



Tab O, No. 7

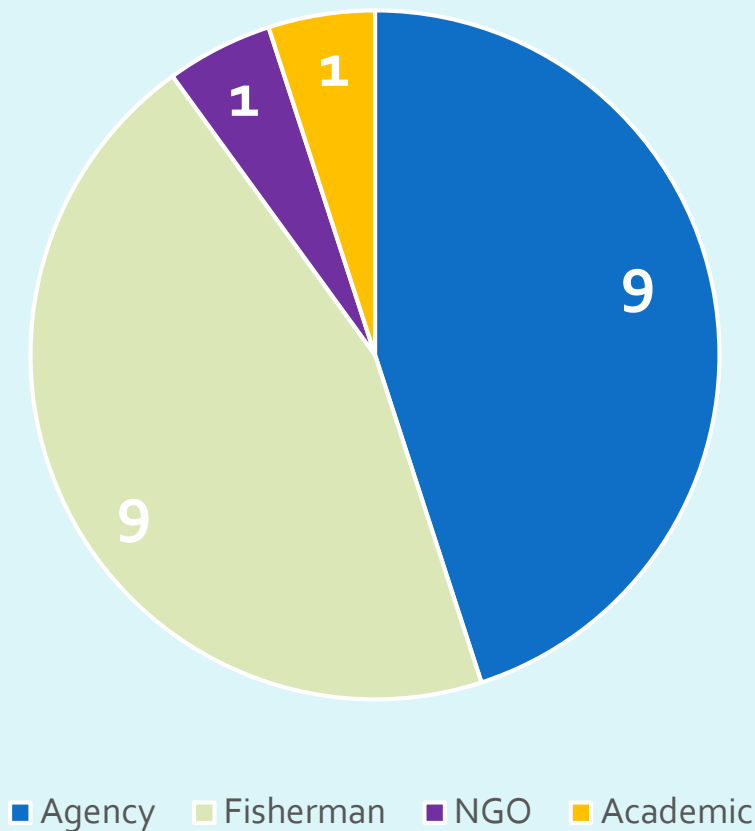
Outreach and Education Technical Committee

Feedback & Project Suggestions



Respondents

Respondent Association

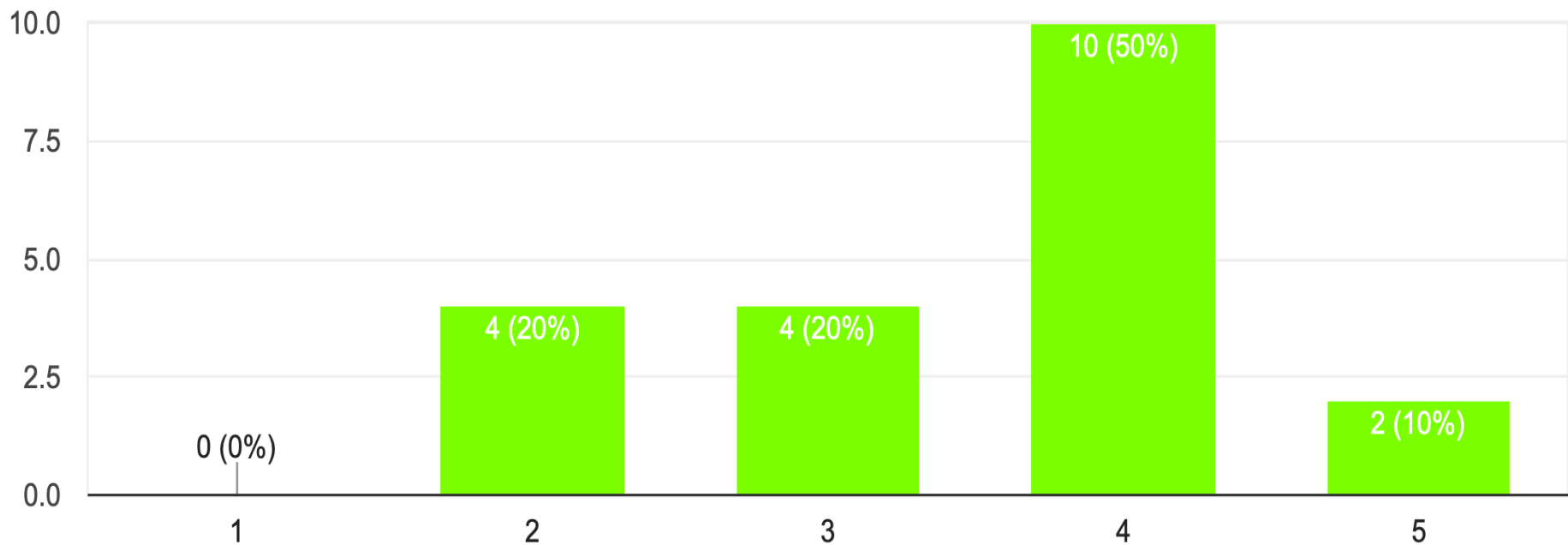


- Distributed to Council, AP, SSC members
- 20 Respondents

Improving Awareness and Understanding of Management Goals, Strategies, Activities and Process.

Rate how the O&E Technical Committee is "improving awareness and understanding of the Gulf Council management goals, strategies, activities and process."

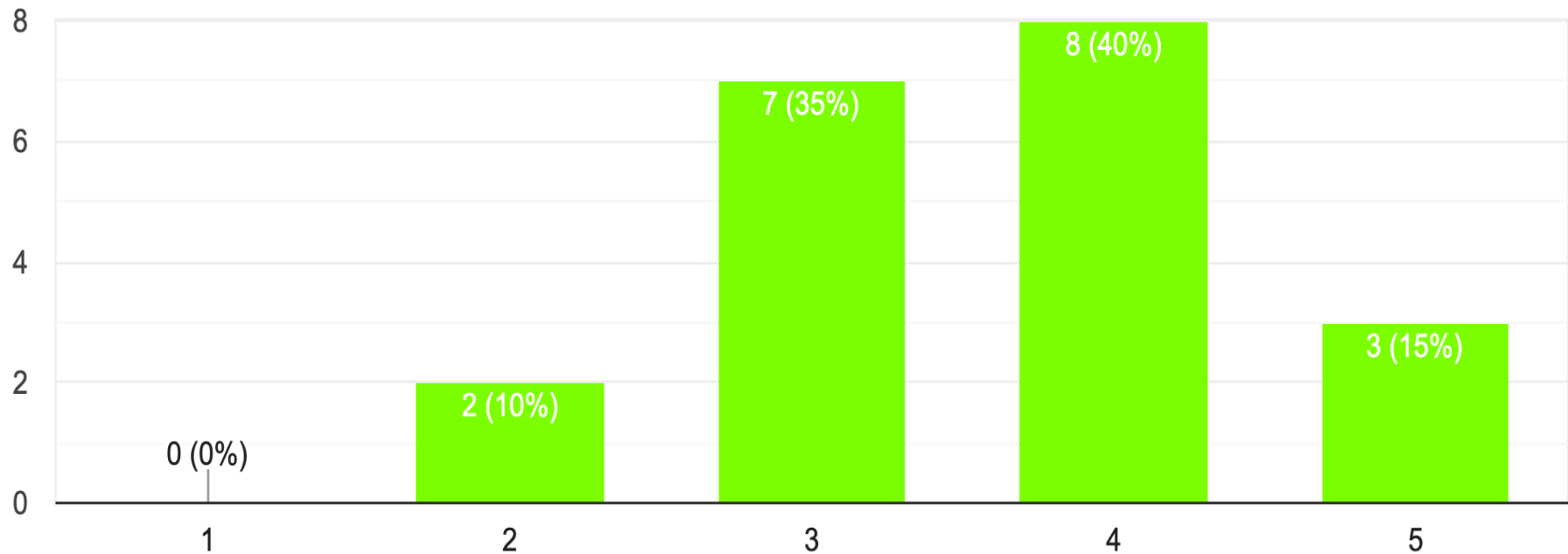
20 responses



Improving Public Participation in the Fishery Management Process

Rate how the O&E Technical Committee is "improving public participation in the fishery management process."

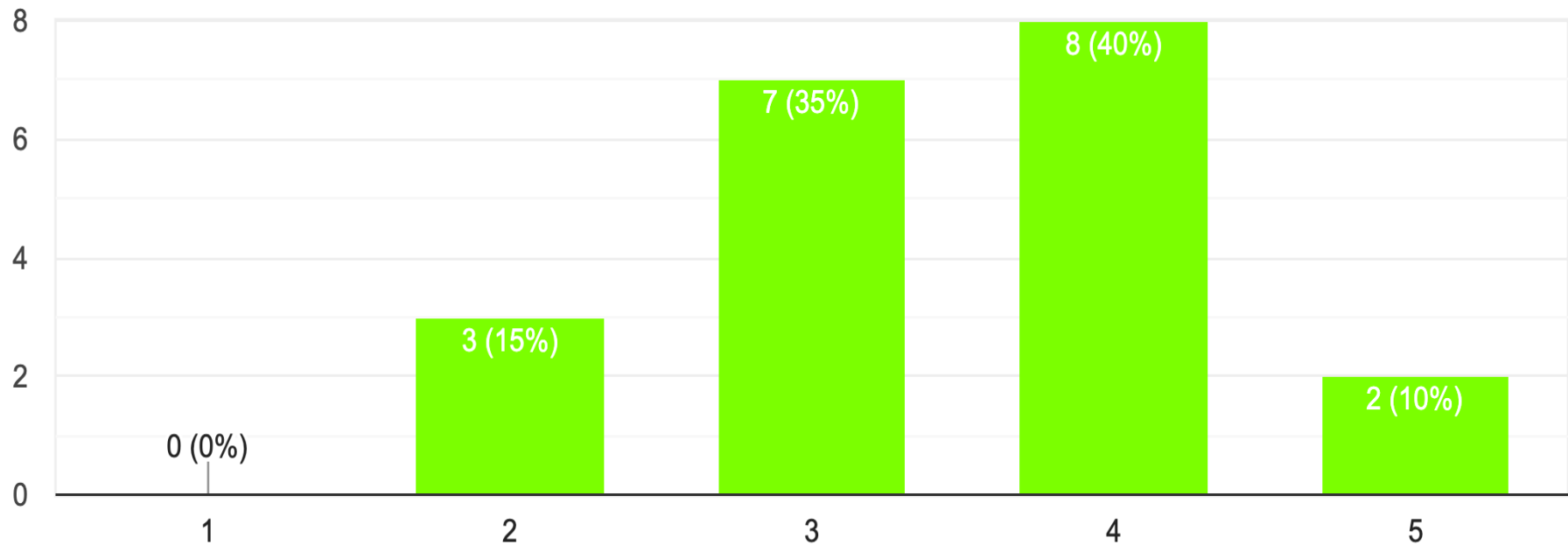
20 responses



Improving Communications Between the Public and the Council

Rate how the O&E Technical Committee is "improving communications between the public and the Council."

20 responses



How can the Committee improve current communications to accomplish the above goals?

- Increase communication with the public
 - To sport fishers and commercial crew about proposed actions
 - Communicate the work of the Council and how it uses recreational angler input
- Increase education on the following topics:
 - History of fisheries to lend perspective to current day difficulty
 - Fishing down the food chain
 - Future of fisheries (mariculture)
- Communicate with the following goals:
 - Improve public participation in the fishery management process
- Use the following tactics:
 - More information on the webpage
 - Develop new ways to engage anglers
 - Gulf Council app with access to meeting materials and meetings
 - Host classroom meeting at the Council
 - Continue social media efforts



Are there any specific Council communications efforts that work particularly well to accomplish the goals above?

- Something's Fishy
- Newsletter
- Emails
- Public meetings
- Social media
- Face-to-face education
- Videos

Suggestions

- Podcast
- Presentations at schools



What specific Council related topics or issues should the Outreach and Education Technical Committee work on to better communicate to the public?

- The fishery management process
- How legislative action effects the Council
- Aquaculture
- Barotrauma/best fishing practices/discard mortality
- Proposed regulation changes
- How the science works
- Timeless of science and management
- The Council process
- Bringing together commercial, recreational and for-hire sectors
- How the state system works
- Data that informs management
- Calibration and integration of State data and FES
- Enforcement of regulations



Can you suggest any new communication goals that the Outreach and Education Technical Committee should work towards on behalf of the Gulf of Mexico Fishery Management Council?

- Create more public involvement by better informing the public and making them a part of the process
- Inform and improve public perception of aquaculture
- Show the public the positives and the value of MSA
- Additional publications on final rules or management plans
- Increase the MREP
- Set an annual goal to reach and educate a targeted group of the public that is actively engaged in the fishery
- Reduce conflict and misunderstanding between Commercial, Recreational and Environmental stakeholders
- Pick a species or two that were in danger and follow their population growth since being regulated by the Council. This would be a good demonstration of the Council's effectiveness.



Other Suggestions

- More cross-committee interaction
- Role call votes and votes that are not attributed to individual Council members



Outreach and Education Technical Committee Suggestions

- Focus efforts on decreasing conflicts and misunderstandings between different stakeholder sectors.
- Produce communications that explain the economic drivers of the commercial and recreational industries.
- Focused communications on calibration issues with the states and transition in data currencies from the Marine Recreational Information Program's Coastal Household Telephone Survey (MRIP-CHTS) to MRIP's Fishing Effort Survey (FES).
- Communicate about the depredation issue and encourage boaters not to feed dolphins.

Council Feedback

What Should the Council's Outreach and Education Committee work on next?

