outreach, communication, etc.) efforts (**Attachment 8**). The AP will receive an overview of the use of a Logic Model (**Attachment 9**) to develop a strategic plan for Gray's Reef National Marine Sanctuary (GRNMS) education cruises. In addition, the AP will review the Gulf of Mexico Fishery Management Council's recently developed 5-Year Strategic Plan for Outreach (**Attachment 10**) and surveys utilized by GRNMS relative to outreach activities (**Attachment 11**).

The AP will be asked to provide recommendations for the development of a strategic plan for the Council's outreach program.