

Outreach and Education Technical Committee  
Scope of Work  
November 15, 2021

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**Agenda Item III:** Approval of October 15, 2020 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 Release Mortality Symposium Summary.

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**Agenda Item V:** 2021 Communications Improvement Plan Review

**Action:** Discussion and recommendations

**Committee input and next steps:** Staff will present the 2021 Communications Improvement Plan and outline staff progress. The Technical Committee can ask questions and provide feedback.

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**Agenda Item VI:** 2021 Communications Analytics

**Action:** Discussion and recommendations

**Committee input and next steps:** Staff will present an overview of Council communication analytics. The Technical Committee should provide feedback and make recommendations on how to further improve Gulf Council communications efforts and broaden its audience. The Technical Committee should also take note of in-person public hearing analytics and consider making recommendations on how to improve attendance, modify hearing format to improve efficiency, and/or give guidance on how to determine which issues are appropriate for in-person hearing effort.

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**Agenda Item VII:** Communications Guidelines/SOPPS

**Action:** Discussion and recommendations

**Committee input and next steps:** Staff will present drafts of its Social Media, Public Comment, and Press Release Guidelines. The Technical Committee should provide feedback, make recommendations on how to improve these documents and Council staff function in these areas.

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**Agenda Item VIII:**      Something's Fishy Rename

**Action:**                      Select a new name for the Council's Something's Fishy Tool

**Committee input and next steps:** Staff will present a summary of new name suggestions provided through its Something's Fishy tool. The Technical Committee should review the suggestions and select a new name for the tool.

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**Agenda Item IX:**              Return 'Em Right Uodate

**Action:**                      Discussions and recommendations.

**Committee input and next steps:** The Technical Committee will hear a presentation on Return 'Em Right, the NRDA Restore program that aims to decrease discard mortality by teaching best release practices and distributing descending devices. After considering the Return 'em Right program, the Technical Committee should make a recommendation regarding the future of its 'Fishing for our Future' webpages including future hosting of discard dashboard information.

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**Agenda Item X:**              Prioritization of Future Communications Topics

**Action:**                      Discussions and recommendations

**Committee input and next steps:** The Technical Committee should discuss the appropriateness of each suggested topic, consider additions, and develop a prioritized list of communications topics for the Council staff to undertake. The Committee should also suggest appropriate mechanisms for communicating each prioritized topic.

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**Agenda Item XI:**              2022 Communications Improvement Plan Ideas

**Action:**                      Discussions and recommendations

**Committee input and next steps:** The Technical Committee should consider the 2021 communications plan, 2021 communications analytics, and prioritized list of future communications topics and suggest tactics or projects for the 2022 Council Communications Improvement Plan.

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**Agenda Item XI:**              Other business

**Action:** Discussions and recommendations

**Committee input and next steps:** The Technical Committee should review the Council's MRIP-FES Infographic and suggest any modifications. The Committee will also consider and make recommendations regarding Council voting procedures.