Stakeholder Engagement Subcommittee

April 30, 2013
Work Plan Element #1:
Develop communications plan for target audience

- **Objective:** Increase stakeholder engagement with MPAs and the National System; focus on communities that have voluntarily, or otherwise, not been involved in MPAs (e.g. tribal, fishing communities)

- **Action:** Provide synopsis of strategies to engage communities not currently participating in MPA creation or management; base draft on literature review and interviews with target audiences

- **Next Steps:**
  - Lit review; assessment of methods therein; interviews
  - Development of document outline
  - Consider collaboration with University of Michigan grad student project on community engagement
Work Plan Element #2: MPA Center as clearinghouse of information

- **Objective:** Promote MPA Center as a clearinghouse for information and case-studies

- **Action:**
  - Solicit submissions of existing outreach/education materials
  - MPA Center will promote and circulate new programs and materials through social media, publications, presentations, etc.

- **Next Steps:** Identify 1-2 priorities for initial clearinghouse information
Work Plan Element #3: Establish/promote peer-to-peer networks

• **Objective:** Identify how the MPA Center can best facilitate peer-to-peer networks of MPA professionals

• **Action:** 62 professionals participated in a preliminary survey; interest in a peer-to-peer network is evident

• **Next Steps:**
  – look into continued collaborations with Open Channels (how is it being used, what direction is it going in?)
  – trying to identify how to use traditional networking tools more effectively
  – research existing networks or tools we can tap into
Work Plan Element #4: Engaging travel and tourism audiences

- **Objective:** To promote MPAs within travel and tourism initiatives of the Administration

- **Action:** Recommendations to be made regarding:
  - National Ocean Policy
  - America’s Great Outdoors
  - National Travel and Tourism Strategy
  - Department of Defense
  - Land and Water Conservation Fund

- **Next Steps:**
  - Discuss with committee: highlight World Oceans Day on recreation.gov? Other opportunities for WOD promotion?
  - Review existing opportunities to promote MPAs/tourism in the final NOP implementation plan
Work Plan Element #5: MPA Center website improvements

• **Objective:** Improve web communication; continue promotion of website

• **Action:** Conduct review of current website

• **Next Steps:**
  – Felicia Coleman to distribute list of suggestions to subcommittee
  – Comments from other FAC members solicited; will be aggregated and shared with MPA center (May 2013)
  – Solicit additional input from website experts and other users
  – Changes will be implemented as staff time allows