

OVERVIEW

Information and Education Advisory Panel Meeting

North Charleston, SC
November 2-3, 2015

1. SAFMC Communications Survey (*Attachment 1*)

The AP 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.

The Council reviewed the survey results and provided guidance on specific items in the survey results. The AP will have the opportunity to provide guidance on incorporating the survey results and Council recommendations into upcoming outreach activities.

2. Snapper Grouper Amendment 43 (red snapper and recreational reporting) (*Attachment 2*)

The amendment addresses adaptive management approaches for red snapper and developing recreational reporting methods in the snapper grouper fishery. Council staff will provide an overview of the amendment and gather input from the AP on specific proposed actions in the amendment including, stakeholder use and outreach/training needs to develop "best fishing practices" and outreach on recreational reporting methods.

3. SAFMC Managed Areas Outreach (*Attachments 3 - 6*)

With the submission of Snapper Grouper Amendment 36 to the Secretary of Commerce that would establish five Spawning Special Management Zones, the Council's Managed Areas outreach needs have grown. In 2015, the AP reviewed the System Management Plan for both Deepwater Marine Protected Areas and the proposed Spawning Special Management Zones (spawning SMZs) and provided input on outreach activities in both plans. Specifically, for the spawning SMZs, the AP prioritized the following action items:

Action Item 1: *Work with fishing chart manufacturers (both printed and electronic) and/or vendors to improve available information for the Spawning SMZs.*

Action Item 2: *Develop files for managed area boundaries that can be downloaded onto a SD card from the SAFMC website for various GPS units and have directions on how to use the file.*

Action Item 3: *Incorporate new information about Spawning SMZs and rack cards (Northern and Southern SMZs) into the Council's mobile application, SA Fishing Regulations.*

Action Item 4: *Develop a video presentation about Spawning SMZs; post on the SAFMC website and YouTube, and disseminate to fishing clubs, environmental groups, state Sea Grant programs, local governments, etc.*

Council staff will provide an update on preliminary efforts to address these priority outreach action items and will review some of the existing digital outreach materials developed by the Council on Managed Areas

(Digital Dashboard, website, and brochures/pamphlets). The AP will provide input on development of new materials to specifically develop recommendations for,

- Content in a Managed Areas Story Map (*ArcGIS-based tool combining maps with narrative text, images, and multimedia content.*)
- Content for an educational video on Spawning SMZs
- Outline for two regional, digital rack cards/pamphlet on Spawning SMZs

4. SAFMC Snapper Grouper Vision Blueprint 2016-2020 Outreach Activities (Attachment 7)

In December 2015, the Council adopted the 2016-2020 Snapper Grouper Vision Blueprint to guide management of the snapper grouper fishery. The Blueprint consists of four goal areas to guide management of the snapper grouper fishery – Science, Management, Communications, and Governance. The AP reviewed the Communications goal at their November 2015 meeting and will receive a progress report on outreach activities completed under this goal and provide recommendations for planning and implementation of the following specific outreach actions identified in the Blueprint:

- Online stakeholder forum
- Fishery science and data collection outreach programs

5. SAFMC Website Upgrade

The Council's website upgrade was completed at the end of October. Council staff will review the new site and upgrades and the AP will provide recommendations about the website upgrade/design.

6. SAFMC Fishery Citizen Science Initiative (Attachment 8)

In January 2016, the Council hosted a Citizen Science Program Design workshop in an effort to develop a Citizen Science Program for the Council. The AP will receive an update on the initiative.

7. Update on the Marine Resource Education Program (MREP) South East (Attachment 9)

The AP will receive an update about the ongoing Marine Resource Education Program South East. Additional information about the MREP program is available at:

<http://www.gmri.org/our-work/fisheries-convening/mrep-southeast.>)

8. Other Business

The AP will address other items as appropriate.

Attachments:

Agenda

Overview

I&E AP Meeting Minutes – November 2015

I&E AP Meeting Report – November 2015

Attachment 1 – SAFMC Communications Survey: Summary Results

Attachment 2 – Snapper Grouper Amendment 43 Summary

Attachment 3 – Snapper Grouper Amendment 36 Summary

Attachment 4 – Managed Areas Outreach – Digital Materials

Attachment 5 – Oculina Bank HAPC Regulations Brochure

Attachment 6 – Deepwater Marine Protected Areas Regulations Booklet

Attachment 7 – 2016-2020 Snapper Grouper Vision Blueprint Communication Goal: Implementation Schedule

Attachment 8 – SAFMC Citizen Science Program Blueprint

Attachment 9 – Marine Resource Education Program Southeast Update