



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

4055 FABER PLACE DRIVE, SUITE 201

N. CHARLESTON, SOUTH CAROLINA 294

TEL 843/571-4366 or Toll Free 866-SAFMC-10 FAX 843/769-4520

E-mail: safmc@safmc.net

Web site: www.safmc.net

David M. Cupka, Chairman
Ben Hartig, Vice-Chairman

Robert K. Mahood, Executive Director
Gregg T. Waugh, Deputy Executive Director

Agenda

Information and Education Committee Meeting

Holiday Inn Brownstone
1707 Hillsborough Street
Raleigh, NC

Tuesday, December 6, 2011 – 9:30 a.m. until 11:00 a.m.

1. Approval of Agenda/ Robert Boyles
2. Approval of March 2010 Meeting Minutes/ Robert Boyles
3. Update on Recent Council Outreach Efforts/ Kim Iverson
 - a. Status of SAFMC Website Upgrade -overview of new design (**Attachment 1**)
 - b. Regulations Brochures – review current brochure and summary updates (**Attachment 2**)
 - c. Email Distribution – update on the use of Constant Contact for email distribution (**Attachment 3**)
 - d. Information and Education Advisory Panel Report (**Attachment 4**) – review AP recommendations and provide recommendations as appropriate (**ACTION**)
4. Readability Workgroup Overview and Report/Kim Iverson
 - a. Overview of the final report of the Readability Workgroup for documents produced by the councils and NOAA Fisheries in the South Atlantic Region (**Attachment 5**)
 - b. Review AP recommendations and provide recommendations for Council (**ACTION**)
5. Special Management Zone (SMZ) Outreach Partnership/ Kim Iverson
 - a. Overview of pilot project with SAFMC, St. Lucie County, FL, and FL Fish and Wildlife Conservation Commission to increase public awareness of SMZs

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and associated regulations off the coast of St. Lucie County, FL
(Attachments 6 and 7)

- b. Review recommendations from Law Enforcement AP **(Attachment 8)** and I&E AP and provide direction to staff.
6. Strategic Planning and Evaluation for SAFMC Information and Education Program/
Kim Iverson
 - a. Update on past efforts to create SAFMC strategic plan for outreach **(Attachment 9)**
 - b. Example of the use of Logic Model for establishment of a strategic plan **(Attachment 10)**
 - c. Review of Gulf of Mexico Fishery Management Council's 5-Year Strategic Plan/ Kim Iverson **(Attachment 11)**
 - d. Discussion and provide recommendations to staff **(ACTION)**
 7. Overview of Social Media Workshop in Partnership with SC Sea Grant/ Kim Iverson
 - a. Review Workshop Report and provide direction to staff **(Attachment 12)**

Attachments

Attachment 1	SAFMC Web Design
Attachment 2	SAFMC Federal Fishing Regulations Brochure and Inserts for Updates
Attachment 3	Templates Used for Constant Contact
Attachment 4	Information and Education Advisory Panel Report
Attachment 5	NOAA Fisheries/Council Final Readability Report
Attachment 6	White Paper on SMZ Outreach from St. Lucie Co.
Attachment 7	Code of Federal Regulations for SMZs
Attachment 8	SAFMC Law Enforcement AP Recommendations for SMZ Outreach
Attachment 9	Prior Recommendations from I&E AP Regarding Strategic Planning
Attachment 10	Logic Model Example – Gray's Reef National Marine Sanctuary
Attachment 11	Gulf Council 5-Year Strategic Plan for Outreach
Attachment 12	Social Media Workshop Report (available in 2 nd briefing book)

Information and Education Committee

Robert Boyles, Chair
Mac Currin, Vice-Chair
Robert Foos
Duane Harris
Jessica McCawley
Tom Swatzel

Staff Contact: Kim Iverson

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