

**Outreach and Education Technical Committee
Scope of Work
November 15, 2021**

Agenda Item III: Approval of August 1, 2022 Meeting Summary

Action: Review, modify (if necessary), and approve minutes

Committee input and next steps: The Technical Committee should review, suggest modifications if necessary, and approve the August 1, 2022 Outreach and Education Technical Committee Meeting Summary.

Agenda Item V: 2022 Communications Improvement Plan Review

Action: Discussion and recommendations

Committee input and next steps: Staff will present the 2022 Communications Improvement Plan and outline staff progress. The Technical Committee can ask questions and provide feedback.

Agenda Item VI: 2022 Communications Analytics

Action: Discussion and recommendations

Committee input and next steps: Staff will present an overview of Council communication analytics. The Technical Committee should provide feedback and make recommendations on how to further improve Gulf Council communications efforts and broaden its audience. The Technical Committee should also take note of in-person public hearing analytics and consider making recommendations on how to improve attendance, modify hearing format to improve efficiency, and/or give guidance on how to determine which issues are appropriate for in-person hearing effort.

Agenda Item VII: Communications Guidelines/SOPPS

Action: Discussion and recommendations

Committee input and next steps: Staff will present drafts of its Regulations, Use of Council Products, and Analytics Guidelines. The Technical Committee should provide feedback and make recommendations on how to improve these documents and Council staff function in these areas.

Agenda Item VIII: MRIP Story Map

Action: Review and recommendations

Committee input and next steps: Staff will present the Technical Committee with a Story Map detailing the Marine Resource Information Program's history and FAQs. This Story Map was created after the Technical Committee reviewed an infographic on the same subject during its November 2021 meeting and suggested the change of platform. The Technical Committee should review the Council's MRIP Story Map and suggest any modifications.

Agenda Item IX: 2023 In-Person Event Outreach Plan

Action: Discussions and recommendations.

Committee input and next steps: The Technical Committee will review the Council's 2023 In-Person Event Outreach Plan. The Council strives to attend at least one event in each state and cover a broad, fisheries focused audience. The Technical Committee should suggest any modifications and have general discussion about the viability of tabling events.

Agenda Item X: Fishery Ecosystem Plan Outreach Ideas

Action: Discussions and recommendations

Committee input and next steps: The Technical Committee will hear a presentation on the Council's work towards developing a Fishery Ecosystem Plan to continue incorporating ecosystem considerations into its management policies. The Committee should provide recommendations on how to expand and improve stakeholder outreach to help inform the Fishery Ecosystem issues that will comprise the Fishery Ecosystem Plan.

Agenda Item XI: 2023 Communications Improvement Plan Ideas

Action: Discussions and recommendations

Committee input and next steps: The Technical Committee should consider the 2022 Communications Plan, 2022 communications analytics, and suggest tactics or projects for the 2023 Council Communications Improvement Plan.

Agenda Item XI: Other Business

Action: Discussions and recommendations

Committee input and next steps: The Technical Committee should discuss any other items presented.