



Addressing Challenges in ASMFC's Public Engagement Processes

Key Engagement Challenges



- Public do not think their input will be considered
- Busy schedules & input processes that require too much time
- Special interest groups dominating the process
- Public are not well-informed on the issues and/or management processes

Advisory Panel Strategies



- Strategies to address issues range from smaller adjustments to current process to a complete overhaul of the AP process
 - What level of changes do you want to pursue?
- Some examples of strategies include:
 - Better coordination with state advisory groups
 - Providing meals or stipends to encourage participation
 - Reinstate Advisory Panel Oversight Committee
 - Consolidate Advisory Panels

Public Comment Strategies



- Expand public engagement strategies
 - Post video presentations & provide online surveys
- Explore strategies for more effectively reaching stakeholders
- Consider developing Commission policy on dealing with form letters
 - For this week's Menhaden Board, we received 700+ pages of input, much of it as form letters

Responsiveness to Public



- Encourage increased engagement between Commissioners and public, in particular advisory panel members
- While some other strategies were proposed, such as communications materials to better explain Board actions, there were concerns about effectiveness

Communications & Education



- Develop additional educational materials (e.g. short videos) on management processes
- Simplify management documents to make them more accessible to the public

Next Steps



- Provide guidance on which types of strategies to pursue further
- Task the Management & Science Committee and/or the Committee on Economics & Social Sciences with further exploring identified strategies (as needed)



Any questions?