

Outreach Projects 2012-2013 (DRAFT 10/23/12)

1) Regulations App Development

- a. Edit current content - SMZs, species info/regs
- b. Add additional species (including sharks)
- c. Provide edits for design elements
- d. Facilitate review process (Law enforcement/NMFS Regulatory Office)
- e. Launch strategy/Publicity – post card, news release, newsletter, booths at relevant shows/events; possibly Miami Boat Show (Feb 14-18)??
- f. Continue to update as regulations change

2) YouTube Video/On-line Presentations

- a. Assess how other councils/agencies have utilized video for outreach
- b. Determine software needs etc. and order any necessary programs
- c. Working with tech staff, develop presentations
 - i. Initial focus on SG Regulatory Amendments 13 and 15 for December meeting. (Need PowerPoint's – coordinate with tech staff on development of presentations.)
 - ii. Build on presentations to create more advanced video, etc. for public hearings in January and August; scoping presentation for Dolphin/Wahoo?
 - iii. Work with SEDAR staff to produce generic video presentation on the stock assessment process
 - iv. Create a video presentation on the management process

3) Website Upgrade

- a. Review current status of upgrade process (contract, design, site map, etc.)
- b. Solicit bids for completion of the programming, etc.
- c. Review and modify site map as needed
- d. Update content as needed for each section
- e. Schedule training with contractor for using CMS platform

- f. Working with contractor, transfer updated content to the beta site
- g. Coordinate with tech staff for content updates and review – *explore possibilities of topical blogs from tech staff.*
- h. Continue to update materials as needed

4) SAFMC Regulations Brochure

- a. Complete edits and update content
- b. Develop new material for additional pages
- c. Coordinate review with tech staff and NMFS/OLE
- d. Look at options for organizing into a series of fact sheets vs. booklet and cost of printing

5) Skyline Portable Display Upgrade

- a. Work with contractor to complete the design for the table top display
 - i. Design elements should complement the website design
 - ii. Work to “brand” with other outreach materials
- b. Work with Skyline to overhaul the display frame and make repairs as needed
- c. Secure additional display materials to support the use of Ipad(s) for use at public hearings, Council meetings, etc.

6) Town Hall meetings/Fishery Forums – virtual and on-site

- a. Topic driven (not centered around specific amendments)
- b. Support from tech staff, as needed
- c. Driven by industry meetings and connections with industry organizations
- d. Explore partnering with Sea Grant/DNR programs

7) Site visits/field work to docks and marinas

- a. Informal interaction with fishermen to get the pulse of what fishermen are talking about and outreach needs
- b. Help generate newsletter articles, collect file photos

8) Outreach Efforts for SMZs

- a. Review efforts to date
- b. Coordinate with St. Lucie Co. (Jim Oppenborn), FWC (Rich Abrams and Jon Dondrill) and NOAA (Pamela Fletcher) to begin regional approach for development of outreach materials.

9) Oculina Outreach – (Evaluation/Review Due in 2014)

- a. Review OEC Evaluation Plan and prioritize remaining outreach needs
- b. Address outreach tasks as identified in the Evaluation Plan

10) MONF3 Conference – May 2013

- a. Assist with outreach efforts relative to the upcoming conference

11) Marine Recreational Education Program (MREP) Workshops

- a. Assist with Steering Committee activities as needed
- b. Assist with workshops as scheduled

12) Special Projects

- a. Based on feedback from fishery forums, public hearings and field work in the region.
- b. Potential ideas: In partnership with NMFS and Sea Grant, a workshop highlighting cooperative fisheries research from the region; workshop or webinar series on Understanding Fisheries Management to include topics such as data collection, stock assessment, ACLs, etc.

ONGOING TASKS:

- **Web Site Updates**
 - Assist with web site updates as needed.

- **App Updates**
 - Assist with online updating of regulation information as changes occur
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- **AP Selection**
 - Continue to follow up with September AP Selection Committee Meeting
 - Organize/update electronic filing system
 - Assist with briefing book materials for upcoming AP Selection Committee meetings.
- **Public Hearings**
 - Attend hearings and provide outreach assistance as needed
- **Advisory Panel Support**
 - Participate in development of materials for I&E AP meetings
 - Provide staff support for other AP meetings and be prepared to write brief summary for each meeting attended
 - Post briefing book materials for all AP meetings on the website
- **SA Update Newsletter**
 - Provide assistance with content and layout as needed
- **Integrating Social Media into Outreach Programs/Materials**
 - Use of virtual technology for meetings and outreach (Skype, etc.)
- **Administrative**
 - Update Membership Directory as needed
 - a. Assist with phones, etc. as needed
 - b. Respond to requests for general information

