

Outreach and Education Committee Report
February 1, 2023
Bob Gill, Chair

The Committee adopted the agenda (Tab O, No.1) and approved the minutes (Tab O, No.2) from the August 2022 meeting as written.

Agenda Item IV: Presentation – 2022 Communications Improvements and Analytics

Staff provided an overview of communications analytics along with a progress report on the 2022 Communications Improvement Plan. The Committee emphasized the need to develop communication tools that explain the data currency conversions occurring with the transition to MRIP-FES including the need to use standard terminology across all Council materials. The Committee asked about the potential for using social media influencers to help promote Council communications and messaging. Staff explained that this has been considered; however, most influencers require payment for their ‘product placement’ efforts which could have both budgetary and ethical implications for the Council. The Committee also commended the staff for its virtual efforts to solicit public comments and encouraged staff’s continued efforts to host virtual public hearings to engage Gulf constituents.

Agenda Item V: Recreational Data Collection Story Map

Staff presented a draft of its Recreational Data Collection Story Map which was created after the Outreach and Education Technical Committee recommended that staff convert the MRIP Infographic to a more dynamic format. In response to an inquiry from the Committee, staff affirmed that the landings column on the Data Currency Table, which shows MRIP-FES currency being used for all species is accurate. The Committee complimented the tool which will be launched publicly after it clears review from appropriate State Agency and MRIP staff.

Agenda Item VI: 2023 Outreach Event Plan

Staff presented its 2023 Outreach Event Plan which aims to have staff and Council members attend at least one in-person event in each state to engage a broad fisheries-focused audience. The plan, which focuses on speaking opportunities rather than tabling at events, will remain flexible in case event hosts are unable or unwilling to accommodate the Council. Committee confirmed that staff will coordinate Council member attendance at each event. The Committee and staff also discussed why hosting a booth at iCAST was not a priority at this time.

Agenda Item VII: 2023 Communications Improvement Plan

Staff presented the 2023 Communications Improvement Plan which was developed by the Council staff communications team in response to communications analytics and suggestions from the Outreach and Education Technical Committee. Staff also noted its intent to highlight the *Navigating the Council Process* document, develop position descriptions for public advisory roles, develop a manual for the website, and continue to work on creating web-based management timelines for each managed species.

Agenda Item VIII: Other Items from the O&E Technical Committee Summary

The Chairman of the Outreach and Education Technical Committee, Capt. Dylan Hubbard, presented the remaining items from the December 2022 Outreach and Education Technical Committee meeting. He emphasized support for electronic voting for the Council which enhances public engagement.

Capt. Hubbard also explained that the Outreach and Education Technical Committee identified itself, through discussion and a motion, as the most appropriate body to develop an outreach plan for the Fishery Ecosystem Plan. Staff explained that the responsibility currently falls in the purview of the Ecosystem Technical Committee which may not be the most appropriate group for communications planning and execution. The Outreach and Education Technical Committee Chair and Vice Chair will be invited to the next Ecosystem Technical Committee meeting and staff expects that the Outreach and Education Technical Committee will need to convene to develop a Fishery Ecosystem Outreach Plan.

Mr. Chair, this concludes my report.