

## Outreach and Education Committee: Action Schedule for Tab O

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**Agenda Item IV:** Presentation of Gulf Council Communication Analytics

**Timeline Status:** Information

**Council Input and Next Steps:** Staff will provide an overview of Council communication analytics. No action required by the Committee.

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**Agenda Item V:** Release Mortality Symposium Summary

**Timeline Status:** Review and approval

**Council Input and Next Steps:** At its June 2018 meeting, the Council directed staff to work with the Gulf States Marine Fisheries Commission (GSMFC) to develop a meeting of scientists, agency personnel, and stakeholders to develop an action plan that includes information dissemination and science and monitoring needs that ensure the policy purpose and objectives are both measurable and successful. Additionally, Council staff aims to align the workshop deliverables with the Natural Resource Damage Assessment (NRDA) Open Ocean Resouration objectives and timeline. The Committee should review the Release Mortality Symposium summary report, suggest any improvements, and approve it for distribution to NRDA.

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**Agenda Item VI:** Review of “Fishing for Our Future” Webpage

**Timeline Status:** Review and provide guidance

**Council Input and Next Steps:** Last year, the Council finalized a Policy on the Use of Venting Tools and Descending Devices. At its June 2018 meeting, the Council adopted an Outreach Plan that was developed with recommendations from the Outreach and Education Technical Committee. The two major goals of that plan are to: 1) Promote widespread awareness of the Council’s Policy by informing partner agencies and media of the policy’s existence; and 2) Promote the wide-spread use of venting tools and descending devices by serving as a unified voice that speaks across all fishing sectors and targets the entire Gulf region. To accomplish the second goal, the outreach plan included a directive to create a “best fishing practices” webpage that focuses on Gulf-wide messaging and curates partners’ outreach materials and research from throughout the region. The Committee should consider the Outreach and Education Technical Committee Recommendations and provide feedback on the draft webpage. The Committee should provide guidance regarding additional outreach or research materials that should be developed and incorporated.

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