

**Outreach and Education Committee  
Action Guide  
January 31, 2024**

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**Agenda Item IV:** 2023 Communications Improvement Plan and Analytics

**Action:** Information and Feedback

**Committee input and next steps:** Staff will present the 2023 Communication Analytics along with a summary of work on the 2023 Communications Improvement Plan. The Committee should provide feedback on 2023 efforts as appropriate.

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**Agenda Item V:** 2024 Communications Improvement Plan

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present the Committee with the proposed 2024 Communications Improvement Plan which includes recommendations from the Outreach and Education Technical Committee. The Committee should review the plan and suggest any improvements.

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**Agenda Item VI:** 2023 In-Person Outreach Events Progress and 2024 Plan

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present a summary of the 2023 in-person outreach events along with a proposed plan for in-person outreach events in 2024. The Committee should review outreach analytics from recent years, the feedback provided by the Outreach and Education Technical Committee, and the proposed plan for 2024 to provide any feedback or improvements.

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**Agenda Item VII:** Communications Guidelines Book Review

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present a draft of its finalized Communications Guidelines Book. The Technical Committee has reviewed all individual guidelines contained within the book. The Committee should review guidelines for Hosting Fishing Regulations, Use of Council Products, Analytics, Fisherman Feedback, and In-Person Outreach. The Council should make suggestions on how to improve individual guidelines and consider whether there are any other appropriate guidelines that should be developed for the book.

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**Agenda Item VIII:** Fishery Ecosystem Plan Outreach

**Action:** Review and recommendations

**Committee input and next steps:** The Committee will be presented with a draft Fishery Ecosystem Plan and Red Tide Fishery Ecosystem Issue Communications Plan outline. The Committee should provide recommendations on how to modify the plan to engage and inform stakeholders before, during, and after the Council initiates work on Fishery Ecosystem Issues and focuses its efforts on the pilot Fishery Ecosystem Issue of red tide.

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**Agenda Item IX:** Coastal Migratory Pelagics Stakeholder Engagement

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present a draft Coastal Migratory Pelagics Communications Plan that aims to gather stakeholder input on king and Spanish mackerel to compliment the South Atlantic Council's Port Meeting effort. The Committee should review and suggest modifications to improve the proposed Gulf Coastal Migratory Pelagics Stakeholder Engagement Plan. The Committee should also consider whether or not to include Cobia in the stakeholder engagement efforts.

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**Agenda Item X:** Management Timeline Tool Review

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present the 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. Species-based management histories can be sorted by sector and type of management change; associated Council documents and Federal Register Notices will be linked to each management action. The Committee should review the tool and suggest any modifications to the tool and suggest a prioritized list of species to add to the tool.

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**Agenda Item XI:** Return 'Em Right Best Practices Manual Update

**Action:** Informational

**Committee input and next steps:** Staff will provide a brief update on the publication of the Return 'Em Right Best Release Practices Manual for Reef Fish and Related Species.

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**Agenda Item XI:** Other Items form the O&E Technical Committee Summary

**Action:** Discussion

**Committee input and next steps:** The Chairman of the Outreach and Education Technical Committee will review items from the December 2023 Meeting that we're not covered by the Committee. The Committee can discuss the additional items and act, as desired.

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**Agenda Item XII:** Other Business

**Action:** Additional items that can be brought up for discussion

**Committee input and next steps:** Additional items may be brought up for discussion by Committee members during the adoption of the agenda, time permitting. If the Committee wishes to pursue action, then action can be scheduled at a future Council meeting.