

Outreach and Education Technical Committee
Scope of Work
December 19, 2023

Agenda Item III: Approval of December 6, 2022 Meeting Summary

Action: Review, modify (if necessary), and approve minutes

Committee input and next steps: The Technical Committee should review, suggest modifications if necessary, and approve the December 6, 2022 Outreach and Education Technical Committee Meeting Summary.

Agenda Item V: Fishery Ecosystem Plan Outreach

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee will hear a presentation on the Council's and Ecosystem Technical Committee's work towards developing a Fishery Ecosystem Plan and Fishery Ecosystem Issue Loop that aims to better incorporate ecosystem considerations into its management policies. The Committee should provide recommendations on how to engage and inform stakeholders before, during, and after the Council initiates work on Fishery Ecosystem Issues and focus its efforts on the pilot Fishery Ecosystem Issue of red tide.

Agenda Item VI: Coastal Migratory Pelagics Stakeholder Engagement

Action: Discussion and recommendations

Committee input and next steps: Staff will present the Committee with a background on the South Atlantic Council's Coastal Migratory Pelagics Port Meeting effort and resulting Gulf Council directive to develop a complimentary effort. The Committee should suggest appropriate mechanisms for soliciting feedback on the Coastal Migratory Pelagics fishery in the Gulf region for 2024.

Agenda Item VII: Recreational Initiative Outreach

Action: Discussion and recommendations

Committee input and next steps: Staff will present a brief background on the Council’s Recreational Initiative. The Committee should help identify when and how it is appropriate to begin publicly discussing this effort to balance the quality and quantity of participation.

Agenda Item VIII: Communications Guidelines Book Review

Action: Discussion and recommendations

Committee input and next steps: Staff will present drafts of its finalized Communications Guidelines Book. The Technical Committee and Council have already reviewed and made suggestions to improve individual guidelines contained within the book with the exception of the Fisherman Feedback Guidelines. The Technical Committee should provide feedback and make recommendations on how to improve this document.

Agenda Item IX: Illegal Sale of Recreational Fish

Action: Discussion and recommendations

Committee input and next steps: Staff will provide background on the Council’s concerns regarding the illegal sale of fish caught recreationally. The Technical Committee should recommend appropriate strategies and mechanisms for educating the public on this topic using the Council platform and state-based platforms.

Agenda Item X: Management Timeline Tool Review

Action: Review and recommendations

Committee input and next steps: Staff will present the Technical Committee with a first draft of its new interactive, web-based Management Timeline Tool. This tool, which uses gag grouper and greater amberjack as pilot species, aims to display the history of management by species and will eventually be expanded to all relevant federally managed species. Species-based management histories can be sorted by sector and type of management change, and associated Council documents and Federal Register Notices will be linked to each management action. The Technical Committee should review the tool and suggest any modifications.

Agenda Item XI: 2023 In-Person Event Outreach Progress and 2024 Plan

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee will review the Council’s 2023 In-Person Event Outreach Plan. The Council strives to attend at least one event in each state and cover a broad, fisheries focused audience. The Technical Committee should discuss which types of events are most appropriate and suggest specific clubs or events to target or avoid.

Agenda Item XII: 2023 Communications Improvement Plan Progress and 2023 Analytics

Action: Discussion and recommendations

Committee input and next steps: Staff will present an overview of Council communication analytics along with progress on the 2023 Communications Improvement Plan. The Technical Committee should provide feedback and make recommendations on how to further improve Gulf Council communication efforts and broaden its audience.

Agenda Item XIII: 2023 Communications Improvement Plan Ideas

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee should consider the 2023 Communications Plan, 2023 communications analytics, and suggest tactics or projects for the 2024 Council Communications Improvement Plan.

Agenda Item XI: Other Business

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee should discuss any other items added under other business.