

# Overview

## Information & Education Committee Meeting

Marina Inn at Grande Dunes  
8121 Amalfi Place  
Myrtle Beach, SC

### South Atlantic Council Communications Survey (Attachment 1)

The committee will receive a summary of results from the recent SAFMC Communications Survey that was conducted in July 2016. The summary will include 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.

**Committee Action:** The committee will have the opportunity to provide guidance on incorporating the survey results into upcoming outreach activities.

### Upcoming Outreach Activities

Staff will present an overview of upcoming outreach activities related to the results of the communications survey; upgrades to the Council's website and mobile app; managed areas outreach related to the System Management Plans for Deepwater MPAs and spawning Special Management Zones; and outreach strategies/actions identified in the Snapper Grouper Vision Blueprint 2016-2020.

The committee will have the opportunity to provide guidance on incorporating the survey results into upcoming outreach activities.

### Other Business

Council will address other items as appropriate.