

**Outreach and Education Technical Committee  
Scope of Work  
November 13, 2024**

---

**Agenda Item IV:** Approval of December 19, 2023, 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 December 19, 2023, Outreach and Education Technical Committee Meeting Summary.

---

**Agenda Item VI:** Recreational Initiative Outreach

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee will hear a presentation on the Council's progress on the Recreational Initiative and associated Public Engagement Plan. The Committee should discuss the value and potential mechanisms for separately engaging the federal for-hire component of the recreational sector. The Committee should also provide recommendations for novel tactics and messaging for communicating outcomes of the effort to the fishing public.

---

**Agenda Item VII:** Shrimp and Domestic Seafood Education

**Action:** Discussion and recommendations

**Committee input and next steps:** Staff will provide background about an industry request for developing education materials to inform the public about the variety of benefits of federally managed, domestic caught seafood. The Committee should help develop a list of existing materials and organizations that communicate about these issues. The Committee should discuss which specific issues Council communications efforts should focus on and consider whether a series of blog articles that outline the issues, links to external sources, and integrate interviews with fisherman, would be an appropriate mechanism for the Council to promote awareness of the issue and educate the public.

---

**Agenda Item VIII:** For-Hire Reporting Outreach

**Action:** Discussion and recommendations

**Committee input and next steps:** Staff will present a brief background on the communications campaign that was developed alongside the defunct Gulf Southeast For-Hire Integrated Electronic Reporting (SEFHIER) program and Council's progress in developing a new for-hire reporting program. The Committee should review past success and failures and provide recommendations for communications strategies that will improve buy-in and compliance with a new program. The Committee should also consider the SEFHIER moniker and suggest whether it's appropriate for the new program.

---

**Agenda Item IX:** Ecosystem Based Fisheries Management Outreach Update

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee will hear a presentation on progress towards developing and initiating work on the Council's Fishery Ecosystem Plan and Fishery Ecosystem Issue Loop that aims to better incorporate ecosystem considerations into its management policies. The Committee will review its Fishery Ecosystem Communications Plan and provide any suggestions or modifications to Council's current and planned Ecosystem Plan communications.

---

**Agenda Item X:** Management Areas and Boundaries Outreach

**Action:** Discussion and recommendations

**Committee input and next steps:** First, Staff will provide a draft version of a new Management Area Map tool that intends to replace static .pdf images in regulations and ask the Committee for feedback. Second, staff will discuss the potential for getting management areas and boundaries added to commercially available mapping tools and ask the Committee for guidance on how to get this accomplished. Third, staff will provide a background on the current 20-fathom recreational shallow water grouper closure and ask for recommendations on appropriate communications strategies to improve compliance.

---

**Agenda Item XI:** 2024 Communications Improvement Plan Progress and Analytics

**Action:** Review and recommendations

**Committee input and next steps:** Staff will present an overview of Council communication analytics along with progress on the 2024 Communications Improvement Plan. The Technical Committee should provide feedback and make recommendations on how to further improve Gulf Council communication efforts and broaden its audience.

---

**Agenda Item XII:** Council Outreach Strategy

**Action:** Discussion and recommendations

**Committee input and next steps:** First, staff will provide background on a proposal to develop an anonymous voicemail box for public comment. The Committee should provide recommendations on the utility of proposed effort and also provide guidance on how to report comments collected to the Council and suggest appropriate mechanisms for making the public aware that the new comment option is available. Second, Staff will provide some examples of how recent communications efforts have been received. The Committee should provide guidance on the which types of information the Council should take the lead to report and what mechanisms are most appropriate.

---

**Agenda Item XIII:** 2025 Communication Improvement Plan Ideas

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee should consider the 2024 Communications Plan, 2024 communications analytics, and current Council outreach projects and suggest tactics or projects for the 2025 Council Communications Improvement Plan.

---

**Agenda Item XIV:** Other Business

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee should discuss any other items added under other business.

---