

**Outreach and Education Committee
Action Guide and Next Steps
January 26, 2026**

Agenda Item IV: Management Areas and Boundaries Mapping

Action: Review and recommendations

Committee input and next steps: Council Staff will provide an update on its efforts to replace static images of area regulations with a dynamic mapping tool. 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 consider the O&E Technical Committee recommendations and decide 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.

Agenda Item V: Recreational Initiative Communications Recommendations

Action: Discussion and recommendations

Committee input and next steps: The Committee will be presented with an overview of the 5 Recreational Initiative communications recommendations prioritized by the Council during its August 2025 meeting and consider the tactics suggested by the O&E Technical Committee to achieve each recommendation. The Committee should consider the O&E Technical Committee's prioritization and suggested tactics and recommend how staff should move forward.

Agenda Item VI: Anonymous Voicemail Pilot Review

Action: Discussion and recommendations

Committee input and next steps: The Committee will hear a presentation on a pilot effort to test an anonymous voicemail public comment process. The Committee should review the O&E Technical Committee's recommendations, consider the cost, content, and volume of the comments received and recommend whether the pilot should be continued or not.

Agenda Item VII: 2025 Communications Analytics

Action: Review and recommendations

Committee input and next steps: Staff will present an overview of Council communication analytics for 2025. The Committee is encouraged to provide feedback on 2024 communication efforts and make recommendations on how to further improve Gulf Council communication efforts and broaden its audience.

Agenda Item VIII: 2026 Communication Improvement Plan Ideas

Action: Discussion and recommendations

Committee input and next steps: Each year, staff develops a communications plan to guide Council communications work throughout the year. Staff will present its draft 2026 Communications Improvement plan which was shaped using past analytics, staff recommendations, and recommendations from the O&E Technical Committee. The Committee is encouraged to provide any feedback for improving the 2026 Communications Improvement Plan and Council communications work.

Agenda Item IX: Other Items from the O&E Technical Committee Summary

Action: Review and Recommendations

Committee input and next steps: The Chair of the O&E Technical Committee will review any remaining items from the December 2025 meeting that were not covered by the Committee including, Sea Grant Extension Update, Ecosystem Based Management Outreach, and learning opportunities during Council meetings. The Committee can discuss the additional items and act, as desired.

Agenda Item X: Other Business

Action: Discussion and recommendations

Committee 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.
