

Outreach and Education Committee: Action Schedule for Tab O

Agenda Item IV: Presentation of Gulf Council Communication Analytics

Timeline Status: Information

Council Input and Next Steps: Staff will provide an overview of Council communication analytics. No action required by the Committee.

Agenda Item V: 2021 Council Communications Improvement Plan

Timeline Status: Review

Council Input and Next Steps: An informal “communications team,” comprised of Council staff members, met to develop a 2021 Communications Improvement Plan. The plan outlines improvements it would like to make to current Council communication endeavors and includes information on staff responsibilities, hosting platforms, cross promotion, and timing for each endeavor. The Committee should review the plan and suggest any improvements.

Agenda Item VI: Review of new “Fish Science” Webpage

Timeline Status: Review and provide guidance

Council Input and Next Steps: The Council needed an appropriate place to share Stock Assessment Executive Summaries, information on its “Something’s Fishy Tool, infographics, and species hot sheets. Staff has developed a new “Fish Science” section of the website. The Committee should review the webpage and suggest any improvements.

Agenda Item VI(a): Review of State Data Collection Infographics

Timeline Status: Review and provide guidance

Council Input and Next Steps: There are numerous programs used to collect information on recreational fishing in the Gulf of Mexico. Council staff has developed three infographics to explain the species and areas covered by each program, timeline of each program, and the methods used by each program. The Committee should review the infographics and suggest any improvements.

Agenda Item VII: Presentation on Next O&E Projects

Timeline Status: Review and provide guidance

Council Input and Next Steps: At its October 2019 meeting, the Committee directed staff to poll Council members, SSC members, and AP members regarding potential projects or

communication topics that the Outreach and Education Technical Committee should focus effort on next. The Committee will be presented with results of that poll and should recommend communication priorities and suggestions for its next Outreach and Education Technical Committee project.

Agenda Item IX: Remaining O&E Technical Committee Recommendations

Timeline Status: Discussion and recommendations

Council Input and Next Steps: Council staff will review remaining items discussed by the Outreach and Education Technical Committee during its October 15, 2020, webinar. The Committee should consider these discussions and suggestions, and make recommendations to the Council as appropriate.