ATLANTIC COAST FISHERIES COMMUNICATIONS GROUP
COORDINATION & ENGAGEMENT
WORKSHOP
1050 N. Highland Street, Suite 200A-N
Arlington, VA 22201
January 13-14, 2015

Draft Agenda

Purpose: Bring together fisheries communication specialists from the Atlantic coast states, regional fishery management councils, and federal agencies to pursue avenues for improved agency coordination and stakeholder engagement.

Tuesday, January 13, 2015
(Webinar access:)

Improving Interagency Coordination
1. Participant Introduction   1:00 – 2:00 PM
- Participants share 1) feedback on lessons learned from 2013 social media workshop (if applicable) and 2) a brief overview of their background and three or four main issues (and corresponding audiences) their organization is focusing on in 2015

2. Overview of Current Practices & Examples of Coordinated Outreach Efforts   2:00 – 3:00 PM
- Case studies of good flow of communications and times it could have been improved
- Review internal standard operating practices and procedures (SOPP) for issue-specific roll-outs and general distribution of press releases, newsletters, talking with the press
- Provide examples of coordinated outreach efforts, including the development of consistent messages and distribution to stakeholders

3. Opportunities for Coordination: Break Out Sessions/Brainstorm   3:00 – 4:15 PM
- Identify areas where coordination and shared messaging can be highlighted in 2015
- What practices can be incorporated to strengthen coordination?

4. Coordination Wrap-up   4:15 – 5 PM
- Develop list of ideas to increase coordination (e.g., monthly professional development opportunities)
- Review Atlantic Coast Fisheries Communication Group Newsletter

Wednesday, January 14, 2015
(Webinar access:)

Improving Stakeholder Engagement through Visual Media
1. Participant Introduction   8:45 – 9 AM
- Participants provide a brief introduction and expectations for improving engagement through visual communications

2. Concept Maps/Infographics   9:00 – 11:30 AM
a. Matt Mcintosh (NOAA Affiliate – National Marine Sanctuary Program) - TBD
b. Alexandra Fries (Integrated Application Network, University of Maryland Center for Environmental Science)
Alex has worked as a science communicator with IAN since 2011. In this position she has been instrumental in the development of the publications "Chesapeake Bay Report Card" and "Baltimore's Annual Healthy Harbor Report Card: 2013", as well as the poster "New Behavior Survey Tackles Seven Key Stewardship Behaviors in Your Watershed". She will be presenting on the tools (e.g., Image Library and the Online Diagram Creator) made available through IAN to develop graphics.

3. Videos   **11:30 AM – 2:30 PM**

a. Robert Wiggers (SC DNR)

Robert has created many informational videos and public service announcements for the South Carolina Department of Natural Resources Division of Marine Fisheries YouTube page which have been recirculated year after year. Titles include "Anglers asked to release Spotted Sea Trout", "Oyster Shell Recycling", and "Recreational Shrimping". To view these videos and others, please visit https://www.youtube.com/playlist?list=PL277DC3937CEEAE01. Some of the software he utilizes includes iMovie, Vegas Movie Studio, and GoPro.

> *iMovie software are free.*
> *Vegas Movie Studio is a one-time fee starting at $49.95. There is also a free trial available.*
> *GoPro software is free after the initial purchase of the GoPro device.*

b. Anna Webb (MA DMF)

Anna created a series of video tutorials on the Standard Atlantic Fisheries Information System (SAFIS) for the Massachusetts Division of Marine Fisheries (MA DMF) and for the Rhode Island Division of Fish and Wildlife Marine Fisheries Section (RI DFW). These tutorials have been indispensable in providing staff with a tool to troubleshoot issues with SAFIS users as they navigate electronic reporting for the first time. Titles include "SAFIS: How to Enter a Trip Report", "SAFIS: How to Set Up the Favorites", among others. To view these videos and others, https://www.youtube.com/user/massmarinefisheries (MA DMF) and https://www.youtube.com/channel/UC1sYpGuUNgyz0D5VzEvDTaQ (RIDFW). She utilizes the recording and editing software CamStudio and Windows Movie Player for RI DFW and the recording and editing software Camtasia Studio for MA DMF.

> *CamStudio and Windows Media Player are free.*
> *Camtasia Studio has an approximate government rate of $250. There is also a free 30-day trial available.*

(break for boxed lunch)

4. Videos *(continued)*   **1:00 – 2:30 PM**

5. Engagement through Visual Communications Wrap-up   **2:30 - 3 PM**

- Discussion on lessons learned and next steps

6. ACCSP SAFIS Outreach Group Meeting   **3:00 – 5:30 PM**

- *Focus Group for SAFIS Upgrades*: The SAFIS Outreach Group will be coordinated as a focus group to supply feedback on all major upgrades to SAFIS.

> - *Survey*: A survey will be available on all SAFIS applications collecting anonymous information to start a discussion of the data needs and services that ACCSP provides. This survey will be designed by the SAFIS Outreach Group.
> - *Identify Additional Stakeholders*: The SAFIS Outreach Group will work to identify a list of end users (not program partner staff) that can be directly surveyed each year. The survey results will be reviewed by the SAFIS Outreach Group to make recommendations on SAFIS applications for the coming year.

- *Promote Program Partner Achievements*: Better utilize the ACCSP website to raise awareness of partner achievements of the full standards. The website will be a place to highlight successful cooperative relationships among partners that are providing comprehensive information.

- *Data Retrieval*: Staff will compile a list of current uses of data retrieved from SAFIS. This list will be shared with the SAFIS Outreach Group to determine if there are more data retrieval methods. Staff will also work with each partner to determine the most appropriate mechanism for data retrieval and provide support for that process.