Stakeholder Engagement Subcommittee

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2012-2013 Products

- Communications plans for specific audiences
- Marine Protected Areas Center as “Clearing House”
- Peer-to-Peer Network(s) for Marine Protected Area Professionals
- Engage Travel & Tourism Communities in Marine Protected Areas
- Improve Marine Protected Areas Center website
Website Recommendations

• We sent FAC proposed changes for the website in July 2013, resent December 2, 2013—no comments as yet?

• List of weak points: too static, hard to explore…

• Recommend: more info on home page, fewer clicks, remove distracting and redundant items…

• FAC approval today?
Clearing House

- Exploring “Yammer” and “Google Drive” as options for tools

- Exploring case study of Southeast Grouper-Snapper Fisheries Scientists working with Fishery Management Councils
Peer-to-Peer Networks

- Survey of marine protected area professionals yielded some information (60+ respondents)—need exists

- Attempt to conduct a workshop failed when U. S. federal sequestration limited participation to an international protected areas conference in Denver

- Continued collaborations with “Open Channels”
Communications Plans

- Draft plan for tribal and small fishing communities
2014 Work Plan: How best to connect to key constituencies?

- What messages?
- Key audiences?
- Best media?
- Techniques to deliver messages?
- Evaluate communication efficacy?