Outreach and Education Technical Committee
Scope of Work
January 7, 2027

Agenda Item III: Approval of December 11, 2025, 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 11, 2025, Outreach and Education Technical Committee Meeting Summary.

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 of regulations with an interactive app. The Committee should provide feedback on its functionality and whether it displays the appropriate boundaries. Staff will also share a draft plan to beta test the new tool and ask for Committee feedback. Then, staff will provide an update on getting management areas and boundaries added to commercially available mapping tools and ask for guidance on ways to share boundaries effectively.

Agenda Item VI: Domestic Seafood Website Review

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee will review its recommendations from December 2025 and explore the new draft Domestic Seafood Website. The Committee should provide any suggestions on how to improve the website and suggest mechanisms for rolling out the new page and driving audiences to it.

Agenda Item VII: Recreational Website Brainstorm

Action: Discussion and recommendations

Committee input and next steps: The Committee will briefly review current recreational data collection infographics and suggest how to proceed with reworking or completely redoing them. The Committee should then brainstorm and suggest other appropriate content for a Recreational Webpage that could include the data infographics.

Agenda Item VIII: Best Fishing Practices and Depredation

Action: Discussion and recommendations

Committee input and next steps: Members of the Committee will briefly summarize communications work being done to communicate best fishing practices and depredation across the Gulf and South Atlantic regions. The Technical Committee should review the work already being done, consider communications gaps that exist, and suggest how the Council should be involved in communicating best fishing practices.

Agenda Item IX: Anonymous Voicemail Check-Up

Action: Discussion and recommendations

Committee input and next steps: Staff will briefly review its communications strategy along with analytics and content from the anonymous voicemail public comment service. The Committee should provide suggestions on how to promote broader awareness and use of the service.

Agenda Item X: In-Person Outreach Plan

Action: Discussion and recommendations

Committee input and next steps: Council Staff will present a draft in-person outreach plan. The Committee should suggest appropriate issues to outreach and suggest materials that should be developed to hand out. The Committee should also suggest appropriate fishing clubs, tournaments, fish houses, tackle shops, and marinas to visit to target federal fisheries participants.

Agenda Item XI: History of Management Tool

Action: Discussion and recommendations

Committee input and next steps: Council staff will present its History of Management tool along with a history and purpose of its development. The Committee should recommend ways to improve the tool and make it more useful.

Agenda Item XII: Improving Public Hearing Videos

Action: Discussion and recommendations

Committee input and next steps: Council staff will provide an overview of the purpose, process, and analytics of the public hearing videos. The Committee should suggest ways to improve the videos without significantly increasing cost or production time.

Agenda Item XIII: Enhancing Engagement of Existing Contacts

Action: Discussion and recommendations

Committee input and next steps: Council staff will briefly summarize audience analytics across networks. The Committee should recommend how to improve contact with its already captive audiences.

Agenda Item XI: 2026 Communications Improvement Plan Progress and 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.

Agenda Item XII: 2027 Communication Improvement Plan Ideas

Action: Discussion and recommendations

Committee input and next steps: The Technical Committee should consider the 2026 Communications Plan, 2026 communications analytics, and current Council outreach plans and use the virtual whiteboard to suggest tactics or projects for the 2027 Council Communications Improvement Plan.

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.