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?