



# Atlantic Coastal Cooperative Statistics Program

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## **Coordinating Council Meeting Wednesday, August 6, 2014 5:00 PM – 6:00 PM**

**Crowne Plaza Hotel Old Town  
901 North Fairfax Street  
Alexandria, Virginia**

### **DRAFT AGENDA**

1. Welcome/Introductions –Chair C. Patterson
2. Council Consent –C. Patterson
  - a) Approval of Agenda (Attachment 1) **ACTION**
  - b) Approval of Proceedings from May 15 (Attachment 2) **ACTION**
3. Public Comment\* – C. Patterson
4. Review of outstanding action items from May 15
  - a) Requested by Mr. Simpson; a review of the model used for the Proportional Standard Error (PSE) project to see if it takes into account the size of the catch estimate - G. White
  - b) Provide the final version of the Outreach Strategic Plan – A. McElhatton
    - i. Approval of Modified 2014-2018 Outreach Strategic Plan –C. Patterson (Attachment 3) **ACTION**
5. ACCSP Status Report  
Program Update – Program Director M. Cahall
  - a) New Program Assistant
  - b) Progress on Current Projects
    - MRIP Proportional Standard Error
    - MRIP-Access Point Angler Intercept Survey (APAIS) transition status
    - SAFIS Hand Held Trip Reporting
    - Lobster Trap Tag Transferability
  - c) FY2015 Funding Requests (Attachment 4)
6. Independent Program Review Progress
  - a) ACCSP Governance Ad-Hoc Committee Update – R. Boyles
  - b) Funding Subcommittee Update – B. Beal
  - c) Update from Operations Committee and Subcommittee Work – M. Cahall
    - SOP Subcommittee
7. Other Business
8. Adjourn – C. Patterson

\*See Public Comment Guidelines:

[http://www.accsp.org/documents/ACCSP\\_PublicCommentPolicyOct2013.pdf](http://www.accsp.org/documents/ACCSP_PublicCommentPolicyOct2013.pdf)

*Our vision is to produce dependable and timely marine fishery statistics for Atlantic coast fisheries that are collected, processed, and disseminated according to common standards agreed upon by all program partners.*

ATLANTIC COASTAL COOPERATIVE STATISTICS PROGRAM  
COORDINATING COUNCIL MEETING

Crown Plaza Hotel Old Town

Alexandria, Virginia

MAY 15, 2014

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The Coordinating Council of the Atlantic Coastal Cooperative Statistics Program convened in the Presidential Ballroom of the Crown Plaza Hotel Old Town, Alexandria, Virginia, May 15, 2014, and was called to order at 12:15 o'clock p.m. by Chairman Cherie Patterson.

CHAIRMAN CHERIE PATTERSON: Okay, I'd like to call the ACCSP Coordinating Council Meeting to order. I'm Cherie Patterson, the Chair of the Coordinating Council. We do have a light agenda so that will be helpful. Last move forward with the approval of the agenda. Does anyone have any additional changes or additions to the agenda?

My changes are under the ACCSP Committee Update, we are only going to be seeking comment of content of the Communication and Outreach Strategic Plan. We're not considering approval at this point. Seeing no other comments; the agenda is approved by consent. Does anyone have any changes to the February 2014 Proceedings? Seeing none; the proceedings are approved by consent. Is there any public comment? Seeing none; we will move on to ACCSP Status Report.

MR. MIKE CAHALL: I'll just go on down the list. I have some slides. I think the first thing I want to go ahead and let you all know is that we've hired a new program assistant, which means that our already spectacular document management and meeting management will get better and better.

Her primary function is to handle the logistics of managing meetings, managing the papers and taking meeting minutes and things like that. It is the position that you all approved last year when you approved the changes to the administrative grant. I'm going to go ahead and move on the projects update.

I'm going to go over briefly some of the larger projects that we're working on. Our proportional standard error project that we're working on for the MRIP Program essentially is intended to codify the use of proportional standard error in making management decisions. The SAFIS handheld trip reporting, which is incorporated into the administrative grant, we have a demonstration hopefully.

I'm going to dare to try to run the beta prototype in front of the public. I'm sure it will die but it is worth a try. The Lobster Trap Tap Transferability Project, which is funded through the administrative grant; a couple of new projects that we'll be looking at starting off fairly soon that are funded through NOAA Fisheries – we had money from MRIP to do a for-hire data integration project, which I'm going to describe a little bit more in a minute.

Also, we got some money from the Fisheries Information Systems Program to assist us in our end-user query rebuild, which is going to involve a whole bunch of input from your folks telling us how they want us to present data in its various and sundry shapes and forms. The Proportional Standard Error Project, which is a product of our recreational technical committee, has a steering

committee appointed by it, which is headed by Dr. Lisa Desfosse. The goal of this project is to model the effect of proportional standard error on management decisions.

The modeling work has been completed. We're working on scheduling a workshop to review the modeling work. The result from this project should be a recommendation amended into our data collection standards to document what the effect of PSE is on making management decisions. There will be for appropriate PSE in various and sundry different situations.

Obviously, for many, many years everybody has used the PSE of 20 as a rule of thumb; but there isn't a lot of science backing that up. The purpose of this particular project was to generate some science so that you all have a little bit more input into your decision-making process with using recreational data.

The SAFIS Handheld Trip Reporting System is funded through our administrative grant. It is a product of a partnership with Rhode Island Department of Fish and Wildlife and the Rhode Island Party/Charterboat Association, which today is represented by Rick Bellavance. It is intended to provide a tablet-based interface to the SAFIS e-TRIPS System and will capture for-hire and commercial trips.

What is a little bit different about this system from some of our previous systems is that the handheld system will transmit through the internet directly into the SAFIS System and validate the data right then and there. The current systems that we have available do a bulk transmission at the end of a set period; and those data are validated on the back end.

The difference of this system in terms of the data availability is that the data are validated as soon as they are transmitted. They are posted into the database as soon as they are validated. Let's say you're coming back in from a trip, you're sitting at the dock, you've got range, you've got your access to the internet through whatever mechanism you use.

You post the transaction; and if passes the quality checks, it will post it in the database immediately. It also therefore meets one of the NMFS requirements that has been a major stumbling block for electronic trip reporting. The regulations require that the report be completed prior to the vessel docking; and so this system can do that.

This is a screenshot of the Windows Version of this system just to give you a little bit of an idea of what it looks like. It will be built in all three of the most popular tablet configurations. In other words, it will work for Windows-based tablets, for Google Android-based tablets and for Apple Ios-based tablets.

It is intended to follow the three-level mode that we use in commercial reporting for trips. In other words, there will be a trip header, which basically defines the trip, who are you, what boat are you on, what port did you leave out of, when did the trip start, which did the trip end, et cetera, et cetera; an effort, which is basically where are you, what did you use, when did you throw it into the water, how of many of them were there, how long were you doing it; and then the catch that is associated with the effort, so what did you catch with that effort and so on.

The system will do multiple efforts against a single trip and multiple catches against a single effort, which is the data model that has been in use in ACCSP ever since the first data warehouse was

promulgated. The system has been designed in cooperation with the party/charter/headboat captains; and thus the color schemes that you see may be a little bit unusual for what you're used to, but the captains assure us these are the ones that show up best in bright light and don't blind them at night. They have had a lot of input into this. I think Rick can go into a little bit more detail. We're going to dare to try to demonstrate the system. Give me a second to kind of get the technology set up.

MR. RICK BELLAVANCE: Thanks, everybody, for giving me a few minutes just to kind of fly through user interface portion of this program. I did just want to mention that one of the things that we thought was important from an end-user perspective is that the program would do as much work for us behind the scenes as possible; and that is what we're trying to accomplish.

The goal is to have the captains pre-enter as much data as they can when they're either at their home or at a dock in a more comfortable environment and then have the least amount of keystrokes or taps on the screen as possible during the fishing effort part and then to be able to come back to the dock and transmit that data fairly simply into the data warehouse.

I just wanted to make a point that a lot of the program is behind-the-scenes stuff and that is really makes it important to me that we're able to transmit that data and collect it all behind the scenes and make it easy for the folks to use. This program was just sent to me. It is a brand new tablet and I don't have any pre-populated data in here right now.

I'm going to go through the process of what a captain would go through once they've downloaded the app from the store for the first time. Where we pre-populate most of the data is in the favorite section. All of the darker colored categories on the left-hand side are options that you can pick favorites.

If you had a favorite species, instead of having to go through a list of all of these species that under the ACCSP's collection, you can just pick out the ones that might be appropriate for your area. You can do that with gear types as well whether you're a commercial fisherman or rod and reel or whatever. You can select those favorites.

Again from Florida to Maine, there are all different statistical areas, and we can break those down into the state-specific ones as well. Favorite ports and your favorite dispositions that you might use, whatever fishery that you happen take part in. Moving down a little further, the operators of the boat in the for-hire fishery; we typically have but one captain and crew; so the captain is the one that typically files VTRs or any kind of reports.

You can enter all of that data in ahead of time where you can put the captain's name, their National Marine Fisheries Service operator's permit number; if they happen to have an RSA project that they're fishing under; and then e-mail for communications. You could enter multiple operators here and then select one of the favorite that pre-populates all the time.

That same process can occur for vessels; so you have your vessel's coast guard numbers, your vessel permit number, groundfish permit number of whatever they might have, documentation numbers and so on. From the commercial you may have some dealers that you typically sell to; so you could pick those and select those as favorites and their dealer number as well. Then at the end here there is privacy policy that most of the app stores require that they have in here to let

people know that you're collecting data and transmitting it; and then just about the program, so that is pretty simple. All of that is pre-populated.

They can do that in their house or wherever they are comfortable and then in the morning, when they fire up the machine, they would just select the type of trip that they want to take. We will go on a charterboat trip, because that's what I do. Then in this screen right here; this is where you enter all of the specific effort information for that trip. You can edit all of this.

I typically use like a client's name or something like that so I can differentiate the trips. I'll make that an ACCSP trip. You can put a vessel trip report number in here, your ports. I fish out of Point Judith. Those are all your favorites that you would pre-populate; your captains, your vessels and so on. Moving down the line a little bit, your fishing mode.

Any of the fishing modes that ACCSP collects are in here and you can again select favorites. How many crew you have on that trip; if you're a charterboat guy or a commercial fisherman, you may have one or two or more – you can select any number there. How many anglers are fishing with you that day; we typically take six but sometimes less or more, and you can modify that there.

And then the number of the trip that were taking that day; in our world and probably commercial guys, too, you may take more than one trip per 24-hour period so this will give you a chance to select one or two or however many you have. Some notes; in case the guy is a really good tipper, you might want to put that in there.

Then down to where your effort is taking place, the different areas that you might fish, the inland waters, the inshore waters, the offshore federal waters and so on. Different types of gear; we also have a big selection of gear types which came from those favorites; so you can pick one of those. And then the number of gear; and again this is for this particular effort; so if we were chumming the waters here with two fishing poles, we could put in select two; if we were to troll with nine fishing pools, we could also just change that in a different effort.

Then more notes in case you want to put weather or specific gear notes in there or anything like that. Then you just save those. As I envision it anyway, all of that would take place in the morning when the clients are getting on the boat or if the captain or the crew members are going on commercial trip, before they leave the dock, they could populate all that and then they start their trip.

This is the screen; I call it the working screen. I think it is technically called the effort screen. This is where we enter the actual fish that we catch. This is where the program basically stays for the day while we're actually fishing. The buttons are big so that when we're bouncing around in the water we can catch them pretty easily; and I'll go through the process of catching a bluefish.

I caught one bluefish and it measured 38 inches and we kept it for food; and I save that fish. A little bit later we caught 1,000 dogfish because there is a couple of them around; and we released all those alive. So then I go, oh, wait a minute, I didn't mean to put a thousand; it was actually a hundred; so I can go into catches, select that 1,000 dogfish, edit the number to a correct number and then resave it in case I make a mistake that I'm aware of; and then go back to my species. At the end of the day, I would just end my trip and in case I hit that button accidentally, there is another screen that says, "Are you sure?" I say, "Yup". And then that trip is finished.

This is where it kind of gets cool to me. This is the new part where we're going to transmit that data to the ACCSP. I would select that trip, hit the report's button – and you can highlight this or not. One thing real quick is occasionally I will run a trip in the morning and then in the afternoon and then the next day in the morning and the afternoon; and I may not have time to send all these in that exact, so I may accumulate two, three or four trips in a row.

I could select them all and submit them all at once; or if I'm lucky enough to be able to do it right there, I can as well. I just select that ACCSP button and then we have to enter a password and our user name. I have to accept that I'm going to send it in and then I hit "submit". Usually in a couple of seconds, it will say, "Yeah, you're all set."

So the login was successful, the trip report was uploaded successfully into the database and then my logout was successful; so that trip is now done. That's it; so it will keep track of all your trips. As you enter more, you'll have an inventory of your trips that you can reference at any time. It will e-mail you a confirmation to say, "Oh, by the way, we got that."

MR. MARK ALEXANDER: Thank you, Rick; that was a nice demonstration. I'm really impressed with the interface on this. I think it is very well thought out and easy to use. I do have a couple of questions, though. After you enter the effort information for the first time; did those values that you saved become the defaults for subsequent trips so that you don't have to enter every one of those each time?

MR. BELLAVANCE: Yes; if you were to start an additional effort, like as an example, we troll for striped bass in the morning. We use two rods with six anglers and we're trolling. We catch our limit of stripers and now we're going to shift to a bottom fish. We may have six rods and we're fishing on the bottom instead of trolling.

When I establish a new effort, the old efforts will be pre-populated; and I would have to change the – the only thing I would have to change would be the gear type and the number of rods. If I were to do the same thing the next day; say, I just went striper fishing and trolled two rods for the day, ended that trip, came back the next day and opened the program up, it would automatically pre-populate those same things on that next trip as well.

MR. ALEXANDER: After you ended the trip, let's say that you noticed that you had made a mistake; is it still possible to go back and edit that trip after you end it?

MR. BELLAVANCE: After you end the trip, you can edit it. I defer to Mike on how it goes after you have actually sent the report to ACCSP. I don't know that part.

CHAIRMAN PATTERSON: Mike, do you want to answer?

MR. CAHALL: The API interface will allow a replacement of the record.

MR. ROB O'REILLY: I guess I'm unfamiliar a little bit with the process, but, Rick, I heard you say something to the effect of when you enter data, you can go back and make changes to those at least what you're aware of. I don't know, but I'm wondering is there a report feature for the user before it is sent; so, for example, is there anything that would indicate what the report was, you

could look at the whole report rather than to be held for an itemization of what you entered as you went along? Is that clear, that comment?

MR. BELLAVANCE: Yes; and I just pulled up the last trip that I entered; and so over on the left-hand side is a consolidation of what you're going to be sending to the ACCSP; so you could take the time to review that.

It will have your trip number, date, the vessel, all of that kind of stuff, and then your efforts and whatever you entered and the dispositions and all that. You could review that and say, yes, I'm good with that and then send it in.

MR. TOM HOOPES: Rick, I noticed that the lat/long coordinates are displaying at the bottom left of the screen. Are those being captured when the trip is entered; are those being stored with the trip?

MR. BELLAVANCE: I believe they are, yes.

MR. HOOPES: So when you save that trip, it is the coordinates when you're actually entering that trip?

MR. BELLAVANCE: Yes, and then it keeps track of the vessel's progress throughout the day; and anytime you make an entry, it puts a time stamp and a location stamp to that entry.

MR. MARK GIBSON: Rick, I noticed when you were running through the example on dogfish, you put in a multiple number of fish and a single length. Was that just for an example here or is that an actually possibility of data entries there? I was thinking this was a single fish with a single length associated with it. Is there a possibility that we would actually get data like that; you know, a hundred fish and the average length is 24 or how do you interpret that?

MR. BELLAVANCE: Depending on the species, we have a lot of high-volume fisheries like scup or black sea bass where the fish are coming over the side pretty quickly. The captains thought it would be beneficial to have a way to enter a large number of fish of the same size in one entry. If you're anchored up on a rock pile or even if you're drifting, you could enter ten scup at nine inches and that you released them all instead of having to put ten individual entries in.

MR. CAHALL: Mark, just to comment on this, there is no standard, per se, for capturing the lengths from these trips. This is a feature that the captains specifically requested. The count will be going into the data base and so will the length that is associated with it, but it is not a part of our standard and right at the moment wouldn't go anywhere else except there. Once we have something figured out what to do with the data, then we might, but at this point it was a convenience for the captains. They requested that feature.

MR. PAUL DIODATI: Can you talk a little bit more about the coordinates. Did you say that if it is at the end of the trip, it just records once or is it recording continuously and do you get a track?

MR. CAHALL: It does give a track if they enter as they go. In other words, it isn't recording continuously like the VMS does; but when they start it, it says where you are; and when they start recording their catches, it says where you are. There is a coordinate stamp on each of the records.

CHAIRMAN PATTERSON: Are there any other questions in regards to the handheld device system? Mark.

MR. ALEXANDER: Mike, would a state agency be able to download this as just a demo and maybe provide some comments on it?

MR. CAHALL: Absolutely! All you need to do is just get in touch with Karen and we will get you a copy. This is the IOS version so for iPad; and it right now is the most advanced version. The plan is to complete this as far as we can in the IOS and then we'll distribute it out to the Google and the Windows pads.

MR. DIODATI: Are you working on the other end to generate some canned reports of the information that goes into the database? For instance, I noticed that statistical reporting areas is something that is on there, so that at some point you might be able to select gear type, a date/range, and perhaps statistical reporting area and get heat maps, that sort of thing of what is caught in that area?

MR. CAHALL: You would be able to do that. Actually Tom would be able to do that because the data are going into the e-TRIP system that you're already using; so basically the advantage here is it will go into the existing system; so anything that you guys are already doing, you will be able to do. There is going to be more enhanced data coming out of this than we're currently collecting. We need to think carefully about what we're going to do with that; but certainly from the get-go you'd be able to start pulling that kind of stuff out of it.

MR. BRANDON MUFFLEY: Maybe I missed it; I see there is a commercial button on this. Is the commercial industry testing this or is this only the for-hire right now that is working on developing this protocol.

MR. CAHALL: Right now it is just for-hire, but the data collection methodologies are almost identical; the data structures that it goes into.

MR. BELLAVANCE: If I could just add to that; most of the participants that are charterboat operators also have commercial licenses and permits; and they will be testing the database in both modes, depending on what they're doing that particular day.

MR. ALEXANDER: Just to follow up on Paul's question about the reports; I think, Mike, answered that question from the point of view of the agency, but I think a carrot to help industry adopt this program would be reports that are useful to the industry when they push that button. I think if there is a lot of useful information that they can get back from this system, I think that would encourage adoption by the industry. I think we really need to focus on reports that provide the industry with useful information for their own business and the way they work. I think that would be really helpful, and I think that would speed up the adoption of this within the industry.

MR. CAHALL: Just to comment on that; I think we will be working on and I know they already are thinking about what to pull back out of the system once we get the data entry interface completed. The other thing to mention is that our intention is to make the software available to anyone who wants to use it, including other software developers.



I know that Harbor Lights wants to build a commercial version of this software that has business management information integrated into it; so that they would use this as a base platform to do the interface with the government systems and they would build the management utilities on top of it to create a commercial product that also will provide them an accepted interface into the government reporting systems.

MR. ALEXANDER: Yes, but I can just think of some fishermen whose response to this will be, okay, so I should buy a tablet and use this to make your life easier. It has got to have some tangible reason that directly and strongly benefits them.

MR. BELLAVANCE: I guess I would comment that I find that the VTRs and then the state-level reporting that we do now are already a burden to some extent; and if this simplifies that process, I think you will get buy-in. I've heard from my industry anyway in Rhode Island that they're willing to accept this as an easier tool for reporting than they currently have to use right now.

MR. CAHALL: But that is not to say we're not going to do reporting; it is just that so far the reaction we've had from industry has been overwhelmingly positive.

CHAIRMAN PATTERSON: Are there any other questions? Okay, Mike.

MR. CAHALL: So I'll move on to maybe a less glamorous project, which is the Lobster Trap Tag Transferability. The trap tag transferability is to allow for lobster trap allocations to transfer amongst different agencies. It was funded through the administrative grant. It allows the agencies to transfer allocations theoretically between one another and within the same areas.

Right now the system has data from Massachusetts and Rhode Island loaded into it. I believe that they are using it. It is in production. Our next goal will be to get Connecticut's allocations into the system. Now we're also working with GARFO to make adjustments to the system to accommodate the vessel-based permitting that they use vice the person-based permitting that the state agencies use.

For the upcoming year, we have two awards from NOAA Fisheries. One is the MRIP For-Hire Integration Project. The goal here is essentially to look at the current state of the art of data collection in for-hire fisheries. There are a number of census-based reporting systems that are in use all up and down the coast; and it is a little bit of a patchwork.

Some are covering the entire for-hire fishery. Others are just covering portions of those fisheries. We look at what is going on and start to work up a standard for census-based data collection. We don't have one right now. The ACCSP standard is the MRIP Survey, but I think the politics speak to the reality that we're going to need to be able to get out ahead of the rush to implement census-based reporting.

What we'd like to do is have a standard prepared that everybody has generally agreed to and also put that standard through the MRIP certification process. As many of you probably know, MRIP last year promulgated a process through its committee structure, which is actually quite similar to ours, for new methods and processes. Our intention would be to put that standard that comes as a result of this study into that process; so that at the tail end we would have a method – we would not only know what is going on with census-based data collection; we'd have a standard that was

approved by MRIP that would allow the integration of that data and thus reduce the duplicative nature of reporting that we have now.

As many of you know, some fishers especially in the middle of the country have three separate places they're reporting. They're reporting to their state; they're reporting to the northeast and the southeast as well; and we'd like to eliminate that as much as we possibly could. Then, finally, from FIS we got funding to do a rebuild of our end-user data query.

It is based on Oracle Discover. Some folks have found it very easy to use, others less so; but regardless it is now on the end of its lifecycle. Oracle is getting set to de-support fairly soon; and we need to look at other ways to do it. Concurrent with that, we have recommendations in the independent program review to take a look at who is doing what in terms of data reporting.

What we want to do is create an integrated solution that takes into account that work that is going on in both of the science centers and the data distribution that they do and the data distribution that the states potentially do and so NOAA Headquarters so that we can try to eliminate as much overlap as we can and also being to produce products that look a lot more alike.

As I'm sure many of you know, there is a lot of data phishing going on; so they may go to three or four different places to get the same numbers; and they can come back and say, well, you know, these numbers don't agree, and then you get into all the slides. Of course, everybody's data has a slightly different slant to it.

It is not they're wrong; it is just that you may round one way or you may calculate something slightly differently. The goal would be to try and take arbitrarily the top five or ten queries that we all perform and try and get everybody to agree, first of all, who is going to do which ones; and then, secondly, what the method is for doing the calculations so that it would get as much uniformity as we can.

That is going to be a big job. It is going to take a while, but we expect that the end product will be much better integration with the other data providers that are on the Atlantic Coast. We started the process by sending out a survey to the Oracle Discover users basically asking likes and dislikes and what could we do better; so that process has already started off. Any questions?

Then, finally, for the 2014 final funding, I have a verbal report. We have been notified by NOAA that we will be funded at 100 percent; that all of our projects should receive funding. But, and there is always a but, that the spend plan hasn't been approved yet, which means that we don't know exactly when that money is going to become available.

Right now we're funded at 75 percent. The executive committee suggested that we sit tight until we get the full funding to ask NOAA to release the funding opportunities rather than go through the exercise of prioritizing the projects again and only doing the top few and waiting for the rest of the money.

It shouldn't be too much longer; and so as soon as we are notified that the funds are made available, we will notify the PIs of all the projects that they're available and that they should start looking for the funding opportunities from the regional grants' offices.

MR. DAVID SIMPSON: I wanted to ask a question that goes all the way back to the beginning. It has to do with PSE analysis and whether you considered importance in that analysis; in other words, the magnitude of the estimate that the PSE is describing?

MR. CAHALL: I think I better to defer to Geoff. Geoff is the staff for that particular project and is acquainted with all of the gory details.

MR. GEOFF WHITE: The question was did the model include the magnitude of the PSE?

MR. SIMPSON: No, the magnitude of the harvest or presuming it is a harvest estimate. In other words, just like the standardized bycatch reporting methodology, you're trying to figure out how to optimize the sampling design and you have standard errors and so forth. It is one thing to have a PSE of 50 percent around an estimate of 50 million fish; it is another to have an estimate of 50 PSE around an estimate of a thousand fish.

Thinking ahead to rules that you can't do this or that unless your PSE meets the standard, I think it is important to consider what the volume of the estimate is and how important it is in the end, whether that catch was really a thousand or 500 or 1,500 versus a million or a million and a half or 750.

MR. WHITE: That particular one I'm going to have to look up for you. The model did include a slow, medium and fast life history. It did include recreational fishery's size of 30 percent, 60 percent and 90 percent of the overall fishery; and then it did include evaluations of PSE ranging from 0.2, 0.3, 0.4 0.5, 0.6, 0.8 and 1.0. It was looking for where the breakpoints were and how that would change the model results over many assessment runs.

MR. CAHALL: So we'll verify and get back with you.

CHAIRMAN PATTERSON: Okay, now we want an update on the Fisheries Information System End User Query Rebuild.

MR. CAHALL: I did that already.

CHAIRMAN PATTERSON: Now we will have the ACCSP Committee Updates by Tom Hoopes.

MR. HOOPES: I have a presentation that was put together by program staff; and I'll go through pretty quickly, but please feel free to stop me if you have questions. If we start with the ops committee; we met a few weeks ago; and I've got an update on the two current FY-12 new proposals outlining major project goals and lessons learned.

We reviewed the funding decision document and RFP, which you'll discuss later in this meeting. We also reviewed current project expenditures, which is something that we have done at every meeting and has become a valuable process. We have asked that the program give us an update; and we will be sending that information out to the PIs on a quarterly basis.

There were a few projects that had some outstanding unspent funds; and this is a good way to sort of remind them that they need to get that money spent or file for an extension and take care of those funds. We also reviewed the Outreach Strategic Plan; and I'll talk about that a little bit

further, and then there will be a further discussion item on that; and also the APAIS progress. We continued progress on the standard operating procedure document. We'll talk about that in the independent program review discussion later in this meeting.

If we move on to the rec tech committee, that committee met back in December. I think I may have reported on that progress, but continued development on the state conduct, draft a transition plan, roles and responsibilities, et cetera; and requested state budget development. As most of you heard yesterday, I think all of the states have submitted a budget except for one.

Reviewed progress on opt-in standards of volunteer program and also on the PSE Project. Upcoming projects is to continue to support the MRIP APAIS State Conduct and develop those opt-in reporting standards. I have a note here; the work on those opt-in standards is expected to support collection of these data for specific purposes such as collecting biological data on released fish, hard parts for aging and presence/absence information.

The group currently notes that due to the opportunistic nature of this data collection, opt-in data are inappropriate for expansion to catch totals and catch-per-unit effort calculations. Then, finally, developing for-hire logbook reporting standards in coordination with MRIP. If we move on to the bycatch committee; this group has been meeting quite a bit and is in the process of revising the matrix. That has been taking place last year and through this year.

The current matrix and also the biological matrix has been unchanged and is part of the funding decision document. The final goal of that revised matrix is to be as quantitative as possible with fleets representing a non-overlapping sampling frame, which could be used to identify where the bycatch issues are; determine adequacy of sampling and prioritize the inadequately sampled fleets.

As you can see on the next slides, the prioritization matrix and then the sampling priorities are displayed; and those are in the funding decision document, and they are unchanged compared to last year. If we move on to the biological review panel, this group met in January; and again is updating their sampling program's inventory.

They discussed sampling target schedule; and the tasks for 2014 is to support staff with a biological module rollout, which has been a long time coming, and the biological query development. Again, the biological review panel recommendations are unchanged; and you will see those in the funding decision document as well.

The thought there was that these two committees wanted to have these matrices updated together on an annual basis; so that is why they're unchanged right now. It is why this committee decided not to update the matrix this year. Okay, if we move on to the outreach; a lot has been going on here; and certainly you have seen the materials in the Outreach Strategic Plan, which has been developed over the last several months. I think it is an excellent document.

There is a lot in there; and if you haven't had a chance to review it in detail, I definitely recommend looking at all of the overlap that goes on between the different initiatives and how it ties into the independent program review. It is an excellent document. As you can see, the goals were defined in the strategic plan and strategies developed. Other activities include the South Atlantic Fishery Management Council Communications Workshop and hope for a 2015 workshop in the northeast region; D.C. Science Communication Seminar.

As Mike alluded to, the data warehouse remodeling survey and then SAFIS Outreach; and that again is all in this plan. It is a very good detailed plan as far as outreach and surveys for both the warehouse and the SAFIS products. If we move on to the information systems committee; this committee met two days ago across town and has been discussing a number of issues.

Actually, this committee met yesterday. The biggest item is change management policy; and this comes out of the independent program review. This is a really big item and will work towards tracking and monitoring changes to the software products that the program manages. It is something that isn't in a formal process right now; but needs to be formalized and worked into something that everyone can participate in and follow along and track.

This will be hammered out I would guess over the next year or two. It is a big process. We're drawing off of partner experience. The Northeast Regional Office is doing the same thing; and they have already developed a pretty comprehensive process. We're going to be using that probably in some detail.

The committee also talked about QA-QC in terms of data input and the quality of the data and auditing of the data as well. If we move on to new projects, obviously, the interface enhancements. Password security is becoming a bigger issue now. There are a lot of products that the stakeholders are using and that has to be buttoned down and already has to some degree; and then e-logbook standards and e-logbook mobile.

The commercial tech committee met two days ago and they also discussed change management; more so in terms of changes to the standards or changes to actual data. I think what is going to happen is this change management process is really going to encompass all of that stuff eventually. You know, when we thought about change management process, initially we thought about software products and the information side of it.

But, really, I think this is going to morph into tracking all projects across the program. There was also discussion about data warehouse user interface requirements and tracking research set-aside catches in SAFIS with a new catch source field. That has been an ongoing discussion and is still being worked through as far as the details are concerned.

The conversion factor project is still ongoing. I think it is being finalized. There are some final reports to be produced; but the committee is still wrestling with how to best address this in terms of regionally, by partner, potentially over time so spatially and temporally. It is a big, big issue and one that has taken a lot of discussion and thought. If we move on to the advisory, Rick, I don't know if you want to add anything here, but the conference call to be set up after the technical committees have met. That's it; any questions?

CHAIRMAN PATTERSON: No questions on the committee updates? In our packet we have the 2014 to 2018 Communications and Outreach Strategic Plan. All we're seeking today is to assure that everybody is comfortable within the Coordinating Council in the content, the direction, if there is anything that needs to be added or taken out.

If you can get comments back to Ann McElhatton, then we should have a final product for approval at our next meeting. Next we're going to have an update on the Independent Review Program progress by Mike Cahall.

MR. CAHALL: As most of you know, I'm not Tom Hoopes. To give you an update on the Independent Program Review, as many of you may remember, we have a number of different implementation routes for that program review. They include the program strategic plan, which you are about to hopefully approve; the outreach strategic plan, which you have now; a standard operating procedure, which Tom alluded to during his updates; and then finally the governance review, and that committee has kicked off with its first conference call, which was a few weeks ago.

Currently there are approximately 67 separate recommendations. As they sit right now, only three of them have not really had action started. We have 33 that are ongoing, which means that they have plans in place that cover them; and we're actually continuing to perform the tasks that are outlined in the plan. There are 24 that are in the planning stages.

A good example is those that are supposed to be covered by the SOP or those that are covered in the outreach plan; that sort of thing. Then, finally, there are seven that have been listed as completed. And to be honest, it is sometimes a little difficult to say when you're actually finished with something, especially when it is an ongoing process; but at this point we're calling seven of them completed.

In terms of the ongoing efforts, as we said before, the operations committee has formed an SOP Subcommittee; and we've had some volunteers mostly from your agencies who are going to provide us with some templates of SOPs that they use; most specifically from GARFO and from North Carolina. We are going to be looking at them as the templates for us to use.

The Commercial Technical and Information Systems Committees have created some joint subgroups to review the NOAA data directives, quality management and change management processes that are in use in other jurisdictions and see how they might be best applied to us. In terms of the ad hoc committees, there is a governance committee that was formed and had its first phone call on May 2<sup>nd</sup>.

It was discussed at the executive committee and it sounds like they had a lively conversation. There is also a funding subcommittee that was formed; and its task is to look at how we might go about finding funds in other places. They have a meeting scheduled for May 22<sup>nd</sup>. That is where we are with the independent program review. Are there any questions?

It is a huge undertaking and it is going to be a long time getting through all of it. There is a lot of stuff on that. I gave you a simplified presentation. We have much more complex spreadsheet that shows the status of every single one of them that the executive committee has received. Any of you who wish to receive that, feel free to request it and I'll be glad to send it to you.

CHAIRMAN PATTERSON: Are there any questions? Moving on to Item 7; we had approved the strategic plan at the last meeting. However, there was a missing component to that; and that missing component was the philosophy, which included the vision, mission and values. That should have passed out to you now; you should have it in front of you.

Everything else is unchanged with the exception of the modifications that the Coordinating Council members had indicated at the last meeting. Essentially, we're just seeking approval for this modified 2014 – 2018 strategic plan where we're putting in the philosophy. Yes, Gordon.

MR. GORDON C. COLVIN: So move.

CHAIRMAN PATTERSON: Mark seconded. Moved and approved. Moving on to Item 8; we're looking to consider, review and approve the 2015 request for proposals and funding decision document. This is pretty much boilerplate; the same as we have seen in years past; so that we can get the request for proposals out. Are there any questions in regards to these two documents?

MR. ALEXANDER: No questions, but I will make a motion to approve the 2015 request for proposals and funding decision document.

CHAIRMAN PATTERSON: Is there a second; Gordon seconded. The motion is to approve the 2015 request for proposals and funding decision document. Motion approved. As we're getting to the end of this meeting; I would like to indicate that we now have the new 2013 Fiscal Year in Review that will be passed out. Everybody at ACCSP worked very hard to put this together; and my understanding is it just came in this morning. This will be passed out and we thank ACCSP staff very much for putting this together.

MS. ANN McELHATTON: I wanted to draw your attention to the partner projects specifically. You'll get some more information about the new projects, which include a review of the SAFIS Mobile Application as well as the Southeast Aging Labs that we have been working – that's a project we have been funding for the past two years.

This year we also have expanded our section on the national networking. We have put in information as to what data ACCSP gets from other data systems as well as what we give to other data systems along the Atlantic Coast. Thank you very much and please don't hesitate to let me know if you have any comments for next year.

CHAIRMAN PATTERSON: Is there any other business? Would someone like to make a motion to adjourn? Seconded. Meeting adjourned; thank you.

(Whereupon, the meeting was adjourned at 1:15 o'clock p.m., May 15, 2014.)

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## Atlantic Coastal Cooperative Statistics Program 2014-2018 Communications & Outreach Plan

### ***Philosophy***

**Vision:** To be the principal source of fisheries-dependent information on the Atlantic coast through the cooperation of all program partners.

**Mission:** Produce dependable and timely fishery statistics for Atlantic coast fisheries that are collected, processed and disseminated according to common standards agreed upon by all program partners.

**Values:**

- Accurate data are required for good fisheries management decisions.
- Coordination and collaboration amongst the program partners are essential for success.
- The Program must be responsive to the changing needs for fisheries data.
- Processes must be open and transparent but confidential data must be protected.
- Data shall be accessible and easy to use.
- Responsibilities should be matched with available resources.

### **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***

The Atlantic Coastal Cooperative Statistics Program (ACCSP or the Program) 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:

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)
4. Modular design for data collection and data management projects

The Program's 23 state and federal partner agencies had long recognized the need for complete, accurate, and timely fishery data. Partners especially wanted standardized fishery-dependent data, 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 and conduct the required meeting planning. The other partners agreed that ASMFC was the ideal choice since it had the flexible infrastructure to support the Program.

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. An increase in funding allowed the Program and partners to begin implementation. ASMFC hired permanent staff to coordinate data collection programs, continue the evolution of standards, and create and operate the Data Warehouse. Projects were also outlined for areas where standards needed additional research. As the ACCSP and its federal appropriations continued to grow and with increased outreach efforts, the public became more aware of it. 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, thus the governance of the Program is independent of ASMFC.

In 2001, the program partners recognized the need for stronger leadership at the staff level and reorganized the Program under a Director. The Director, with guidance from the Coordinating Council, has executive authority to manage ongoing development and operation of the program and has responsibility for day-to-day operations and staff oversight. Also in 2002, the ACCSP deployed the online Data Warehouse, which provides users with coastwide, consolidated data contributed by the partners.

The Standard Atlantic Fisheries Information System (SAFIS), a real-time, web-based data entry system for dealer reported landings was deployed first in Rhode Island in 2003 and expanded to cover NOAA Fisheries Northeast dealers in 2004. SAFIS meant program partners could collect data from fishing constituents without the associated printing, mailing, and data entry costs. 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 they are transferred, ensuring that the information found in the Data Warehouse is the best available data on the Atlantic coast.

Beginning in 2007, the Program began working in cooperation with NOAA Fisheries and its state partners to bring together commercial landings data for inclusion in the annual publication Fisheries of the United States (FUS). By working with the partners to develop the FUS data sets, the Program is able to populate the Data Warehouse at a finer resolution to further supports the ACCSP mission.

In 2009, SAFIS was expanded to add commercial and recreational vessel trip reports for many state partners. Commercial and for-hire fishermen in states that use the tool were then able to submit their data electronically. More recently, a new SAFIS application has made it possible for recreational anglers to log their fishing data and additional functionality has been added to support the integration of NOAA Fisheries highly migratory species (HMS) data collection.

All data collected that meet ACCSP standards can be integrated into the online Data Warehouse. Partners are responsible for benchmarking both recreational and commercial programs to allow maximum use of historical data while implementing the Program's standards. Benchmarking is necessary to ensure that data will be continuous, compatible, and useful for stock assessment and fisheries management purposes.

In early 2012, the Program released the Atlantic Coast Fisheries Data Collection Standards. This document was the third iteration of the program design and illustrates the collaborative process of the Program. The Standards 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.

Also in 2012, the Program conducted an extensive Independent Program Review. This review resulted in a number of recommendations intended to make the Program more efficient and improve our ability to respond to partners' needs. At present, the Program is working hard to implement these recommendations.

## ***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, harvesters and anglers, 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 with cooperation from ACCSP staff (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 industry. The Program also stays in compliance with the review process of other national fisheries information networks.

The process involved the collection of broad stakeholder feedback on the Program. The final report produced by the IPR Panel greatly benefited from the results of 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, and the response document, were 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 fishing industries (operators and fishers), recreational anglers, social and economic scientists, non-governmental organizations (NGOs), academia, legislators, and media. The intent is to develop positive relations that result in an understanding and support of the Program thereby establishing confidence in its data. **The ultimate goal of the ACCSP is to be the foremost 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
Program Partners & Committee Members	Ensure that relevant program partners are fully engaged in the Program, understand its current status (projects, funding, Program updates) and short and long-term plans	Members play important role as an information conduit, sharing Program values and benefits 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 a trusted source and have increased confidence in the Program and the data it manages	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 rely on effective and good stock assessments, therefore will view ACCSP as a trusted data source and confidence in the Program increases	Timeliness; other available data sources
Commercial & For-hire Industry	Ease and trust as a point of data entry	Catch reports of landings history for business planning; more timely data available	Industry often feel detached from processes; distrust of management process/outcomes and use of available data; fear that data will be used for other purposes (e.g., IRS)

<b>Target Audience</b>	<b>Goal</b>	<b>Opportunities</b>	<b>Challenges</b>
Recreational Anglers	Ease and trust as a point of data entry	Catch reports of fishing history; more timely data available; creates greater buy-in	Lack of confidence in the collection of recreational data; numbers don't reflect reality
NGOs & Academia	Use available data for local, regional, or national fisheries campaigns	View ACCSP as a trusted source and have increased confidence in the Program and the data it manages	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, and 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; better engagement
Legislators	Create a shared understanding of the vital importance of fisheries management, where the Program is, and how it can be used; well defined future plans (short-term and long-term); share the successes of the cooperative state/federal program	Program has champions to support long-term programmatic funding needs; create an advocate to support long-term funding	Resources to ensure a constant flow of information between staff and legislators to understand vital need of data collection and management of fisheries
Media	Create a shared understanding of the vital importance of fisheries management, where the Program is, and how it can be used; well defined future plans (short-term and long-term); influence the opinion of broader constituencies; become data consumers	View ACCSP as a trusted source and have increased confidence in the Program and the data it manages	Resources to ensure a constant flow of information between staff and media; timeliness; other available data sources; ease of use

## **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, US FWS, regional fishery management council, ASMFC, as well as a representative Northeast, Mid-Atlantic, and Southeast state partners. The Coordinating Council chair and vice-chair also are on the Executive Committee. The Committee's role and responsibilities 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 commercial or recreational 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 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 designates a 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 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 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, 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 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 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 collaborating with groups listed above, and also managing and sharing information with other 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 & Outreach Plan**

### ***A. Consistency & Frequency of Messages***

As the Program communicates with a wide range of target audiences, there are several key messages that all groups should use to frame communications and outreach as much as possible. Emphasizing a unified and consistent message will counter and dispel rumors that may occur and alleviate concerns for stakeholders.

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 & 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 collection and data management.
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***

1. 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.)
- Collaborative processes

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 Greater Atlantic Region (Maine through Virginia) and the Southeast Region (North Carolina through Florida) each with their own Communications Team. Programmatic staff in Headquarters (Silver Spring), the two Regional Offices, the two respective Fisheries Science Centers, the six laboratories, and the Marine Recreational Information Program (MRIP) Communication and Education Team 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 (US FWS)** is structured to operate regionally. Regions 4 (southeast) and 5 (northeast) are the primary regions for the Atlantic coast. The individuals who represent the agency on the Coordinating Council, Operations Committee, and technical committees provide insight on communications and outreach strategies. The US FWS website is <http://www.fws.gov/fisheries/>.



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, harvesters, and anglers through its quarterly meetings, 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, the ASMFC has also been the ACCSP's administrative home, providing logistical and administrative support for ACCSP personnel, travel and meetings, and a home for the operation of the Data Warehouse and SAFIS. The ASMFC website is <http://www.asmfc.org>.



The **New England Fishery Management Council (NEFMC)** conserves and manages fisheries resources (285 marine resources, one anadromous species, and fish habitats) within the 200-federal mile limit off the coast of Maine, New Hampshire, Massachusetts, Rhode Island, and Connecticut. The NEFMC develops rules for both large and small scale commercial and recreational fisheries.



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 Department of Natural Resources, the Virginia Marine Resources Commission, and the Virginia 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 the Program with a unique marketing perspective. 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 (MAFMC)** manages thirteen species of fish and shellfish in the 200-federal mile limit 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 harvesters and anglers.



The MAFMC has significant capacity to extend the reach of ACCSP among harvesters and anglers in the Mid-Atlantic. Since 2012, the MAFMC 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 MAFMC 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 MAFMC's communication and outreach activities are overseen primarily by the Communications and Outreach Program Coordinator. Members of the technical staff play an important role in engaging stakeholders and soliciting input on specific issues. The MAFMC website is <http://www.mafmc.org>.

The **South Atlantic Fishery Management Council (SAFMC)** manages federal fishery resources in the 200-federal mile limit off the coast 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 FMPs. 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 SAFMC 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 SAFMC began using email marketing (i.e., 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, SAFMC staff began to host educational webinars for stakeholders to learn about developing amendments prior to public hearing and scoping meetings. In 2013, the SAFMC launched their smartphone app, *SA Fishing Regulations*, providing harvesters and anglers in the region with immediate access to federal fishing regulations, fish identification, information on the regions managed areas (e.g., marine protected areas, coral protection areas, etc.), and state partners. Additionally, the Council recently completed a website redesign and created a Council blog ([blog.safmc.net](http://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. Outreach programs are developed with input from technical staff, advisory panel members and the SAFMC's Information and Education Committee in order to target key concerns and issues among stakeholders with regard to the Council's management activities. The SAFMC website is <http://www.safmc.net>.



The **Maine Department of Marine Resources (ME 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, ME 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 ME DMR website is <http://www.maine.gov/dmr/index.htm>.



The **New Hampshire Fish and Game Department (NH FGD)** is responsible for licensing, regulating, and enforcing recreational and commercial marine activities within state waters. The NH FGD uses the website to post news, events, and information for recreational and commercial sectors. The NH FGD 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 an electronic email distribution list (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 Marine Advisory Committee on marine fisheries, which acts as a liaison between the NH FGD and the public. Members of the NH FGD frequently participate in informational public meetings and/or public hearings for legislation or ASMFC managed species changes. The NH FGD website is <http://www.wildlife.state.nh.us/marine/index.htm>.

The **Massachusetts Division of Marine Fisheries (MA DMF)** 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. The MA DMF conducts research, monitoring, and restoration activities to improve our understanding and the sustainability of the Commonwealth's marine resources. Information is shared with MA DMF 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 MA DMF website is <http://www.mass.gov/marinefisheries>.



The **Rhode Island Division of Fish and Wildlife (RI 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 a listserv, 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. RI DFW website is <http://www.dem.ri.gov/topics/mftopics.htm>.



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



The **New York State Department of Environmental Conservation (NYS 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 harvesters. Harvesters and anglers 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 listserv and now reaches out to thousands of interested stakeholders and license holders. The DEC has introduced its Facebook page and Twitter 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 NYS DEC website is <http://www.dec.ny.gov/outdoor/7755.html>.



The **New Jersey Division of Fish and Wildlife (NJ DFW)** - 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 bayshore. The New Jersey Marine Fisheries Council, composed of four sport anglers, two active commercial fin harvesters, 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 NJ DFW 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 NJ DFW regarding issues affecting New Jersey anglers. The Garden State Seafood Association is the premiere association for harvesters, dealers, and processors in the State of New Jersey and their meetings provide the ACCSP with a large audience of those constituents. The NJ DFW website is <http://njfishandwildlife.com/fishing.htm>.



The **Delaware Division of Fish and Wildlife (DE DFW)** – 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 DE DFW website is <http://www.dnrec.delaware.gov/fw/Fisheries/Pages/Fisheries.aspx>.



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://fishandboat.com/fishing.htm>.



The **Maryland Department of Natural Resources (MD DNR)** - Fisheries Service is well connected with its legendary watermen. The MD DNR holds a number of public scoping meetings to encourage input from its constituents. The Maryland Watermen’s Association, an influential organization of harvesters, allows the MD DNR frequent access to those constituents, including booth space at its annual tradeshow. The MD DNR leverages its Sport Fish and Tidal Fisheries Advisory Commissions to provide and receive communication with constituents. The website, Twitter, and Facebook are effective outreach tools for both harvesters and anglers. The MD 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. The VMRC manage saltwater fishing, both recreational and commercial and 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 (e.g., College of William and Mary’s Virginia Institute of Marine Sciences, Old Dominion University, and Virginia Tech). These institutions 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 VMRC, 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 NC DMF uses a multifaceted outreach approach spearheaded by a website, social media, feedback opportunities, law enforcement, educators, and in-the-field port agents. The NC DMF also is committed to basing management decisions on sound science and places a high value on gathering pertinent data. An extensive online database housing detailed landings, effort, and dockside value information assists fishery managers, stock assessment scientists, and industry in making more informed decisions. The NC DMF also has over 100 appointed advisors and holds numerous public meetings to promote dialogue and obtain important constituent input. In addition, the NC DMF 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 SC DNR 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 SC DNR produces numerous publications 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/fishing.html>.



The **Georgia Department of Natural Resources - Coastal Resources Division (GA CRD)** reaches its recreational and commercial constituents through the CRD website and Facebook page. Information is also shared electronically through the GovDelivery System email program for a broad constituent base. The GA CRD also host special events, public hearings, and public scoping meeting which give them direct face-to-face constituent access. The GA CRD website is <http://www.coastalgadnr.org/>.



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



## VI. Goals

1. Stakeholders will be able to understand and 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 collected through surveys 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, & Performance Measures

### 1. The value of ACCSP will be articulated to stakeholders. (PM-1, PM-02, PM-09, PM-13, ORG-10, DM-02)<sup>1</sup>

#### *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 2016 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 visited in person by the ACCSP staff by the end of Year Four

*Metric:* All program partners are visited and surveys are distributed to participants to gauge the effectiveness of the meeting. Also, these visits will an opportunity to 1) catalog and address barriers partners may have for using available data from ACCSP, 2) be a forum to discuss any redundancies (e.g., data management roles) that need to be addressed, 3) create product(s) that address disconnects between the data provided in the Data Warehouse and the datasets provided by science centers and other partners, 4) provide the participants with a better sense of the ACCSP mission, goal, and partner responsibility.

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 of the newsletter articles contributed by committee chairs.

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<sup>1</sup> Recommendations from the IPR Report: [http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)

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)<sup>2</sup>**

*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' email lists and incorporated into the newsletter. Pertinent email lists will also be surveyed to determine if the information on major and minor upgrades 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 that 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. The 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 survey feedback. The Operations Committee will also have the opportunity to review feedback from the surveys as a part of their annual spring meeting.

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 rating from the Data Warehouse non-confidential and confidential surveys improve. Also, a decrease in the number of custom data requests should occur over time 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)<sup>3</sup>**

*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 survey feedback and compare to previous years and share the findings with the Operations Committee.

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<sup>2</sup> Recommendations from the IPR Report: [http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)

<sup>3</sup> Recommendations from the IPR Report: [http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)



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. The 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 rating from SAFIS surveys should reflect improvement over time.

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 comprehensive information. (S-02, S-09)

*Timeline:* Year Two

*Metric:* There will be a webpage (and corresponding fact sheet) for each partner 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 be provided information on the accomplishments of SAFIS and the future possibilities with increased funding.

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

*Timeline:* Year Two; Ongoing

*Metric:* A final document applicable to all partners outlining how data can be retrieved.

#### 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)<sup>4</sup>

*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 1) if the needs of the partner were met, and 2) a request on feedback on what the Program could do to better serve the stakeholders. Also, before each committee in-person and WebEx meeting a survey will be distributed. Operations and Advisory Committees, as well as the Data Warehouse and SAFIS Outreach Group will be asked at the minimum of annually 1) if 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

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<sup>4</sup> Recommendations from the IPR Report: [http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)

each semi-annual 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 regularly share data updates. 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 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 timely information on the status of available data, including the pedigree quality 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)<sup>5</sup>

*Strategies:*

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

*Timeframe:* Years Two and Three

*Metric:* All program partners are visited and surveys are distributed to participants to gauge the effectiveness of the meeting. Also, these visits will an opportunity to 1) catalog and address barriers partners may have for using available data from ACCSP, 2) be a forum to discuss any redundancies (e.g., data management roles) that need to be addressed, 3) create product(s) that address disconnects between the data provided in the Data Warehouse and the datasets provided by science centers and other partners, 4) provide the participants with a better sense of 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 opportunity to review the feedback from Data Warehouse and SAFIS user surveys and compare to previous years.

c) **Increase Participation with Partner Communications and Outreach Teams:** Staff will enhance current affiliation with federal, regional, and state partner's communications and outreach teams to coordinate stakeholder outreach messages and products, and to collaborate on efforts to increase stakeholder awareness of fishery-dependent data collection programs and data availability. (PM-09, ORG-11, DM-08)

*Timeframe:* Annually

*Metric:* Staff will collaborate with ACCSP partners' communications and outreach teams to develop coordinated outreach messages and collateral materials on various data products. Also, each year partner communications and outreach teams will be invited to speak to the ACCSP Advisory Committee or other relevant committees to share their own agency's efforts and ACCSP will seek opportunities to share information on the Program with other partner agencies' advisory committees.

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<sup>5</sup> Recommendations from the IPR Report: [http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)

d) **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 semi-annual grant report.



**APPENDIX: Goals and Strategies by Role(s) Responsible, Target Audiences, and Timeframe (Year One: 2014-2015; Year Two: 2015-2016; Year Three: 2016-2017; Year Four: 2017-2018)**

<b>GOAL</b>	<b>STRATEGY</b>	<b>ROLES RESPONSIBLE</b>	<b>TARGET AUDIENCE (S)</b>	<b>TIMEFRAME</b>
<b>1. The value of ACCSP will be articulated to stakeholders.</b>	1.a: <i>"Who We Are, and Who We Aren't"</i> Language	Staff, Operations Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists	Begin development in Year One and implement upon occurrence (e.g., committee meetings, webinars)
	1.b: Annual Award of Excellence	Staff, Operations and Advisory Committees, Atlantic Coast Fisheries Communications Group	Program Partners & Committee Members, NGOs & Academia, Legislators, Media	Begin development in Year One and present first award in Year Three
	1.c: Visits to Program Partners	Staff, Operations Committee, Executive Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists	Begin development in Year One and complete by Year Four
	1.d: Committee Chair Interviews	Staff	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists	Upon occurrence (e.g., as new Chairs are appointed)
<b>2. The capabilities of the Data Warehouse (e.g., improved user interface, advisory services, data consolidation process communicated) will be enhanced</b>	2.a: Share Information on System Upgrades	Staff	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Social & Economic Scientists	Upon occurrence (e.g., as systems are upgraded)
	2.b: Gather and Share Feedback	Staff, Data Warehouse Outreach Group, Operations Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists	Begin development of survey in Year Two and continue distribution annually
	2.c: Focus Group for Data Warehouse Refurbish	Staff, Data Warehouse Outreach Group	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists	Begin development in Year One
<b>3. The capabilities of the Standard Atlantic Fisheries Information System (SAFIS) (e.g., improved user interface, advisory services) will be enhanced.</b>	3.a: Gather and Share Feedback (page 17)	Staff, SAFIS Outreach Group, Operations Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists	Begin development of survey in Year Two and collect information ongoing
	3.b: Identify Additional Stakeholders (page 17)	Staff, SAFIS Outreach Group	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers	Begin development of list and survey in Year One and collect information annually

<b>GOAL</b>	<b>STRATEGY</b>	<b>ROLES RESPONSIBLE</b>	<b>TARGET AUDIENCE (S)</b>	<b>TIMEFRAME</b>
	3.c: Focus Group for SAFIS Upgrades (page 17)	Staff, SAFIS Outreach Group	Program Partners & Committee Members, Commercial & For-hire Industry, Recreational Anglers	Upon occurrence (e.g., as systems are upgraded)
	3.d: Promote Program Partner Achievements (page 18)	Staff, Operations Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers	Begin development in Year One and complete by Year Three
	3.e: Promote Program Partner Achievements (with regards to funding) (page 18)	Staff, Executive Committee	Program Partners & Committee Members, NGOs & Academia, Legislators, Media	Begin development in Year One and complete by Year Three
	3.f: Data Retrieval (page 18)	Staff, SAFIS Outreach Group	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists	Begin development in Year One and complete by Year Two
<b>4. Input from stakeholders on the value of products and services will continue to be collected, managed, and incorporated.</b>	4.a: Gather and Share Feedback (page 18)	Staff, Operations and Advisory Committee, Data Warehouse and SAFIS Outreach Groups	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers	Begin development in Year One and implement upon occurrence (e.g., committee meetings, webinars)
	4.b: Status of Available Data Updates (page 18)	Staff, Advisory Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists	Upon occurrence (e.g., as data updated)
<b>5. Participation in the ACCSP outreach activities, especially at various leadership levels, will be enhanced.</b>	5.a: Leadership Meetings (page 19)	Staff, Operations Committee, Executive Committee	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers, NGOs & Academia, Social & Economic Scientists	Year Two and Year Three
	5.b: Gather and Share Feedback (page 19)	Staff, Operations and Advisory Committee, Data Warehouse and SAFIS Outreach Groups	Program Partners & Committee Members, Fisheries Managers, Stock Assessment Scientists, Commercial & For-hire Industry, Recreational Anglers	Annually
	5.c: Increase Participation with Partner Communications and Outreach Teams	Staff	Program Partners & Committee Members	Annually
	5.d: Annual Assessment of 2014-2018 Communications and Outreach Plan (page 19)	Operations Committee	Program Partners & Committee Members	Annually

	Partner	Title	Primary Module	Others	Cost	
MAINTENANCE	1	ASMFC/MAFMC	Observer Program for Mid-Atlantic and Rhode Island Small Mesh Otter Trawls (32 pages)	Biological (50%)	Bycatch (45%), Catch/Effort (5%)	\$ 202,750
	2	ME DMR	FY2015: Managing Mandatory Dealer Reporting in Maine (27 pages)	Catch/Effort (95%)	Metadata (5%)	\$ 176,373
	3	ME DMR	Portside Commercial Catch Sampling and Comparative Bycatch Sampling for Atlantic Herring, Atlantic Mackerel and Atlantic Menhaden fisheries (49 pages)	Biological	Bycatch	\$ 136,306
	4	RI DFW	FY2015: Maintenance and Coordination of Fisheries Dependent Data Feeds to ACCSP from the State of Rhode Island (19 pages)	Catch/Effort (100%)		\$ 79,719
	5	NYS DEC	Improving Trip-Level Reporting and Quota Monitoring for State Licensed Participants in New York's Marine Fisheries (19 pages)			\$ 175,096
	6	NJ DFW	Electronic Reporting and Biological Characterization of New Jersey Commercial Fisheries (20 pages)	Catch/Effort (55%)	Biological (45%)	\$ 158,740
	7	SC DNR	ACCSP Data Reporting from South Carolina's Commercial Fisheries (11 pages)	Catch/Effort (70%)	Biological (30%)	\$ 165,825
	8	ACCSP RTC	Increase at Sea Sampling Levels for the Recreational Headboat Fishery on the Atlantic Coast (19 pages)	Catch/Effort (50%)	Biological (25%), Bycatch (25%)	\$ 168,738
	9	SEFSC	Processing and Aging of Biological Samples Collected from U.S. South Atlantic Commercial and Recreational Fisheries (15 pages)	Biological (100%)		\$ 318,012
<b>Total Maintenance</b>					<b>\$1,581,559</b>	
NEW	10	ME DMR	FY2015: Creation and Expansion of State of Maine Swipe Card Program (20 pages)			\$ 285,125
	11	NH FGD	Improving American Lobster Biological & Catch/Effort Data for Georges Bank and Characterizing Seasonal Egger Aggregation in Closed Area II (15 pages)	Biological	Catch/Effort	\$ 74,423
	12	RI DFW	Continued Web Portal Development for American Lobster Settlement Index Data Submission and Reporting (10 pages)			\$ 53,342
	13	NC DMF	Update and Enhance ACCSP Data Transmission Methods for North Carolina Division of Marine Fisheries (10 pages)			\$ 73,120
	14	SEFSC	FY2015: South Atlantic Shrimp Catch and Effort Automation (8 pages)			\$ 125,000
	15	SEFSC	Identification of Potential Errors and Development of a Data Flag System for the Trip Interview Program (7 pages)			\$ 82,250
<b>Total New</b>					<b>\$ 693,260</b>	
Admin	16	ACCSP	ACCSP Administrative Budget (23 pages)	Admin		\$1,821,382
<b>Grand Total Proposed</b>					<b>\$4,096,201</b>	