

OVERVIEW

Information and Education Committee Meeting

Raleigh, NC
December 6, 2011

The Information and Education Committee will receive an update on current outreach efforts, a review of the NMFS/Council Readability Report, an update on outreach efforts relative to Special Management Zones (SMZs), a presentation on strategic planning efforts, and an overview of the recent Social Media Workshop held in partnership between the Council and SC Sea Grant Consortium. The Committee will provide recommendations to staff and Council as appropriate

1. Update on Outreach Efforts

The Committee 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 Committee will receive updates on 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 the use of Constant Contact for email distribution of news releases, announcements and other information from the Council office (**Attachment 3**). The Committee will review recommendations from the I&E Advisory Panel and provide recommendations (**Attachment 4**).

Committee Action: The Committee 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) future printing and distribution of fishing regulation information; and 3) utilization of 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 5**). 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.

Committee Action: The Committee will receive an overview of the Readability Report and provide recommendations to Council.

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 6**) 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 7**) and need to be conveyed to the fishing public. The Council's Law Enforcement Advisory Panel has provided recommendations regarding outreach efforts (**Attachment 8**).

Committee Action: The Committee will receive an overview of the outreach issues regarding SMZs and provide recommendations to staff.

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 9**). The Committee will receive an overview of the use of a Logic Model (**Attachment 10**) 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 11**).

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

5. Social Media Workshop

In October, the Council sponsored a Social Media Workshop in partnership with SC Sea Grant Consortium. The regional workshop brought together presenters from both state and federal agencies, organizations and private sectors to discuss their experiences in utilizing social media, including Facebook, Twitter and YouTube. Council staff will provide an overview of the workshop and a final report as supplied by SC Sea Grant (**Attachment 12**).

Committee Action: Review the workshop report and provide recommendations as appropriate.