

Outreach and Education Committee
Action Guide and Next Steps
January 24, 2022

Agenda Item IV: 2021 Communication Analytics and Updated 2021 Communications Improvement Plan

Action: Discussion and recommendations

Committee input and next steps: Staff will present an overview of the 2021 Communications Analytics along with a progress report on the 2021 Communications Improvement Plan. The Committee should consider these items and make recommendations as appropriate.

Agenda Item V: Draft Social Media Guidelines and Presentation on the Council's Use of Social Media

Action: Discussion and recommendations

Committee input and next steps: Staff will present draft guidelines for the Council's use of social media. Staff will also give a presentation on the algorithm used by Meta (Facebook/Instagram) and the Council's current use of the platforms. The Committee should discuss the Council's use of social media, make recommendations on how to improve the draft guidelines and, recommend any improvements to Council staff process and function on social media.

Agenda Item VI: Draft Public Comment Guidelines

Action: Discussion and recommendations

Committee input and next steps: Due to time constraints staff will present a brief overview of the draft guidelines for the Council's public comment processes. The Committee should provide feedback, make recommendations on how to improve these documents, and recommend any improvements to Council staff process and function.

Agenda Item VII: Draft Press Release Guidelines

Action: Discussion and recommendations

Committee input and next steps: Due to time constraints staff will present a brief overview of the draft guidelines for the Council's press release processes. The Committee should provide feedback, make recommendations on how to improve these documents, and recommend any improvements to Council staff process and function.

Agenda Item VIII: 2022 Communication Improvement Plan

Action: Discussion and recommendations

Committee input and next steps: Staff will present the Council with a proposed 2022 Communications Improvement Plan including the Education and Outreach Technical Committee's recommendations. The Committee should review the plan and suggest any improvements.

Agenda Item IX: 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 November 15, 2021 meeting. The Committee should consider these items and make recommendations as appropriate.

Agenda Item X: Summary of Discard and Barotrauma Reduction Efforts Across the Region

Action: Informational

Committee input and next steps: Council Staff will present an overview of different discard and barotrauma reduction efforts across the Southeastern United States. No action is required by the Committee.

Agenda Item XI: 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 action can be scheduled at a future Council meeting.