

Outreach and Education Committee: Action Schedule for Tab O

Agenda Item IV: Review of Council’s Outreach Plan on the Descending and Venting Policy

Timeline Status: Review and provide guidance

Council Input and Next Steps:

The Council reviewed a draft of the outreach plan on the Descending and Venting Policy at its meeting in January 2018. The Council directed staff to convene the Outreach and Education Technical Committee (Technical Committee) to review the outreach plan. The Technical Committee suggested that rather than create new outreach materials, the Council should act as the central voice that coordinates the outreach efforts of regional partners. The Technical Committee also suggested that the Council should instigate a meeting of relevant people to develop an action plan to ensure the goals of the policy are realized through outreach, data collection, and incorporation of results into stock assessments. Council staff recommends building a best practices website that highlights and coordinates previous efforts on venting and descending devices by state and federal agencies in one location with links to individual organizations websites. The Committee should provide guidance to staff if they concur this is the best path forward and provide any additional guidance for these efforts.

Agenda Item V: Review of Anecdotal Data Collection Tool

Timeline Status: Review and provide guidance

Council Input and Next Steps:

The Council asked staff to develop a tool to collect information from fishermen about interesting trends or anomalies in fish behavior that they notice on the water. The Committee should review the draft tool and make recommendations on how to improve its utility. The Committee is also requested to review and provide staff with guidance regarding the proposed outline for the dissemination of the tool to both fishermen and to stock assessment scientists.

Agenda Item VI: Communications Analytics

Background: Informational

Council Input and Next Steps:

Staff presents analytics of Council communications efforts on an annual basis. The Committee should ask any questions or make requests at this time.

Agenda Item VII: Transition from paper regulations to Fish Rules App

Timelines Status: Informational

Council Input and Next Steps:

In recent years, the Council staff has been phasing out printed regulations. The current Gulf Council fishing regulation app is outdated and the communications analytics indicate that it is being used less frequently despite a global upward trend in the use of mobile devices to access information. The South Atlantic Council has discontinued using the original app and has transitioned to the Fish Rules App. The Gulf Council has just committed to doing the same. No action required by the Committee.

Agenda Item VIII. Report of O&E Technical Committee Meeting

Timeline Status: Informational

Council Input and Next Steps:

The Council hosted a meeting of its Outreach and Education Technical Committee on May 10, 2018. The Committee should ask questions or make requests for any future meetings.
