

Current Projects Update

Coordinating Council

May 15, 2014



Atlantic Coastal Cooperative Statistics Program

Current Project Overview

1. Proportional Standard Error: MRIP
2. SAFIS Handheld Trip Reporting: Administrative Grant
3. Lobster Trap Tag Transferability: Administrative Grant
4. New Projects (2): NOAA Fisheries
 - A. *MRIP For-hire Data Integration*
 - B. *Fisheries Information System (FIS) End User Query Rebuild*

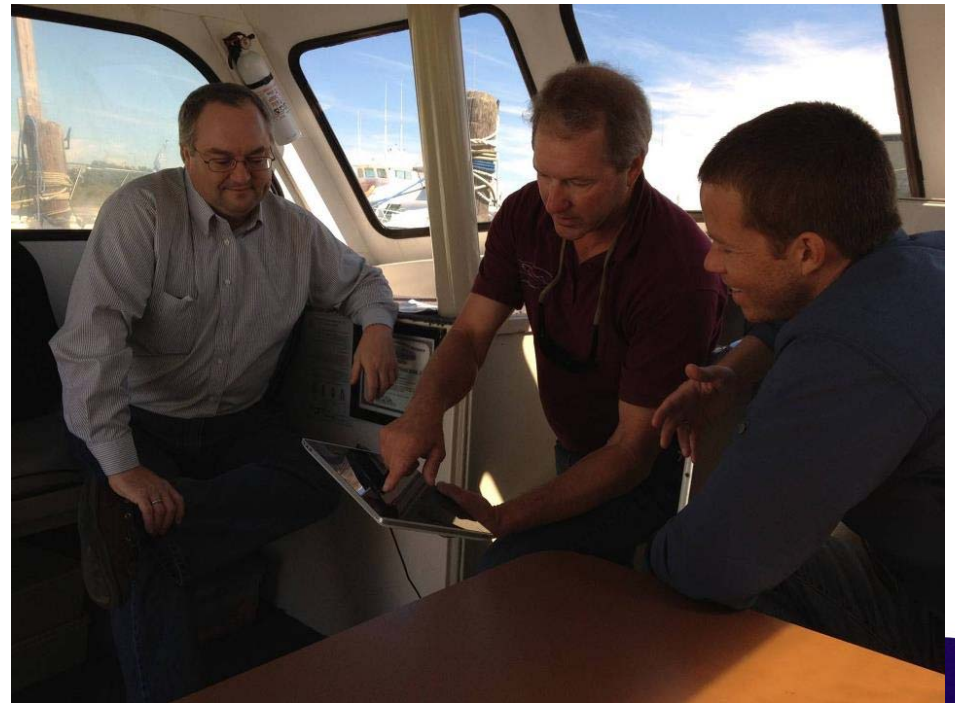
1. Proportional Standard Error

- MRIP
 - Modeling work completed
 - Workshop pending
- Result: PSE recommendation in *Atlantic Coast Fisheries Data Collection Standards* (approved May 2012)



2. SAFIS Handheld Trip Reporting

- Administrative Grant
- Project partners: RI DFW & Rhode Island Party Charter Boat Association
- Intended to provide tablet based interface to eTRIPS (i.e., captures for-hire and commercial trips)



2. SAFIS Handheld Trip Reporting

- Commercial Standards
- All tablet platforms
- Integrates with MRIP

Effort

NOT ACTIVE

Effort Details

Start 11/2/13 6:15 AM
End 11/2/13 2:37 PM

Idle	Troll	Steam
5:40	0:59	1:40

Fishing Mode Charter
Fishing Area Ocean (State)
Gear Hook and Line, Bo

Anglers	Rods	Crew
5	5	1

Notes
No Notes Recorded.

Catches Summary

Black Seabass
6 Landed
0 Released Alive
5 Released Undersized

Tautog
3 Landed
0 Released Alive
5 Released Undersized

Little Skate
0 Landed

Catches Detail

1 Black Seabass
Landed
Sat Nov 2, 2013 1:08 PM

1 Tautog
Released Undersized
Sat Nov 2, 2013 1:08 PM

2 Black Seabass
Released Undersized
Sat Nov 2, 2013 1:08 PM

Favorites

Atlantic Cod

Black Seabass

Bluefish

Cunner

41° 38' 36.2, -71° 28' 41.9
12/27/13 2:36 PM
(6000) Ready

Effort Details

Demonstration

Atlantic Coastal Cooperative Statistics Program

3. Lobster Trap Tag Transferability

- Administrative Grant
- Allows management of lobster trap tag transfers b/w agencies
- Data from two partners: MA DMF & RI DFW
- Next: CT DEEP & GARFO

4. NOAA Fisheries Funding Awards

A. MRIP For-hire Integration

- Review data collection in for-hire fisheries
- Standard for census collection
- Approval as MRIP methodology

B. FIS End User Query Rebuild

- Rebuild Data Warehouse/SAFIS
- Integrate better with other data providers

Questions?

Atlantic Coastal Cooperative Statistics Program

Independent Program Review Status Update

Tom Hoopes, Chairman
Operations Committee

May 15, 2014

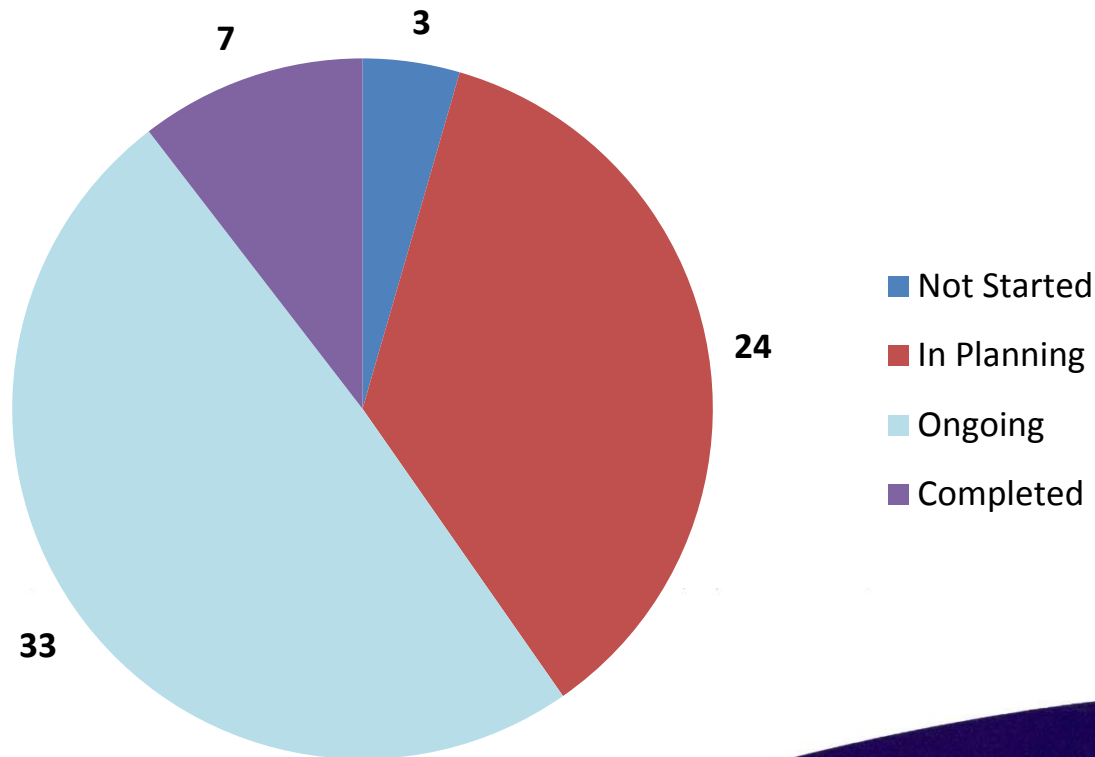
Atlantic Coastal Cooperative Statistics Program

Implementation Routes

- Program Strategic Plan
 - Body approved at previous Council meeting
- Outreach Strategic Plan
 - To be considered at this Council meeting
- Standard Operating Procedure
 - Operations Committee
- Governance Review
 - Special committee

Current Status

Summary of Current Scores



Ongoing Efforts

- Operations Committee
 - SOP Subcommittee formed
 - Reviewing assignment and possible formats
- Commercial Technical/Information Systems Committees
 - Joint subgroups to review NOAA directives, quality management and change management

Ad Hoc Committees

- Governance
 - Committee formed - First meeting was on May 2nd. *Please note there will be a survey that will be emailed to ACCSP Committees that will address questions pertaining to ACCSP Governance.*
- Funding
 - Committee formed - First meeting will be on May 22nd.

Atlantic Coastal Cooperative Statistics Program 2014-2018 Communications and Outreach Plan DRAFT

I. SCOPE

The scope of the 2014-2018 Communications and Outreach Plan includes:

- Define the communications strategy,
- Outline the messages to be communicated,
- Identify roles and responsibilities, and
- Define communication mechanisms, engagement tools, and feedback options.

II. INTRODUCTION

A. Background

To properly communicate the goals of the Atlantic Coastal Cooperative Statistics Program (ACCSP or the Program) it is crucial to have an understanding of the history of the Program. The ACCSP was established in 1995 through a Memorandum of Understanding (MOU) to address data deficiencies that constrained the management of fisheries along the Atlantic coast. These deficiencies included incompatibilities between state and federal data systems, a lack of standardized trip-level catch and effort reporting, a lack of universal permit and vessel registration data, and a general need for more and better data to support emerging fisheries management initiatives.

The Program established four basic principles to ensure that fishery-dependent statistics are complete, accurate, consistent, and compatible. These include:

1. Cooperative development and implementation across jurisdictional lines,
2. Coastwide data collection standards and a single, integrated data management system,
3. Data on all fishing activities (e.g., commercial, recreational, and for-hire fisheries), and
4. Modular design for data collection and data management projects.

The 23 state and federal partner agencies (*see page XX for a list of program partners*) had long recognized the need for complete, accurate, and timely fishery data. Program partners especially wanted standardized fishery-dependent data (i.e., those collected on commercial, for-hire, and recreational fishing activity). When they signed the MOU, it was not yet clear which partner would provide the ACCSP with administrative support. In the mid-to-late 1990s, funds from partner contributions from the Atlantic Coastal Fisheries Cooperative Management Act (ACFCMA) provided for a single employee and some committee work to design the Program. The Atlantic States Marine Fisheries Commission (ASMFC) volunteered to host the staff member and conduct the required committee meeting planning. The other partners agreed that ASMFC was the ideal choice since it had the flexible infrastructure to support the Program.

Also in the mid-to-late 1990s, after the Program officially began, funding from ACFCMA contributions supported the establishment of committees to develop the first edition of the [program design](#). The committees also created minimum standards and operating procedures. These committees included a variety of technical committees, an advisory committee, a

steering committee (named the Operations Committee), and a policy level committee (named the Coordinating Council).

The minimum standards that the committees were instructed to develop were based on needs for fisheries stock assessments and management. The committees were also instructed to evaluate current practices, not necessarily preserve the status quo, and were asked to give little weight to possible cost implications. New minimum standards included the type and resolution of data that should be collected, minimum data elements with standard codes, improved timeliness of data submissions, and quality control and assurance practices. By 1999, data collection standards were nearly complete, and partners submitted their first funding proposals for implementing program standards. Projects were also outlined for areas where standards needed additional research. ASMFC hired permanent staff to coordinate data collection programs and continue the evolution of standards.

As federal appropriations continued to grow and with increased outreach efforts, the public became more aware of the Program. The Coordinating Council wished to address public concerns regarding the integrity of data collected by the same entities using it for fisheries management. Separation of the ACCSP from regulatory bodies, to the extent practical, was seen to help address those perception problems.

In 2001, the program partners recognized the need for stronger leadership at the staff level. The Coordinating Council voted to hire a Director. The Director, under the guidance of the Coordinating Council, would be given executive authority to manage ongoing development and operation of the standards and responsibility for day-to-day operations and staff oversight. Also in 2002, partners responded to fishing constituents' growing demand for landings data. The ACCSP launched the online [Data Warehouse](#), which provided users with data contributed by partners that had implemented catch and effort data standards. Public users were allowed access to non-confidential summary data.

Several state partners still lacked the resources to implement the Program's commercial data collection standards, and with only \$3.5 million to be shared by all 23 partners, a more efficient and economical solution was needed. In response, the program partners and staff developed [SAFIS](#), a real-time, web-based data entry system for all catch and effort landings. SAFIS meant program partners could collect data from fishing constituents without the associated printing, mailing, and data entry costs. It also meant the Program's scope would be broadened from a data storage entity to a data collection and data management entity. While SAFIS allowed centralized data collection, those data were, and are, still collected under the authority of the associated program partners. *Moreover, those partners check and approve their data before it is transferred, ensuring that the information found in the Data Warehouse are the best available data on the Atlantic coast.* Beginning in 2007, the Program began working in cooperation with NOAA Fisheries to bring together the commercial landings data from many program partners for inclusion in the annual publication [Fisheries of the United States \(FUS\)](#).

By 2009, all federal dealers in the Northeast Region were using SAFIS, as well as most of the Northeast state fisheries agencies. SAFIS was expanded to not only collect commercial landings data, but also vessel trip reports, so that commercial and for-hire fishermen in states

that use the tool can submit their data electronically as well. More recently, a new SAFIS application also made it possible for recreational anglers to log their fishing data. In early 2012, another major milestone of the Program was the release of the [Atlantic Coast Fisheries Data Collection Standards](#). This document was the third iteration of the program design and illustrates the hard work that goes into the collaborative process of the Program. This document provides direction on future improvements for Atlantic coast commercial, recreational, and for-hire fisheries statistics, as well as defines policies, data collection, and data management standards for the ACCSP.

In October 2012, the Program completed an Independent Program Review to lead the Program in the next phase of strategic planning. In early 2013, ACCSP staff working with NOAA Fisheries Highly Migratory Species (HMS) Management Division released the highly anticipated application that allowed dealers to submit HMS data electronically. The shift to electronic reporting for HMS dealers of the quota managed species provides more timely data for use in monitoring landings. In addition, a work group of the Operations and Advisory Committees came together to release a survey to collect fishermen's opinions on fisheries electronic reporting applications on the Atlantic coast. The information collected from this survey was used to [promote electronic reporting](#) and inform discussions on electronic reporting and monitoring at the national level.

B. Executive Summary

The ACCSP aims to position itself as the leading source for marine fisheries data on the Atlantic coast, ultimately gaining active support and participation with its numerous constituents and stakeholders. A strategic communications and outreach plan is integral to achieving this aim. This plan targets those with the greatest interest in fisheries data: fisheries managers, stock assessment scientists, social and economic scientists, commercial and recreational fishermen, non-governmental organizations, legislators, and media. Our core message to all of these target audiences is simple: *ACCSP is an impartial resource for fisheries data.*

More than just a plan for information sharing, this communications and outreach plan will strive to reinforce the broader goal from the 2014-2018 ACCSP Strategic Plan to "improve outreach and education and maintain support from all stakeholders and constituents". Many ACCSP strategies mentioned in this document will be coordinated, implemented, and monitored through the Executive Committee, Coordinating Council, Operations Committee, Advisory Committee, as well as the Data Warehouse and SAFIS Outreach Groups all, of course, with cooperation from staff.

These goals and strategies were developed based upon the recommendations of the [2012 Independent Program Review \(IPR\)](#) and the subsequent [response document](#). In the fall of 2012, an independent panel of reviewers, composed of experts with an extensive knowledge of fisheries management and, in particular, fisheries data collection, conducted a thorough evaluation of the Program. This review is a standard Program requirement, which includes formal reviews at least every ten years to evaluate the Program's success in meeting the needs of fisheries managers, scientists, and fishermen.

The process involved the expertise of SRA International, Inc. to collect broad stakeholder feedback on the Program. The final report produced by the IPR Panel greatly benefited from

the results of SRA’s stakeholder engagement activities, including an online survey of over 40 mid-level scientists, fishery managers, and other ACCSP customers, as well as 26 interviews with upper management officials and their staff from state and federal fisheries agencies. Additional information was solicited from 15 experts who were asked to provide more in-depth information (e.g., successes, challenges, and recommended next steps) on specific topics. The IPR Panel also convened a workshop in September 2012 to round out stakeholder input with ACCSP staff’s own evaluation of Program successes and challenges. In August 2013, a response document (developed by the Executive Committee, Operations Committee, and staff) to the IPR Panel’s report was approved by the Coordinating Council. *The IPR Panel’s final report, as well as the response document, was integral to developing not only a new ACCSP Strategic Plan, but also this communications and outreach plan.*

C. Purpose

What follows is the blueprint for successfully reaching the aim of ACCSP to position itself as the leading source for marine fisheries data on the Atlantic coast. The plan is divided into five goals with measurable strategies, timelines, and evaluation methods.

The 2014-2018 Communications and Outreach Plan is not a static document. Since the inception of the ACCSP and its Outreach Committee(s), the ideas, approaches, and priorities have changed as the Committee and staff members found more effective means of outreach mechanisms.

III. STAKEHOLDERS

The target audiences, or stakeholders invested in the Program, for this communications and outreach plan include fisheries managers, stock assessment scientists, staff and committee members, the commercial and for-hire industries (operators and fishermen), recreational anglers, social and economic scientists, non-governmental organizations (NGOs), academia, legislators, and media. The intent of identifying each of these target audiences is to develop positive relations that result in an understanding and support of the Program as well as trust and confidence in its data. The ACCSP’s ultimate goal is to be the go to place for fishery-dependent data along the Atlantic coast. Below is a brief description of each target audience, as well as the goal and potential opportunities and challenges in reaching each group.

Target Audience	Goal	Opportunities	Challenges
Staff & Committee Members	Ensure that relevant staff are fully engaged in the Program, and understand its current status (projects, funding, Program updates) and short and long-term plans	Members play important role as information conduit, sharing Program value and benefits of within partner agencies and broader constituencies	Maintaining engagement in face of competing partner priorities and limited resources; preference to use other available data sources
Fisheries Managers	Use available data for state, regional, and federal fishery management plans (FMPs)	View ACCSP as trusted source and have increased confidence in the Program and its data	Maintaining engagement in face of competing partner priorities and limited resources;

			preference to use other available data sources
Stock Assessment Scientists	Use available data in stock assessments (backbone for FMPs)	Fisheries managers and industry are largely dependent upon the use of stock assessments, therefore come view ACCSP as a trusted source and confidence in the Program increases	Timeliness; other available sources
Commercial & For-hire Industry	Ease and trust as point of data entry	Personalized reports of landings history for business planning; more timely data available	Industry often feel detached from process; distrust of management process/outcomes and use of available data; fear that data will be used for other purposes (e.g., IRS)
Recreational Anglers	Ease and trust as point of data entry	Personalized reports of catch history; more timely data available Creates greater buy-in	Lack of confidence in the collection of rec data; numbers don't reflect reality
NGOs & Academia	Use available data for local, regional, or national fisheries campaigns	View ACCSP as trusted source and have increased confidence in the Program and its data	Ease of use
Social & Economic Scientists	Use available data to analyze socioeconomic information (e.g., market conditions of commercial fisheries, value of fishing to recreational anglers, anthropological aspects of fishing communities) to determine the impact of fisheries management actions on industry	Information is often captured anecdotally, but data are available upon request	Determining effective queries
Legislators	Create a shared understanding of where the Program is and how it can be used, as well as future plans (short-term and long-term); share the successes of the cooperative state/federal program	Have Program champions to support long-term programmatic funding needs Create a voice to support long-term funding	Resources to ensure a constant flow of information between staff and legislators

Media	Create a shared understanding of where the Program is and how it can be used, as well as future plans (short-term and long-term); Influence the opinion of broader constituencies; Use available data	View ACCSP as trusted source and have increased confidence in the Program and its data	Resources to ensure a constant flow of information between staff and media; timeliness; other available sources; ease of use
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IV. ROLES & RESPONSIBILITIES

Each component of this communications and outreach plan depends on a group to provide information, data, or creative services. Although each strategy has a group that primarily responsible for implementing it; everyone in the ACCSP is accountable for supporting it.

Since its inception, the ACCSP has been a committee-based organization. Committees are responsible for setting program policies and standards, deciding annual funding allocations, planning and coordinating data collection and data management programs, and promoting ACCSP. Committees, composed primarily of representatives from the partners, provide the framework for the collaborative processes that create and manage the standards and govern the Program. The following is a list, along with a brief description, of each of the groups with significant roles and responsibilities in the implementation of the 2014-2018 Outreach and Communications Plan.

The **Executive Committee** is made up of members of the Coordinating Council. These members include a representative from NOAA Fisheries, USFWS, regional fishery management council, ASMFC, as well as a representative Northeast, Mid-Atlantic, and Southeast state partner. The Coordinating Council chair and vice-chair also are on the Executive Committee. The Committee’s role and responsibilities with regards to the 2014-2018 Communications and Outreach Strategic Plan are primarily associated with securing long-term funding, strengthening partnerships at the federal level and outreach to legislators. The target audiences for strategies associated with the Executive Committee are legislators, as well as staff and committee members.

The **Operations Committee** is comprised of experienced data managers from each partner. The Committee directs the development of program standards and assimilates information from the various technical committees into cohesive recommendations to the Coordinating Council. The Committee’s role and responsibilities associated with regards to the 2014-2018 Communications and Outreach Strategic Plan are primarily associated with working program partners to share progress on the [Atlantic Coast Fisheries Data Collection Standards](#), as well as setting the progress and monitoring the metrics of the 2014-2018 Communications and Outreach Plan. The target audiences for strategies associated with the Operations Committee are staff and committee members, fisheries managers, stock assessment scientists, as well as social and economic scientists.

The **Advisory Committee** includes representatives from the commercial, for-hire, and recreational fishing industries, as well as academia. The Coordinating Council member from each partner state designates each representative to the Advisory Committee to provide

perspectives from a variety of fisheries experiences. Members evaluate technical recommendations and advise on development and implementation of the ACCSP. The Committee's role and responsibilities with regards to the 2014-2018 Communications and Outreach Strategic Plan are associated with collaborating with the Data Warehouse and SAFIS Outreach Group to garner feedback from industry. They also serve the primary role of sharing information on ACCSP to fishing industry leaders in their states . The target audiences for strategies associated with the Advisory Committee are the commercial and for-hire industry, recreational anglers, NGOs, and academia.

The **Atlantic Coast Fisheries Communications Group** was formed in early 2012 to increase networking opportunities for outreach and public affairs contacts in state and federal natural resources agencies along the Atlantic coast since they have similar tasks and share overlapping audiences. This network allows for outreach and public affairs contacts to work cooperatively and identify methods to bridge gaps. The Group's role and responsibilities associated with regards to the 2014-2018 Communications and Outreach Strategic Plan are primarily associated with promoting the value and benefits of ACCSP. The associated target audience are their stakeholders and constituencies and media.

The **Data Warehouse Outreach Group** was formed in 2013 to facilitate communication and information sharing among state and federal agencies regarding best strategies to improve and increase user understanding of the Data Warehouse (online database populated with fishery-dependent data supplied by the [23 program partners](#) of ACCSP). The Group's role and responsibilities with regards to the 2014-2018 Communications and Outreach Strategic Plan are primarily associated with enhancing the capabilities of the Data Warehouse (e.g., improved user interface, advisory services. The target audiences for strategies associated with the Data Warehouse Outreach Group are those that directly use fishery-dependent data, such as fisheries managers, stock assessment scientists, social and economic scientists, as well as staff and committee members. .

The **SAFIS Outreach Group** was formed in 2013 to facilitate communication and information sharing among state and federal on-the-ground SAFIS contacts regarding best strategies to promote individual SAFIS applications and increase user understanding of SAFIS applications. SAFIS is a real-time, web-based reporting system for landings on the Atlantic coast. The Group's role and responsibilities with regards to the 2014-2018 Communications and Outreach Strategic Plan are primarily associated with enhancing the capabilities of SAFIS (e.g., improved user interface, advisory services).The target audiences for strategies associated with the SAFIS Outreach Group are the commercial and for-hire industry, recreational anglers, fisheries managers, as well as staff and committee members.

The **ACCSP Staff** has a principle role and responsibility in implementing the 2014-2018 Communications and Outreach Plan by not only collaborating with groups listed above, but also managing and sharing information with other technical committees. The role of staff is also vital in providing easy and trusted access to the data, providing user friendly tools and applications that are up to date and use the latest technology.

V. KEY ELEMENTS OF THE 2014-2018 COMMUNICATIONS AND OUTREACH PLAN

A. Consistency and Frequency of Messages

As we communicate with a wide range of target audiences, there are several key messages that all groups should use to frame communications as much as possible. Emphasizing these messages will provide a unified and consistent message, counter and dispel rumors that may occur, alleviate concerns for stakeholders, and quell discussions that are not conducive to the growth of the ACCSP.

Not only is it important to provide consistent messages, but also to communicate those messages frequently. The more frequently someone hears a message, the more likely they are to fully absorb and process it.

B. Communications and Outreach Key Messages

1. Accurate data are required for good fisheries management decisions.
2. Coordination and collaboration amongst the program partners are essential for success.
3. The Program must be responsive to the changing needs for fisheries data.
4. Processes must be open and transparent, but confidential data must be protected.
5. Data shall be accessible and easy to use.

C. Tool Kit

The following is a list of the tools that the ACCSP currently employs as a part of its Communications and Outreach Plan.

- Annual reports
- News releases
- Meeting announcements and meeting documents
- Status reports
- Presentations
- Electronic newsletters
- Webinars
- Online communications (website, data alerts via email, social media, etc.)
- White papers
- User manuals
- Policies, procedures, and standards
- Outreach materials (brochures, posters, fact sheets, etc.)

The ACCSP leverages the cooperative nature that is central to the Program by utilizing the communications and outreach potential of the program partners. The following is a brief description of each of the program partners, as well as some communications tools that may be used to share the key messages of ACCSP.

The **NOAA Fisheries** public affairs and outreach are conducted at the national and regional levels. The NOAA Office of Public and Constituent Affairs has staff assigned to NOAA Fisheries Headquarters. This Office primarily handles media inquiries and press releases nationwide. Along the Atlantic coast, NOAA Fisheries is divided into two regions - the Northeast Region (Maine through Virginia) and the Southeast Region (North Carolina through Florida). Each region has identified a public affairs contact. Programmatic staff in Headquarters (Silver Spring), the two Regional Offices, the two respective Fisheries Science Centers, and the six Laboratories along the Atlantic coast conduct outreach primarily through project-specific information exchange with constituents and program partners. The NOAA Fisheries website is <http://www.nmfs.noaa.gov/>.

The **U.S. Fish and Wildlife Service (USFWS)** is structured to operate regionally. Regions 4 (what is this region) and 5 (describe coverage for this region) are the primary regions for the Atlantic coast. The individuals who represent the agency on the Coordinating Council and technical committees provide insight on communications and outreach strategies.

The **Atlantic States Marine Fisheries Commission (ASMFC)** is an organization of the fifteen Atlantic coast states from Maine to Florida, coordinating the conservation and management of the states shared nearshore fishery resources – marine, shell, and diadromous – for sustainable use. Currently, the Commission manages 25 species or species groups along the coast and uses ACCSP data for many of its fishery management plans and stock assessments. As one of the program partners, ASMFC plays an important role in providing the Program access to fisheries managers, scientists, and fishermen through its quarterly meetings and monthly newsletter (Fisheries Focus), its newly launched website and social media platforms such as Facebook, and Twitter. These venues provide the Program with efficient platforms to involve partners and interested stakeholders in ACCSP activities. Since the Program's inception, ASMFC has also been the ACCSP's administrative home, supporting ACCSP administration and personnel, travel and meeting expenses, and the operation of the Data Warehouse and SAFIS. The ASMFC website is <http://www.asmf.org>.

The **New England Fishery Management Council (NEFMC)** is one of eight regional fishery councils established by federal legislation in 1976. It develops rules for both large and small scale commercial and recreational fisheries that operate between three and 200 miles off the region's 6,100 mile coastline. Its management authority extends to fishing grounds in the Gulf of Maine, Georges Bank and southern New England and overlaps with the Mid-Atlantic Fishery Management Council for some species. Major ports include Portland, ME, Gloucester and New Bedford, MA, and Point Judith, RI. The NEFMC website is <http://www.nefmc.org/>

The Council process involves the consideration of biological, social and economic concerns, the incorporation of essential fish habitat information, operating under budget constraints, adhering to legal requirements, and the consideration of competing constituent perspectives and coping with political pressure. All meetings are open to the public and stakeholder participation is strongly encouraged.

The NEFMC's 18 voting members include official representatives of the five New England coastal states, while 12 other members are nominated by the governors of those states and appointed by the Secretary of Commerce for three-year terms. The Regional Administrator of NOAA Northeast Regional Office is also a member.

The NEFMC has an extensive mailing and email lists that are used to reach constituents for multiple purposes, to announce and describe the business to be conducted at frequent oversight committee meetings (one committee for each fishery plan) as well as distribute information about special workshops or other gatherings of interest; and to distribute Council meeting agendas about three weeks prior to each Council meeting. The Council also live streams each of its five Council meetings and produces a newsletter that is distributed after each of these meetings. Along with the newsletter, all Council meeting discussion

documents, motions and audio files are posted on the website for anyone wishing to follow up on the NEFMC's deliberations. The NEFMC website is <http://www.nefmc.org>.

The **Potomac River Fisheries Commission (PRFC)** coordinates regulations with the Maryland DNR, the VMRC, and the Department of Game and Inland Fisheries and with the other Atlantic coastal states through the ASMFC. Commercial fishing is limited to the jurisdictions of Virginia, Maryland, and the PRFC. The District of Columbia's waters, which include Rock Creek and the Anacostia River, allow only recreational fishing, and conduct catch and effort surveys independent of the other national surveys. Those interviews, while not included in the ACCSP database, can provide some marketing access for the Program. PRFC also does license renewal mailings and can include literature for the ACCSP. The PRFC website is <http://www.prfc.us>.

The **Mid-Atlantic Fishery Management Council** manages thirteen species of fish and shellfish in the Exclusive Economic Zone off the coast of the Mid-Atlantic region. With a jurisdiction extending from New York to North Carolina, the Council interacts with a large and diverse network of commercial and recreational fishermen. While the Mid-Atlantic Council's direct involvement in ACCSP is limited, it has significant capacity to extend the reach of ACCSP among fishermen in the Mid-Atlantic. Since 2012, the Mid-Atlantic Council has been strategically expanding its communication and outreach program to increase stakeholder engagement in the management process. These efforts included a complete redesign of the website and development of a stakeholder contact database for more efficient email distribution. The Mid-Atlantic Council also disseminates information to stakeholders via social media, press releases, and webinars and at workshops, public meetings, and other events. Most of these communication resources can be made available to support the strategic outreach goals of ACCSP. The Mid-Atlantic Council's communication and outreach activities are overseen primarily by the Council's Communications and Outreach Program Coordinator. Members of the technical staff play an important role in engaging stakeholders and soliciting input on specific issues. The Mid-Atlantic Council's website is <http://www.mafmc.org>.

The **South Atlantic Fishery Management Council** manages federal fishery resources in the U.S. Exclusive Economic Zone in the Atlantic Ocean off the coasts of North Carolina, South Carolina, Georgia, and the East Coast of Florida through Key West. The Council manages over 70 species of fish, shellfish, coral and sargassum under nine fishery management plans. From deepwater canyons to shallow water coral reefs, the South Atlantic region encompasses some of the most diverse habitats and fisheries in the federal fishery management system. Due to this diversity, the Council interacts with several fishery sectors – recreational, commercial, for-hire and a growing number of fish-consuming members of the public that have an interest in fisheries management. The South Atlantic Council places strong emphasis on outreach programs to engage stakeholders using a wide variety of strategies. Traditional printed publications, including a quarterly newsletter, fact sheets, and news releases are supplemented with multiple web-based outreach platforms. In 2011, the Council began using e-mail marketing (Constant Contact) to expand the reach of fisheries management information to its stakeholders. Council staff also developed a Facebook page in 2011 to serve as another web-based platform to interact with stakeholders and to disseminate information about Council activities and management measures being considered. In late 2012, Council staff began to host educational webinars for stakeholders

to learn about developing amendments prior to public hearing and scoping meetings. This tool will be used to expand outreach programs on fisheries topics in the near future. In 2013, the Council launched their smartphone app, *SA Fishing Regulations*, providing fishermen in the region with immediate access to federal fishing regulations, fish i.d., information on the regions managed areas (MPAs, coral protection areas, etc.), and state partners. Additionally, the Council recently completed a website redesign (www.safmc.net) and created a Council blog (blog.safmc.net) that will allow staff and Council members to have a more informal platform to discuss management issues and topics relevant to the South Atlantic region. All of these outreach programs are assets to not just the Council but to its management partners to further support coordinated outreach efforts regarding fisheries management. The South Atlantic Council employs a Public Information Officer and a recently hired Outreach Specialist to coordinate communication and outreach strategies. Outreach programs are developed with input from technical staff, advisory panel members and the Council's Information and Education Committee in order to target key concerns and issues among stakeholders with regard to the Council's management activities. The Council's website is <http://www.safmc.net>.

The **Maine Department of Marine Resources (DMR)** licenses, regulates and enforces laws pertaining to recreational and commercial activity on Maine's coastal waters. DMR reaches its license holders and other constituents through its website, direct mail, press releases and press conferences, speaking engagements, annual newsletters, social media platforms (e.g., Twitter), email lists, and regular constituent e-newsletters. Events such as the annual Maine Fishermen's Forum as well as public hearings and advisory council meetings offer the opportunity for face-to-face communication with constituents. Additionally, DMR partners with other entities in the state to support economic development and marketing efforts, as well as other scientific and research organizations and institutions, such as the University of Maine and the Gulf of Maine Research Institute, to conduct research and to share and disseminate data and research results. The DMR website is <http://www.maine.gov/dmr>.

The **New Hampshire Fish and Game Department (Department)** is responsible for licensing, regulating, and enforcing recreational and commercial marine activities within state waters. The Department uses the website to post news, events, and information for recreational and commercial sectors. The Department is also engaged in outreach via a number of social media platforms including Facebook, Twitter, and YouTube. Recent modifications to all marine license applications will allow for the development of a listserv for marine issues with intent to better inform the public in a timely manner and reduce the size and frequency of mass mailings. Additionally, monthly meetings are held with the Advisory Committee on Marine Fisheries, which acts as a liaison between the Department and the public. Members of the Department frequently participate in informational public meetings and/or public hearings for legislation or ASMFC managed species changes. The Department's website is <http://www.wildlife.state.nh.us/Fishing/fishing.htm>.

The **Massachusetts Division of Marine Fisheries (Marine Fisheries)** is responsible for the development and promulgation of the Commonwealth's laws governing fishing activity, as well as the issuance of permits for both the recreational and commercial fisheries within state marine waters. *Marine Fisheries* conducts research, monitoring, and restoration activities to improve our understanding and the sustainability of the Commonwealth's marine

resources. Information is shared with *Marine Fisheries*' permit holders and other constituents through a variety of means including its website, social media platforms (Twitter, YouTube, and Flickr), a subscription email service for fisheries advisories and public hearings notices, an e-newsletter to recreational anglers, direct mail, printed materials (Saltwater Recreational Fishing Guide, newsletter, educational handouts), and personal interaction (public hearings, trade shows, etc). The *Marine Fisheries*' website is <http://www.mass.gov/marinefisheries>.

The **Rhode Island Division of Fish and Wildlife (DFW)** - Marine Fisheries Section is responsible for managing Rhode Island's recreational and commercial marine fisheries by implementing regulations and monitoring commercial state quotas. Additionally, the marine fisheries section conducts resource monitoring through surveys and port sampling to further support effective fisheries management. Constituents are notified of regulatory changes and upcoming events via multiple avenues including an email list serve, a phone call-in system, direct mailings, issuing press releases, circulating an annual rules and regulations brochure and a Recreational Saltwater Fishing Magazine, and maintaining the Marine Fisheries Section's website. To promote direct communication between the marine fisheries section and the public, booths with promotional material are set up at annual trade shows, seafood festivals, and various other state functions. The Rhode Island Marine Fisheries Council offers additional opportunities for marine fisheries staff to communicate with the public through its advisory panels, public hearings, and meetings. The Marine Fisheries Section's website is <http://www.dem.ri.gov/topics/mftopics.htm>.

The **Connecticut Department of Energy and Environmental Protection** (Department), Marine Fisheries Division (Division) has an active system of communications with both recreational and commercial fishermen. In an effort to improve efficiency and effectiveness, the Division has transitioned to more electronic forms of communication including an email listserv, the Department's website, text messaging and social media. Communicating through traditional mail is reserved for tasks such as license renewals, reporting compliance, and regulatory notices. The Division conducts public informational meetings, regulatory public hearings and hosts public hearings of the Atlantic States Marine Fisheries Commission. In addition, the Department partners with a private marketing company to promote fishing and other outdoor activities in Connecticut. The Department's website is <http://www.ct.gov/deep/fishing>.

The **New York Department of Environmental Conservation** (DEC) is currently exploring new means of communicating with the commercial and recreational fishing communities. In the past DEC has relied on press releases, occasional articles in the *Conservationist* magazine, mailings, and the DEC website to provide news, regulatory information, and other current topics to stakeholders and state licensed fishermen. Fishermen have always been able to attend the Marine Resources Advisory Council meetings to share their concerns, learn about upcoming regulations, and be informed about current projects at DEC. Citizen participation specialists are available to meet with the public and discuss current topics with journalists and reporters. More recently, DEC enhanced its electronic mailing list and now reaches out to thousands of interested stakeholders and license holders. DEC has introduced its Facebook page and Tweeter feed as means of connecting to more of the state's fishing communities. DEC has relied most heavily on its website to communicate information concerning ACCSP, electronic reporting, and the

importance of collecting accurate fishing data. The DEC website is <http://www.dec.ny.gov/outdoor/7755.html>.

The **New Jersey Division of Fish and Wildlife's** Bureau of Marine Fisheries is responsible for the administration of marine fisheries management programs. The objective of the Bureau is to protect, conserve and enhance marine fisheries resources and their habitat which covers 127 miles of Atlantic coast and 83 miles of bay shore. The New Jersey Marine Fisheries Council, composed of four sports fishermen, two active commercial fin fishermen, one active fish processor, two members of the general public, and the chairman of the two sections of the Shellfisheries Council meets bi-monthly and contributes to the preparation and revision of fisheries management plans. They advise the Commissioner on policies of the department and in the planning, development, and implementation of all departmental programs related to marine and shellfish. The Jersey Coast Anglers Association (JCAA) is one of the recreational organizations that are constantly in touch with the Governor and the Department regarding issues affecting New Jersey recreational anglers. The Garden State Seafood Association is the premiere association for commercial fishermen, dealers and processors in the State of New Jersey and their meetings provide the ACCSP with a large audience of those constituents. The DFW website is <http://njfishandwildlife.com/>.

The **Delaware Department of Natural Resources and Environmental Control (DNREC)** and its Division of Fish and Wildlife – Fisheries Section communicates with its constituents through a number of pathways. These include: the annual Delaware Fishing Guide; press releases that lead to newspaper, TV and radio stories; Facebook postings and YouTube videos; periodic articles in DNREC's magazine *Outdoor Delaware*; outreach at community events including the annual Delaware State Fair; educational programs such as "Take a Kid Fishing" at the Aquatic Resources Education Center and other locations; partnerships with stakeholders including commercial watermen and conservation organizations; presentations at informational/educational public meetings; and online fishing license renewal, season information, and access to scientific reports and assessments. The DNREC website is <http://www.fw.delaware.gov/>.

The mission of the **Pennsylvania Fish and Boat Commission (PFBC)** is to protect, conserve, and enhance the Commonwealth's aquatic resources and provide fishing and boating opportunities. The PFBC is responsible for the development and promulgation of the Commonwealth of Pennsylvania's laws governing angling activities, as well as the issuance of permits for recreational fishing within the state. Commercial fishing for the Commonwealth's anadromous and catadromous fish species is not permitted within Pennsylvania's jurisdictional waters. The Division of Fisheries Management conducts research, monitoring, and restoration efforts for the Commonwealth's anadromous and catadromous fish species. The PFBC website is <http://www.fishandboat.com>.

The **Maryland Department of Natural Resources (DNR)**, Fisheries Service is well connected with its legendary commercial fishermen. The DNR holds a number of public scoping meetings to encourage input from its constituents. The Maryland Watermen's Association, an influential organization of commercial fishermen, allows the DNR frequent access to those constituents, including booth space at its annual tradeshow. The Maryland DNR leverages its Sport Fish and Tidal Fisheries Advisory Commissions to provide and receive communication with constituents. The DNR's website, Twitter, and Facebook are

effective outreach tools for both commercial and recreational fishermen. The DNR website is <http://www.dnr.state.md.us/fisheries/>.

The **Virginia Marine Resources Commission (VMRC)** serves as stewards of the Commonwealth's marine and aquatic resources, and protectors of its tidal waters and homelands, for present and future generations. We manage saltwater fishing, both recreational and commercial. We work to create and maintain sustainable fisheries for the benefit of all anglers and the ecosystem. The VMRC enjoys a working relationship with Virginia academia, such as the College of William and Mary's Virginia Institute of Marine Sciences, Old Dominion University and Virginia Tech, have established working relationships with VMRC and can benefit from the ACCSP's database. The VMRC website is extremely informative and allows constituents to gain important information about current news in the agency as well as links to archived monthly meetings (recordings and verbatim minutes). Also, the VMRC works directly with specie specific advisory boards made up exclusively of leading members in the industry. The VMRC also distributes a quarterly newsletter to all commercial harvesters, seafood landing, aquaculture product owners and seafood dealers in Virginia. The VMRC website is <http://www.mrc.virginia.gov>.

The **North Carolina Department of Environment and Natural Resources, Division of Marine Fisheries (NC DMF)** understands one of the most important keys to successful fisheries management is to have an informed and engaged public. The agency uses a multifaceted outreach approach spearheaded by an award-winning website, social media, feedback opportunities, law enforcement, educators and in-the-field port agents. The agency also is committed to basing management decisions on sound science and places a high value on gathering pertinent data. An extensive on-line database housing detailed landings, effort, and dockside value information assists fishery managers, stock assessment scientists and industry in making more informed decisions. The Division also has over 100 appointed advisors and holds numerous public meetings to promote dialogue and obtain important constituent input. In addition, the Division partners with North Carolina Sea Grant to conduct an annual recreational Fisheries Forum to provide and gain information from industry and fisheries managers about trending issues and concerns. North Carolina has a wealth of success stories associated with the ACCSP proving the benefits of the program. The NC DMF website is <http://portal.ncdenr.org/web/mf/>.

The **South Carolina Department of Natural Resources (SC DNR)** recognizes continuous outreach efforts as an important component in maintaining constituent relations. The Department has historically been extremely inclusive regarding the management process, inviting for-hire groups to help design trip tickets, gathering input from industry representatives on ways to refine data reporting, and utilizing staff expertise in order to disseminate information "in-person" when possible. The Department produces numerous publications as well as a full color wildlife magazine with vivid photos and literary-quality articles and also plays an active role in special events such as Blessings of the Fleet and wildlife and outdoor expositions. The SC DNR website is <http://www.dnr.sc.gov>.

The **Georgia Department of Natural Resources (GA DNR)**, Coastal Resources Division reaches its recreational and commercial constituents through the CRD Web site and Facebook. Information is also shared electronically through the GovDelivery System for a

broad constituent base. They also host special events, public hearings and public scoping meeting which give them direct face-to-face constituent access. The GA DNR website is <http://www.coastalgadnr.org/>.

The **Florida Fish and Wildlife Conservation Commission** (FWC) communicates with its fishermen through its website fishing publications, and contacts at influential fishing organizations. The ACCSP staff can work with the FWC staff in Tallahassee and with the Florida Marine Research Institute in St. Petersburg to network with the key organizations and media. The FWC has both a recreational and commercial fishing outreach specialist on staff. These relationships will open windows of opportunity to promote the ACCSP to potential new users in Florida. The FWC website is <http://myfwc.com>.

VI. GOALS

1. Stakeholders will be able to articulate the value of ACCSP.
2. The capabilities of the Data Warehouse (e.g., improved user interface, advisory services, data consolidation process communicated) will be enhanced.
3. The capabilities of the Standard Atlantic Fisheries Information System (SAFIS) (e.g., improved user interface, advisory services) will be enhanced.
4. Input on the value of products and services will be collected, managed, and incorporated.
5. Participation in the ACCSP outreach activities, especially at leadership levels, will be enhanced.

VII. GOALS WITH STRATEGIES, TIMELINES, AND PERFORMANCE MEASURES

1. **The value of ACCSP will be articulated to stakeholders.** (PM-1, PM-02, PM-09, PM-13, ORG-10, DM-02)

Strategies:

a) **“Who We Are, and Who We Aren’t” Language:** ACCSP will develop boiler plate language to use as a tool to make a distinction between itself from federal science centers. This can be done by creating a PowerPoint staff can use each time it presents at a meeting, etc. This information can also be shared on the website and annual report. All of this information can be repeated until there is more of an obvious distinction between ACCSP and the federal science centers. (PM-01, PM-09)

Timeframe: Year One; Ongoing

Metric: ACCSP staff will craft the language and have readily to share for presentations. This information should initially be shared with all audiences (committee meetings, SEDARs, professional conferences, etc.). Also, this information will be shared on the website, a regular component of the annual report, presented to all new committee members, and shared as a part of a letter from the Executive Director in the Fisheries Files newsletter.

b) **Annual Award of Excellence:** Implement an annual award to the partner that embodies the values/mission of ACCSP. A sub-committee of the Operations Committee should decide on the parameters of the award as well as who will be the recipient each year. This award would be presented each year at the annual meeting. (PM-01, PM-09)

Timeframe: The first “Excellence in ACCSP Data Collection” will be awarded in Year Three

Metric: After an initial determination on 1) what will be the parameters for the award, 2) a strategy for gaining nominations, and 3) review process for the naming the honoree are documented the expectation would be that the first award will be distributed at the 2015 annual meeting.

c) **Visits to Program Partners:** ACCSP staff should make visits to each of the partner offices, either as a part of a regional meeting or as a way for staff (not just those partner staff on committees) to better understand ACCSP and its roles in data collection and dissemination along the coast. Agendas for these face-to-face meetings will be developed on a partner specific basis, but also including the information that ACCSP uses to distinguish itself from federal science centers. Partner will also be encouraged to share this information with congressional delegations. (PM-01, PM-09, PM-13, DM-02)

Timeframe: Each program partner is addressed in person by the ACCSP staff by the end of Year Four

Metric: All program partners are addressed and surveys are distributed to participants to gauge the effectiveness of the meeting.

d) **Committee Chair Interviews:** All committee chairs are asked to share their experiences with ACCSP via an interview or narrative they may want to produce. This will enable more interaction and commitment from committee chairs and will provide a fresh perspective on the value of ACCSP to other stakeholders. (PM-01, PM-09)

Timeframe: Ongoing

Metric: This can be completed as a part the newsletter articles contributed by committee chairs.

2. **The capabilities of the Data Warehouse (e.g., improved user interface, advisory services, data consolidation process communicated) will be enhanced.** (PM-12, DM-02, DM-03, M-02)

Strategies:

a) **Share Information on System Upgrades:** When there are minor upgrades made to the Data Warehouse a summary of how the upgrades affect the system (e.g., efficiency, usability) and/or user (i.e., does it change the way a user may do something?) will be provided to pertinent email lists, shared on the website, and/or over social media platforms at the time of the upgrade. In addition, for major upgrades a press release will be distributed to all stakeholders' lists and incorporated into the newsletter. Pertinent email lists will also be surveyed to determine if the information on major and minor upgrades is information is being communicated effectively. (PM-12, M-02)

Timeframe: Ongoing

Metric: These newflashes and press releases will be cataloged on the website as a means to archive Data Warehouse upgrades. Each year there will be a catalog of minor and major upgrades will be shared in the annual report.

b) **Gather and Share Feedback:** Feedback from Data Warehouse non-confidential and confidential users, as well as custom data requestors, will continue to be collected via a survey distributed each year. This survey results will be reviewed by

the Data Warehouse Outreach Group to make recommendations on the Data Warehouse for the coming year. The link to the Data Warehouse Exit Survey will also be promoted via social media and each newsletter. (DM-02)

Timeframe: Annually; Ongoing

Metric: During each spring meeting, the Data Warehouse Outreach Group will make recommendations on the Data Warehouse to the Operations Committee based upon the feedback from the year's feedback. The Operations Committee will also have the opportunity to review feedback from the surveys.

c) **Focus Group for Data Warehouse Refurbish:** The Data Warehouse Outreach Group will be coordinated as a focus group to supply feedback on upgrades to the Data Warehouse interface. The Data Warehouse Outreach Group will also supply feedback on the types of upgrades and queries that would be valuable. (DM-03)

Timeframe: There will be a prototype of an improved Data Warehouse by the end of Year Four

Metric: The overall satisfaction rate from the Data Warehouse non-confidential and confidential surveys should be improved. Also, there should be a decrease in the number of custom data requests that are requested if the interface of the Data Warehouse is improved.

3. The capabilities of the Standard Atlantic Fisheries Information System (SAFIS) (e.g., improved user interface, advisory services) will be enhanced. (PM-12, DM-02, S-01, S-02, S-03, S-04, S-06, S-09)

Strategies:

a) **Gather and Share Feedback:** 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. (DM-02, S-01)

Timeframe: Year Two; Ongoing

Metric: During each spring meeting, the SAFIS Outreach Group will have the chance to review the feedback and compare to previous years and share the findings with the Operations Committee.

b) **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. This survey results will be reviewed by the SAFIS Outreach Group to make recommendations on SAFIS applications for the coming year (PM-12, S-01)

Timeframe: Year Three; Ongoing

Metric: During each spring meeting, the SAFIS Outreach Group and the Operations Committee will have the chance to review the feedback and compare to previous years.

c) **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. (S-04)

Timeframe: Ongoing

Metric: The overall satisfaction rate from SAFIS should be improved.

d) **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 more comprehensive information. (S-02, S-09)

Timeline: Year Two

Metric: There will be a webpage (and corresponding fact sheet) for each partner will have a page dedicated to showcasing their partner projects.

e) **Promote Program Partner Achievements (with regards to funding):** Staff will work with the Executive Committee to determine a strategy to influence funding decisions. Specifically, staff will work to promote the accomplishments and remaining work of SAFIS. (S-03)

Timeline: Year Three

Metric: Individuals identified to have influence in funding decisions will have information targeted at the funding decisions process.

f) **Data Retrieval:** Staff will compile a list of current uses of how data are being retrieved from SAFIS. This list will be shared with the SAFIS Outreach Group to determine if there are more avenues. Staff will also work with each partner to determine the most appropriate mechanism for data retrieval and provide support for that process once implemented. (S-06)

Timeline: Year Two; Ongoing

Metric: A final document applicable to all partners outlining how data are being retrieved into reports will be developed.

4. **Input from stakeholders on the value of products and services will continue to be collected, managed, and incorporated.** (DM-02, DM-05, DM-13, M-02)

Strategies:

a) **Gather and Share Feedback:** Customer satisfaction “Who are ACCSP core stakeholders?/How are we doing?” survey will be added to each staff members email in an effort to identify and work with core stakeholders. After all presentations at events (e.g., SEDARs, regional workshops, program partner workshops), ACCSP should follow-up with a survey on if 1) the needs of the partner were met and 2) a request on feedback on what we could do to better serve the stakeholders. Operations and Advisory Committees, as well as the Data Warehouse and SAFIS Outreach Group will be asked at the minimum of annually if 1) there are any core stakeholder groups that ACCSP is not reaching and 2) what are their current data needs. (DM-02)

Timeframe: Year One

Metric: During each spring meeting, the Operations Committee will have the chance to review the feedback from the customer satisfaction surveys and compare to previous years. During each 6-month grant report the feedback from the surveys will be included, as well as a list of outreach events ACCSP has participated in to reach core stakeholders.

b) **Status of Available Data Updates:** Staff will work to not only produce but also share in a timely fashion, updates on the highest pedigree of data that stakeholders require. The current status of the data will continue to be updated on the webpage,

including a section on the date of last refresh of the various data sets. Promoting this page will occur at the least quarterly in the newsletter, as well as monthly via social media channels. The annual data load process will also be shared in the annual report. (DM-05, DM-13, M-02)

Timeframe: Ongoing

Metric: End users, program partners, and the general public can easily access information on the status of available data, including the pedigree of data available.

5. Participation in the ACCSP outreach activities, especially at various leadership levels, will be enhanced. (PM-09, PM-12, ORG-11, DM-08, M-07)

Strategies:

a) **Leadership Meetings:** Leadership meetings between ACCSP, Operations Committee members, and staff from federal partners to clearly distinguish its efforts from those of the science centers. (PM-09, ORG-11, DM-08)

Timeframe: Years Two and Three

Metric: Once completed, these meetings will 1) be a forum to discuss any redundancies that need to be addressed and 2) provide the Operations Committee and staff with a better sense the ACCSP mission, goal, and partner responsibility.

b) **Gather and Share Feedback:** Feedback from Data Warehouse non-confidential and confidential users, as well as custom data requestors, and webinar participants will continue to be collected via a survey distributed each year. These survey results will be reviewed by the Data Warehouse Outreach Group to make recommendations on the Data Warehouse for the coming year. Also, a feedback survey will be developed for the SAFIS applications to collect anonymous input from users, providing a more transparent way to view and collect opinions. These survey results will be shared with the SAFIS Outreach Group to make recommendations on SAFIS applications for the coming year. (PM-12)

Timeframe: Annually; Ongoing

Metric: During each spring meeting, the Operations Committee will have the chance to review the feedback from Data Warehouse user surveys and compare to previous years. Also, feedback from SAFIS applications will be shared with the Operations Committee.

c) **Annual Assessment of 2014-2018 Communications and Outreach Plan:** The 2014-2018 Communications and Outreach Plan includes strategies with metrics that can be reviewed by the Operations Committee on an annual basis. (M-07)

Timeframe: Annually

Metric: A Gantt chart updated annually will be included as an appendix to the Outreach and Communications Plan. Highlights from each year will also be included as a part of the 6-month grant report.

APPENDIX I: Tentative Timeline (i.e., Expectations for Year One, Year Two, Year Three, etc.)

Below is an annual timeline of activities, leading up to each strategies deadline.

Ongoing (*Upon occurrences*): 1.a - after Year One, 1.d, 2.a, 2.c, 3.d – after Year Two, 3.f - after Year Two, 4.a - after Year One, 4.b

Ongoing (*Annually*): 1.b - after Year Two, 2.b, 3.a - after Year Two, 3.b - after Year Three, 5.b, 5.c

Year One (2014-2015): 1.a - complete, 1.b – initial phases, 1.c – initial phases, 3.a – initial phases, 3.d initial phases, 3.e – initial phases, 3.f – initial phases, 4.a – initial phases

Year Two (2015-2016): 1.b – continue progress, 1.c – continue progress, 3.a – complete and implement, 2.c – initial phases, 3.b – initial phases, 3.d - complete, 3.e – continue progress, 3.f - complete, 5.a. - initial phases

Year Three (2016-2017): 1.b - complete and implement, 1.c - continue progress, 2.c – continue progress, 3.b - complete and implement, 3.e - complete, 5.a - continue progress and complete

Year Four (2017-2018): 1.c - continue progress and complete, 2.c - continue progress and complete

APPENDIX II: Goals and Strategies by Role(s) Responsible and Target Audiences

GOAL	STRATEGY	ROLE (S) RESPONSIBLE	TARGET AUDIENCE (S)
1. The value of ACCSP will be articulated to stakeholders.	1.a: “ <i>Who We Are, and Who We Aren’t</i> ” Language	Staff, Operations Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists
	1.b: Annual Award of Excellence	Staff, Operations and Advisory Committees, Atlantic Coast Fisheries Communications Group	Staff & Committee Members, NGOs & Academia, Legislators, Media
	1.c: Visits to Program Partners	Staff, Operations Committee, Executive Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists
	1.d: Committee Chair Interviews	Staff	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists
2. The capabilities of the Data Warehouse	2.a: Share Information on System Upgrades	Staff	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists,

(e.g., improved user interface, advisory services, data consolidation process communicated) will be enhanced			Social & Economic Scientists
	2.b: Gather and Share Feedback	Staff, Data Warehouse Outreach Group, Operations Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists
	2.c: Focus Group for Data Warehouse Refurbish	Staff, Data Warehouse Outreach Group	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists
3. The capabilities of the Standard Atlantic Fisheries Information System (SAFIS) (e.g., improved user interface, advisory services) will be enhanced.	3.a: Gather and Share Feedback	Staff, SAFIS Outreach Group, Operations Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists
	3.b: Identify Additional Stakeholders	Staff, SAFIS Outreach Group	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers
	3.c: Focus Group for SAFIS Upgrades	Staff, SAFIS Outreach Group	Staff & Committee Members, Commercial & For-hire Industry, Recreational Anglers
	3.d: Promote Program Partner Achievements	Staff, Operations Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers

	3.e: Promote Program Partner Achievements (with regards to funding)	Staff, Executive Committee	Staff & Committee Members, NGOs & Academia, Legislators, Media
	3.f: Data Retrieval	Staff, SAFIS Outreach Group	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists
4. Input from stakeholders on the value of products and services will continue to be collected, managed, and incorporated.	4.a: Gather and Share Feedback	Staff, Operations and Advisory Committee, Data Warehouse and SAFIS Outreach Groups	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers
	4.b: Status of Available Data Updates	Staff, Advisory Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists
5. Participation in the ACCSP outreach activities, especially at various leadership levels, will be enhanced.	5.a: Leadership Meetings	Staff, Operations Committee, Executive Committee	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists
	5.b: Gather and Share Feedback	Staff, Operations and Advisory Committee, Data Warehouse and SAFIS Outreach Groups	Staff & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers
	5.c: Annual Assessment of 2014-2018 Communications and Outreach Plan	Operations Committee	Staff & Committee Members

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