

**Outreach and Education Technical Committee  
Scope of Work  
December 11, 2025**

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**Agenda Item III:** Approval of November 13, 2024, 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 November 13, 2024, Outreach and Education Technical Committee Meeting Summary.

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**Agenda Item V:** Management Areas and Boundaries Mapping

**Action:** Review and recommendations

**Committee input and next steps:**

Council Staff will provide a draft version of a new Management Area Map tool that intends to replace static images in regulations and ask the Committee for feedback on its functionality and whether it's displaying the appropriate boundaries. Then, staff will provide an update on progress and consider next steps for getting management areas and boundaries added to commercially available mapping tools. The Committee should recommend whether the Council should move forward with its own effort, encourage NOAA to work on it, or wait for the potential legislation to move this forward.

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**Agenda Item VI:** Recreational Initiative Outreach Recommendations

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee will be presented with an overview of the Recreational Initiative and the final recommendations resulting from the effort. The Committee should review the 5 communications recommendations prioritized by the Council and use the virtual whiteboard to recommend tactics for accomplishing each recommendation. The Committee will then suggest how to prioritize work.

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**Agenda Item VII:** Sea Grant Extension Update

**Action:** Discussion and recommendations

**Committee input and next steps:** Dr. Marcus Drymon will present a summary of the Sea Grant Reef Fish Extension project that aimed to develop and implement extension and outreach

programming related to reef fish research and management in the Gulf and South Atlantic. The Technical Committee should review the work and suggest ways in which the Council and this collaborative group can complement one another's work.

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**Agenda Item VIII:** Anonymous Voicemail Pilot Review

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee will hear a presentation on a pilot effort to test an anonymous voicemail public comment process. The Committee should consider the cost, content, and volume of the comments received and recommend whether the pilot should be continued or not. If the Committee supports continuing this service, the Committee should also make recommendations on how the comments should be sorted and reported out to the Council. The Committee should also provide ideas for continuously communicating the availability of the service to the public.

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**Agenda Item IX:** Council Learning Opportunities During Meetings

**Action:** Discussion and recommendations

**Committee input and next steps:** After hearing a brief introduction on the conceptual goal of creating Council learning opportunities during the meetings, the Committee will discuss different formats that could be utilized to take advantage of the Council meeting settings. The Committee will use a virtual 'whiteboard' to suggest topics that would be appropriate for promoting continuing engagement and educational opportunities for Council members and the public during or after meeting hours.

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

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee will hear a presentation from the contractor charged with gathering and prioritizing Fishery Ecosystem Issues from stakeholders, as well as explaining the high-level Ecosystem Based Management approach the Council is considering. The Committee should suggest sources to consider for large language learning model analysis and provide input on mechanisms for communicating this aspect of the project. The Technical Committee will also be tasked with providing input on how stakeholder focus groups should be populated and recommend mechanisms and messaging to set public expectations. These proposed in-person meetings are not the traditional Council input and

format processes; thus, Council staff wants to avoid potential controversy around the meetings.

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**Agenda Item XI:** 2025 Communications Analytics

**Action:** Review 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 communication efforts and broaden its audience. The Committee may also provide input on how to improve the analytics reports by suggesting better metrics and mechanisms for measuring communications success.

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**Agenda Item XII:** 2026 Communication Improvement Plan Ideas

**Action:** Discussion and recommendations

**Committee input and next steps:** The Technical Committee should consider the 2025 Communications Plan, 2025 communications analytics, and current Council outreach plans and use the virtual whiteboard to suggest tactics or projects for the 2026 Council Communications Improvement Plan. The Committee will also be tasked with generating ideas for how to appropriately mark the 50<sup>th</sup> Anniversary of the Council and the Magnuson-Stevens Fishery Conservation and Management Act.

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**Agenda Item XIII:** Other Business

**Action:** Discussion and recommendations

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

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