



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Stakeholder Engagement Meetings

**Outreach and Communications Advisory Panel
October 2024**



Goals and Objectives



Build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations.



Objective One: Provide an opportunity for an open dialogue and mutual learning between Council members and stakeholders.



Objective Two: Increase knowledge of the fisheries management process to encourage stakeholder engagement in Council initiatives.

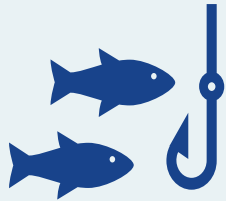


Objective Three: Provide a mechanism for stakeholders to bring their concerns and observations forward, directly to Council members.



Objective Four: Provide an opportunity for Council members to share information on salient management issues with stakeholders.

What is the Council going to do with this information?



To identify topics that need to be addressed by the Council but haven't been on their radar.



To set the Council's workload priorities.



To guide the Council on active management actions (what they should be considering and asking when discussing a given topic), as appropriate.

Stakeholder engagement meetings are different from traditional opportunities for public input because **they are not tied to a specific management action.**

The Council will need to communicate to stakeholders how the input gathered will be used, the benefits of attending these meetings, and the opportunities they provide that traditional meeting processes may not provide.

Does the OC AP have suggestions for how to **communicate the purpose** of these meetings to stakeholders?



Pre-Meeting Logistics



Council staff in attendance at meetings: 5
Council members in attendance at meetings: 3

- Pre-meeting training session will be conducted with all staff and Council members attending to ensure that everyone understands what their role is during the meeting.
- Facilitation best practices overview for Council members.
- Identification of topics for breakout groups and “tables”
 - One-pagers on the main topics to be discussed, including prompting questions to encourage conversation.

Meeting Structure

Prologue

- Attendees arrive at the meeting.
- **Staff asks attendees why they decided to attend and what they were hoping to talk about this evening.**

Introduction

- A Council member provides a presentation explaining the Council's goals and objectives for stakeholder engagement meetings, ground rules, and how the night will operate.

Structured Breakouts

- Attendees are broken out into **two** different groups to have facilitated discussion around two pre-determined topics.

Intermission

- A quick break to allow staff to reset the room for the unstructured breakout groups.

Unstructured Breakouts

- **Three** stations set up around the room on different topics, providing an opportunity to have more informal conversations with staff and Council members on a variety of topics that may be of interest to attendees.

Conclusion

- A Council member provides a presentation thanking attendees, recapping the Council's goals and objectives for stakeholder engagement meetings, and noting where information goes next.

Post Meeting Logistics

• Immediately Following

- Thank you email to all attendees,
 - bullet point list of some things learned
 - information on upcoming Council meetings and opportunities for participation.
- Debrief with Council members that attended the meeting to discuss what went well, what didn't go well, and what was learned.
- Prepare a summary report of the meeting and make it available on the website.
- Post photos of the evening to social media.

• Next Council Meeting

- At the start of the meeting, Council members that were present will each take a moment to note their biggest takeaways or things learned from the most recent round of stakeholder engagement meetings.
- Detailed information from stakeholder engagement meetings would be presented before each relevant Committee or topic.
- Presentation slides and/or summary report provided in the briefing book.



Does the OC AP have suggestions for how to adjust the proposed structure for **low or high attendance** scenarios?

Are there other methods that staff should consider for **facilitating the meeting** to better meet the objective of providing an opportunity for an open dialogue and mutual learning between Council members and stakeholders?

Considering staff workload, does the OC AP have suggestions on how **information could be presented** during the unstructured session (looping PowerPoint, informational flyers, etc.)

Are there novel or creative ways to **summarize the information gathered** during these meetings for Council members and the public?



Outreach Plans

Council Website

- Background on why the Council is conducting these meetings.
- Goals and objectives of the meetings.
- Upcoming dates and locations.
- Summaries from past meetings

Council Released Materials

- **Flyers** for each set of meetings:
 - Emailed out to specific shops within the Council's tackle shop database.
 - Sent with staff when conducting outreach events in a relevant area.
 - Provided state partners to share with their outreach staff, as appropriate.
- **New Releases** from the Council and relevant groups/agencies.
- **Feature article** included the South Atlantic Bite.
- **Social media** posts and stories.

Community Materials

- Working with Advisory Panel members, BFP MVPs, Release Newsletter
- Industry groups (ex. CCA, NCFA, ASA, ASGA, SFA, NCWU, etc.)
- Saving Seafood mailing list, other media outlets.
- Outlets that have published information on Citizen Science and BFP.

Evaluation Ideas

Internal survey completed after meeting to quantify staff and Council member perception of different performance metrics that are directly tied to the goals and objectives.

Addition of a **survey** (Polleverywhere) at the end of each meeting to understand attendee perceptions of the night.

Progress tracking for issues identified during SEMS (i.e. added to workplan, amendment initiated, amendment completed, etc.)

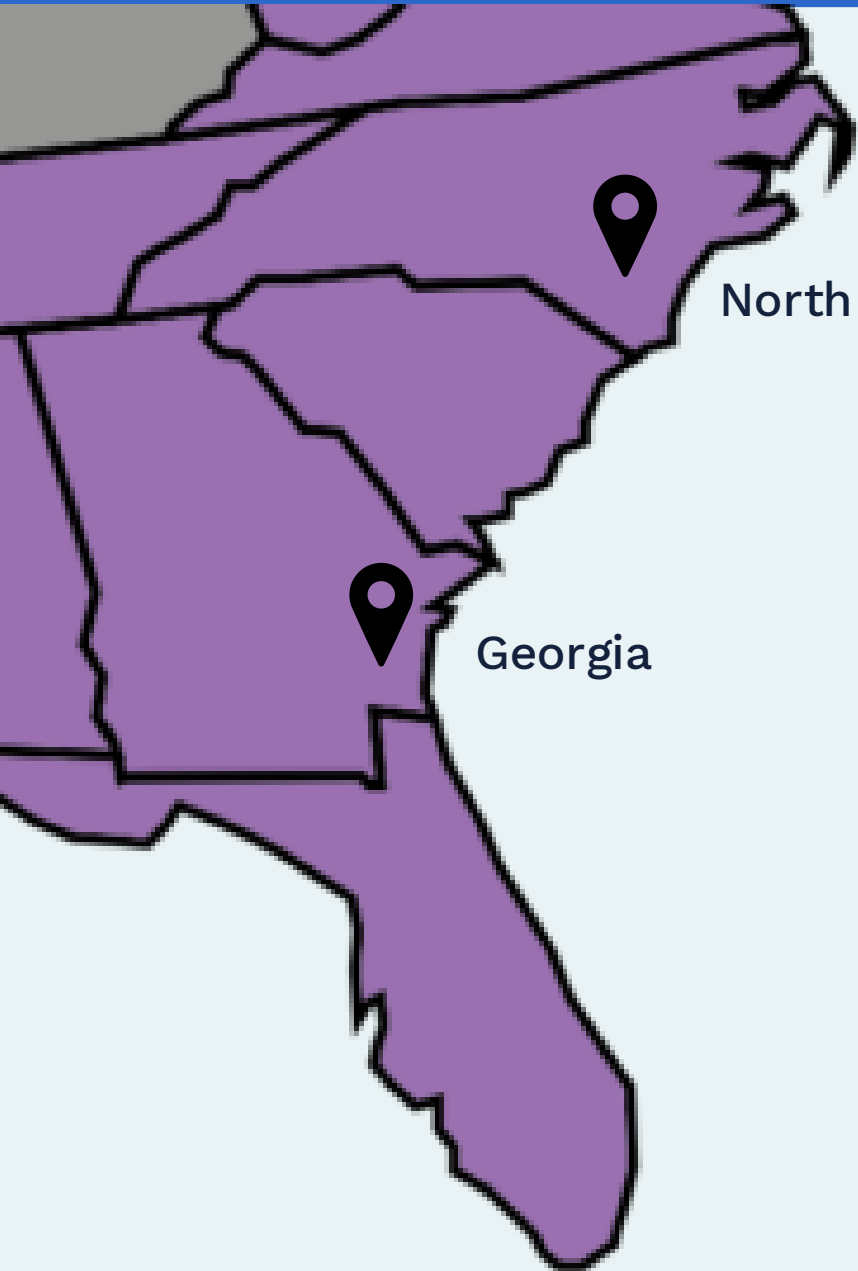
General metrics such as overall attendance over time, returning attendees, number of individuals asking for more information or applying to advisory panels, mentions during public comment, etc.



Are there additional outreach avenues that OC AP recommends or suggestions for how to encourage stakeholder attendance at this style of meeting?

Evaluation methods are just starting to be developed, but does the OC AP have any comments on the current ideas for how the success of these stakeholder engagement meetings could be measured?





North Carolina

Georgia

Winter 2025 Meetings

Meeting Topics

Structured Breakout Group Discussions

To Be Determined

To Be Determined

Unstructured Discussions

Federal Fishery Management 101

Citizen Science

To Be Determined

TBD topics will be identified by working with Council members in North Carolina and Georgia.

Next Steps

Meet with the Council SEM Planning Team

- Review structure of meetings.
- Discuss outreach opportunities.
- Consider evaluation methods.

Meet with North Carolina and Georgia Council Members

- Determine structured and unstructured discussion topics.
- Discuss state specific outreach opportunities.

Present SEM plan to the Snapper Grouper and Outreach and Communication AP

- Gather input on meeting structure and ways to encourage attendance.

Present final plan to the Council at the December 2024 meeting

Questions?