

FINAL
SUMMARY REPORT
INFORMATION & EDUCATION COMMITTEE MEETING
Myrtle Beach, SC
September 12, 2016

The committee received a summary of the recent Council Communications survey that was conducted in July 2016. The summary included an overview of,

- How stakeholders are using existing outreach and communication products and programs of the Council; stakeholder preferences for receiving communication from the Council;
- How stakeholders are using existing outreach and communication products/programs from other agencies/organizations;
- Feedback on the current use and possible improvements to the Council's mobile app, *SA Fishing Regulations*;
- Feedback on potential new outreach strategies from the Council; and
- Other recommendations for improving Council communications.

Staff led a discussion to receive guidance on the following items:

1. Further identifying stakeholders that prefer to receive printed/mailed communication.

GUIDANCE: The committee recommended further identifying those stakeholders that want to continue to receive mail/printed materials and identify the types of Council communications that stakeholders prefer to receive in print format mailed to their home address. Suggestions were made to focus an effort to allow stakeholders to opt-in to receiving printed materials in the mail and perhaps also to target not just the Council's mailing list but also permit holders in the region (commercial and for-hire).

The committee also discussed the merit of still printing/mailing post cards and other similar types of materials that can be posted at boat landings, fish houses, dealers offices, etc. to advertise meetings, webinars, etc. Additionally, consider doing targeted informational mailings to federal permit holders (commercial and for-hire) when sector specific management issues are being developed by the Council.

2. Further review of communication preferences by sector.

GUIDANCE: The committee recommended looking at communication preferences for each sector to identify preferred methods of communication in order to better target outreach products and programs to each sector. The committee also recommended more targeted outreach to the private recreational sector by working with local fishing clubs and coordinating presentations at local club meetings when in the area for other Council-related meetings (i.e., Council, public hearing/scoping meetings, etc.).

3. Future survey about use of Council website.

GUIDANCE: The committee recommended addressed a survey about the use of the Council's website once the new website upgrade has been completed and has been in effect for a period of time. This would allow stakeholders to become familiar with the new site navigation and provide feedback on improvements to the site.

4. Development of prioritized new outreach approaches (item VIII).

GUIDANCE: One of the outreach approaches that was identified as a priority by stakeholders in the survey was the use of more informal-style meetings (similar to the port meetings) on Council-related news and other fishery information. The committee discussed using different approaches to this outreach approach including:

- **Comment station model** – similar to the format used in the 2015 Visioning Public Input, comment stations would be set up in local communities where Council members attend in person and a

Council staff member would tune in to the meeting via webinar to present information.

- **YouTube videos** – Create video presentations on Council news and fishery information that is available on the Council’s YouTube channel. Staff would coordinate with fishing clubs and other organized fishing groups to have these videos played during their regularly scheduled meetings and then provide some type of comment card or feedback loop to allow stakeholders to send in questions or comments to the Council about the presentation. The committee recommended using the new Story Map/Journals as the presentation format for the YouTube videos since this format is very visual and allows for showing maps, images, and video alongside written content.

The committee also discussed the importance of sustaining outreach efforts within the region so that annual visits are made to certain areas within the region, whether by attending festival/events or other types of outreach visits. Specific recommendations included,

- Providing a “Year in Review” and “On the Horizon” overview (in print, electronically, at meetings, etc.) to stakeholders might also help keep stakeholders engaged with what the Council developed each year and what stakeholders can be looking ahead to in the coming year.
- Developing a one-pager with Council Resources (website, mobile app, contacts, etc.) that could be included with the federal permits package that is sent out when permit holders renew or receive a new permit. This could help further the Council’s reach with federal permit holders who may directly be affected by Council management measures and encourage involvement in the Council process. This one-pager could also be shared with the US Coast Guard training center staff to be used in their outreach with their officers.

5. Convening the Council’s Information & Education Advisory Panel to review the survey results and provide recommendations on communication strategies and development of a Communications Plan.

GUIDANCE: The committee supported convening the Information & Education AP to review the survey results and discuss developing a Communications Plan that would incorporate feedback from the communications survey.

No motions were made during the committee meeting.