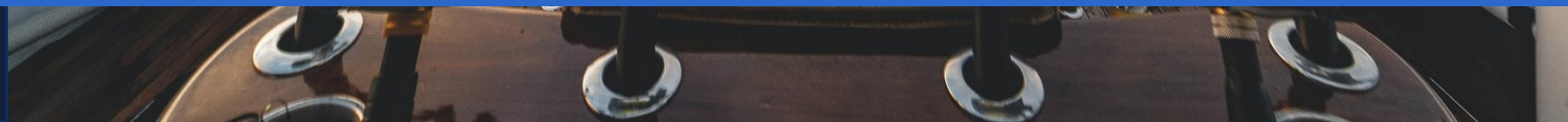




THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

**Non-Traditional Sources Of Social Science Data:
Utilizing Information Gathered During Council Outreach
And Engagement Initiatives**

Social and Economic Panel Meeting – April 2025



Presentation Overview

- *In-Person* Outreach and Engagement Efforts Overview
 - Information Collected
 - Brainstorming
- Illustrating the Value of Outreach Activities
 - Available Metrics
 - Brainstorming





Lines of Communication

Conversations with the Council

- New Council initiative working to build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations.
- Occurs in two states per year, alternating.
- Ongoing.



Lines: Information Collected



- General Input on Fisheries (captured via sticky wall)
 - What is working, what could improve what changes are needed.
- Specific Topic Discussion (captured via flip chart notes)
 - 2025/2026 Topic – Trip Satisfaction
- Informal Discussions (captured via post-meeting notes)
 - 2025/2026 Topics – Fisheries Management, Citizen Science, and Releases

Focus Group Meetings

- Occur as needed.
- Usually focused on a specific fishery or topic.
- Examples: Mackerel Port Meetings, Snapper Grouper Visioning.



Focus Groups: Information Collected



- Dependent on individual project needs.
- Usually well recorded via notes or recordings and summarized into a final report.



BFP Master Volunteer Program

The Best Fishing Practices (BFP) campaign is focused on increasing survivorship within the snapper grouper fishery. The BFP Master Volunteer Program trains fishermen, port samplers, and state agency personnel to become experts in BFP and encourage them to train others in their fishing community.

Occurs throughout the year, as funding allows.
Primarily snapper grouper fishery participants.



BFP MVP: Information Collected

- Conversations with fishermen are informal and can vary in topic but often include how to better engage fishermen in utilizing best fishing practices and the management process.



What It Means to Me Video Project

David Hugo



Chip Berry



Mark Phelps



Chris Kimrey



Tim Griner



Robert Spottswood Jr.



Video series highlights the stories of South Atlantic fishermen to improve relationships between fishermen and the Council while promoting involvement in the management process.

WIMTM: Information Collected



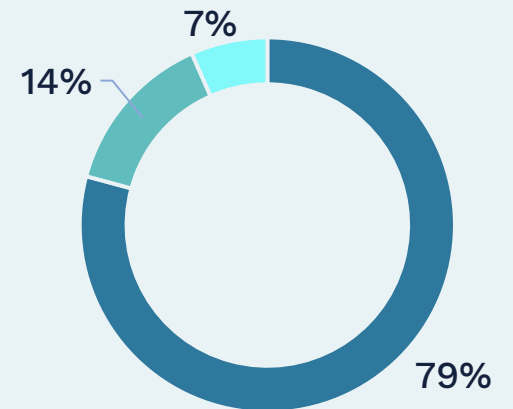
- Similar to oral histories.
- Discussion topics include interviewee fishing background, why fishing is important to them, and why they choose to be involved in fisheries management.



Tackle Shop Outreach

Tackle Shop Visit Frequency

- One Visit
- Two Visits
- Three+ Visits



Fishing Seminars



Fishing Expos, Industry & Agency Events





General Outreach: Information Collected

- Tackle Shop Database holds written records from tackle shop visits (frequency of visits, BFP materials, general impressions).
- Conversations with a wide variety of fisheries participants along the coast. Conversation topics can vary based on event audience but often provides a general sense of salient issues within fishing communities.
 - Some conversations may be driven by outreach materials presented.



Discussion Questions

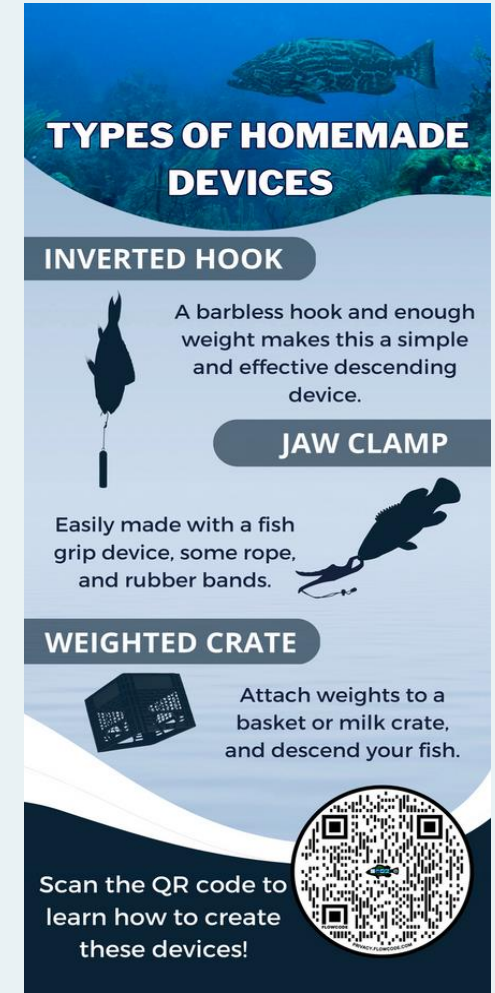
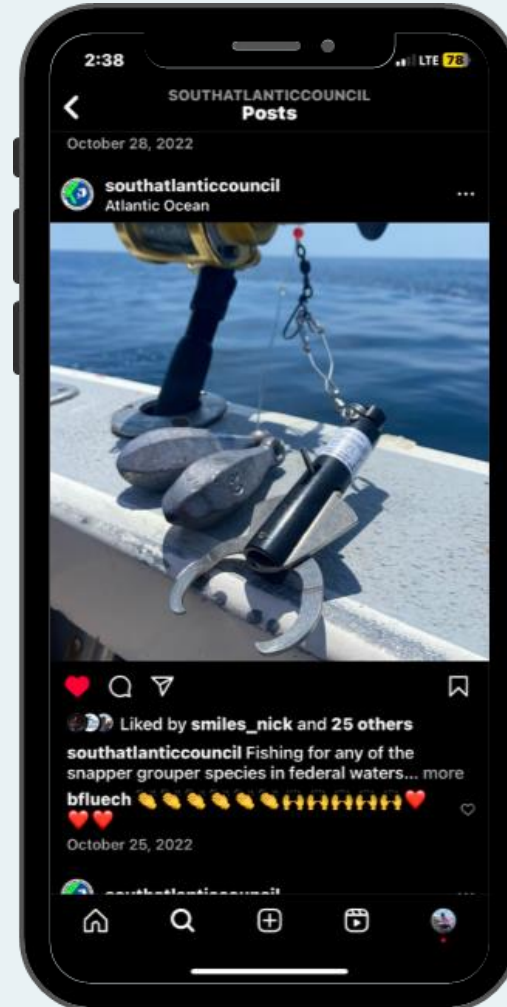
- How can the information gathered through these various efforts be captured, if not already?
 - How can we track qualitative information consistently and comparably across different outreach events?
- How can the information captured be analyzed to better understand trends in South Atlantic fisheries?
- How can Council staff effectively present and communicate the qualitative insights to the Council?
 - Present this information as *more* than purely anecdotal evidence.

Illustrating the Value of Outreach



Available Statistics

- QR Code Scans
- Social Media Engagement
 - Likes and Followers
 - Page and Profile Visits
 - Overall Reach and Top Posts
- Website Analytics
 - Number of Visitors
 - Pageviews
 - Bounce Rate
 - Session Duration




TYPES OF HOMEMADE DEVICES

INVERTED HOOK
A barbless hook and enough weight makes this a simple and effective descending device.

JAW CLAMP
Easily made with a fish grip device, some rope, and rubber bands.

WEIGHTED CRATE
Attach weights to a basket or milk crate, and descend your fish.

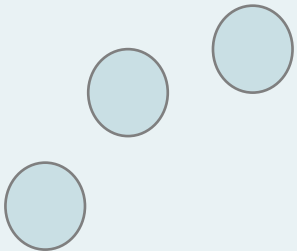
Scan the QR code to learn how to create these devices!



Other Ideas Discussed by Staff

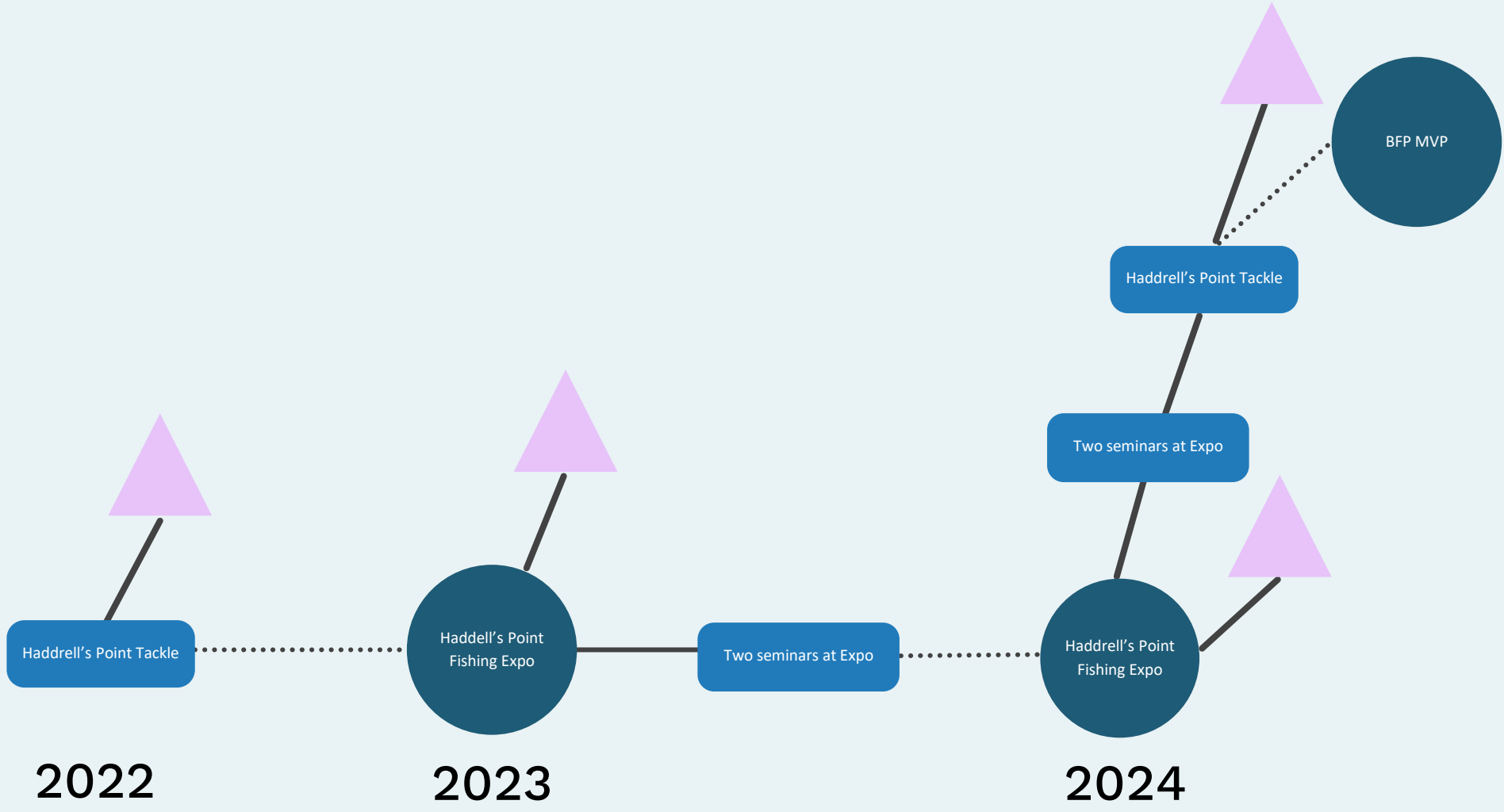


- Compile general metrics such as overall attendance at different events over time, returning attendees, number of individuals asking for more information or applying to advisory panels, etc.
- Ask attendees at the end of each meeting if their expectations were met to understand attendee perceptions meeting success.
- Tracking relationships building over time by monitoring connections points.

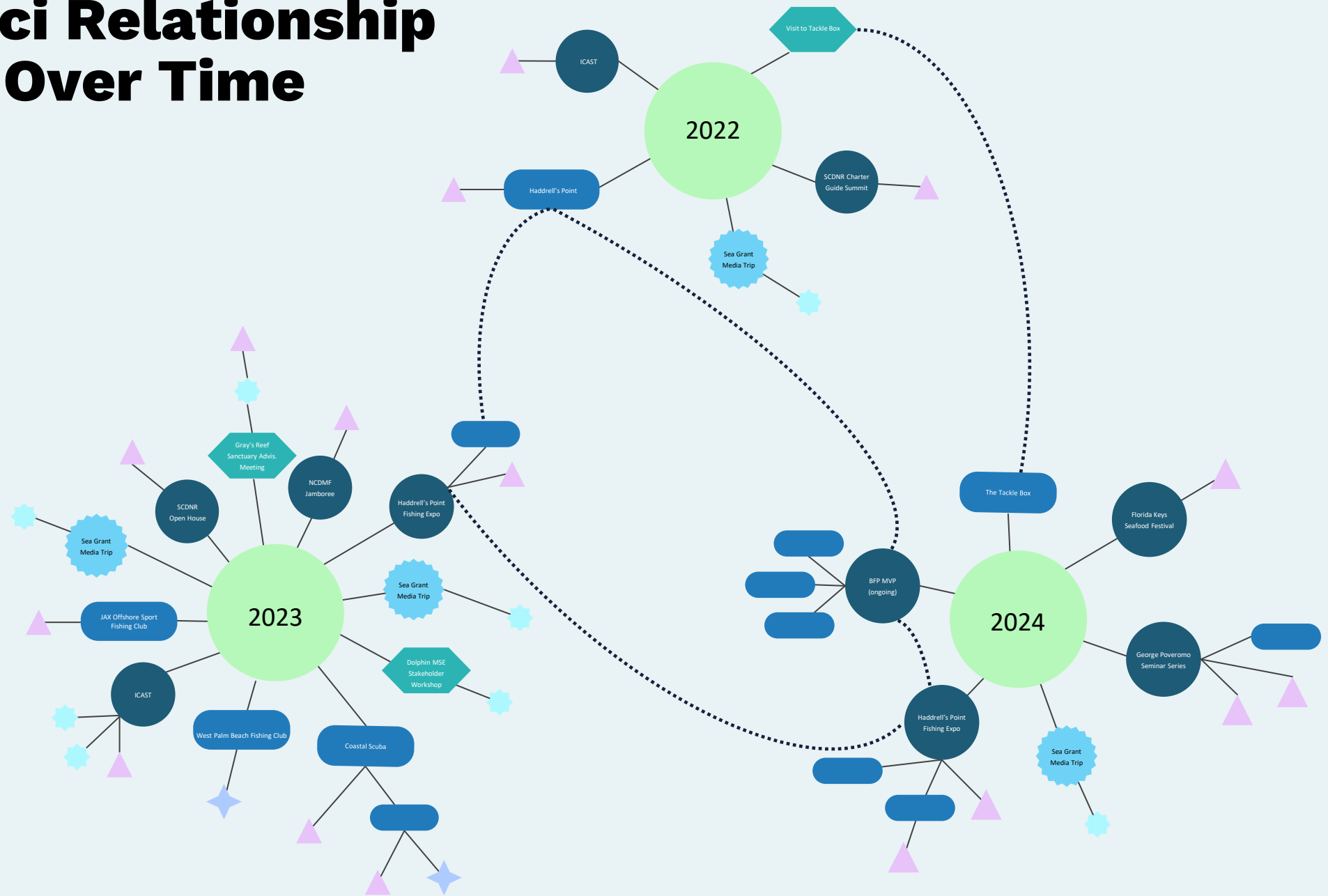


BFP and CitSci Relationship Building Over Time

- Events
- Seminars
- Meetings
- Sea Grant Media Trip
- Media
- Invitation to Return
- SAFMC Release Sign Ups
- Relationship Continuation



BFP and CitSci Relationship Building Over Time



Discussion Questions

- How can Council staff better track the development of relationships over time?
- How can the Council effectively present and communicate the value of outreach efforts in achieve Council goals and objectives?
- Any other thoughts?