

Outreach and Education Committee
Action Guide and Next Steps
February 1, 2023

Agenda Item IV: 2022 Communications Improvements and Analytics

Action: Discussion and Recommendations

Committee input and next steps: Staff will present the 2022 Communications Analytics along with a progress report on the 2022 Communications Improvement Plan. The Committee should consider these items and make recommendations as appropriate.

Agenda Item V: Recreational Data Collection Story Map

Action: Review and Recommendations

Committee input and next steps: Staff will present a draft of its Recreational Data Collection Story Map. This story map was created in response to an Outreach and Education Technical Committee recommendation that the Marine Recreational Information Program (MRIP) Infographic developed in 2021, should be converted into a more dynamic format. Since then, staff also added an overview of the Gulf state efforts for recreational data collection to the story map. The Committee should review the product and suggest any changes.

Agenda Item VI: 2023 Outreach Events Plan

Action: Discussion and Recommendations

Committee input and next steps: The Committee should review the 2023 Outreach Events Plan which strives to have staff and Council members attend at least one in-person event in each state, in attempt to engage a broad, fisheries-focused audience. The Outreach and Education Technical Committee provided feedback on outreach goals based on events that were attended in 2022. Members stated, based on their own experiences, that audiences are difficult to engage at fishing tournaments because they are focused on the weigh-in and/or tired from fishing all day. The Outreach and Education Technical Committee provided several recommendations including focusing on requesting speaking opportunities at meetings or expos. Thus, the goal of this proposed 2023 Outreach Events Plan is to meet with stakeholders from all Gulf fisheries sectors and provide the most pertinent information in a meaningful format. The Committee should review the plan and suggest any modifications for review by the Council.

Agenda Item VII: 2023 Communications Improvement Plan

Action: Discussion and Recommendations

Committee input and next steps: Staff will present the Committee with a proposed 2023 Communications Improvement Plan including the Outreach and Education Technical Committee's recommendations. The Committee should review the plan and suggest any improvements.

Agenda Item VIII: Remaining Items from the Outreach and Education Technical Committee

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee Chair will review remaining items discussed by the Outreach and Education Technical Committee during its December 6, 2022 meeting. The Committee should consider these items and make recommendations as appropriate.

Agenda Item IX: Other Business

Timeline Status: Additional items that can be brought up for discussion

Council 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 any action can be scheduled at a future Council meeting.