



# Atlantic Coastal Cooperative Statistics Program

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## Coordinating Council - Executive Committee

Wednesday, August 6, 2014

3:45PM – 5:00PM

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

### DRAFT MEETING AGENDA

1. Welcome/Introductions – Chair C. Patterson
2. Public Comment\* – Chair C. Patterson
3. Committee Consent – Chair C. Patterson
  - a) Approval of Agenda (Attachment 1) - ACTION
4. ACCSP Program Updates – M. Cahall
  - a) FY2015 project proposals (Attachment 2)
5. Review Revised Outreach Strategic Plan (Attachment 3)
6. Status of Independent Program Review Recommendations implementation
  - a) ACCSP Governance Ad-Hoc Committee Update – Robert Boyles
  - b) Funding Subcommittee Update – Bob Beal
  - c) Update from Operations Committee and Subcommittee Work – Mike Cahall
    - SOP Subcommittee
7. List of Action Items from last Executive Committee meeting and Status:
  - a) FY2014 Funded Projects: **M. Cahall will notify PIs once the funding is available.(COMPLETED)**
  - b) Status of Independent Program Review Recommendations Implementation: **The SOP workgroup will meet again soon. The SOP workgroup will begin to build a directory and cross-reference which pieces of the SOP address the IPR recommendations.**
  - c) ACCSP Governance Ad-hoc Committee Update: **The completed survey will be sent out to all committees. An end date to the survey needs to be determined and R. Boyles will draft up an email to send out.**
  - d) Funding Subcommittee Update: **R. Beal, M. Cahall and A. McElhatton will be working together to develop a decision document that will develop**

*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.*

**pros and cons of different strategies. Once the decision document is drafted the subcommittee will meet again and see if there is a preferred option.**

- e) **E. Wyatt will send out quarterly budgets/expenditures from GARFO and Southeast Regional Office (SERO) to PIs and Operations Committee around July 1<sup>st</sup>.**
- f) **E. Wyatt, new Program Assistant, will be introduced at next Executive Committee meeting in August.**
- g) **MRIP-Access Point Angler Intercept Survey (APAIS) transition status: G. White will set up a conference call to review state budgets and ensure consistency among states**

8. Closed Executive Session

9. Other Business / Adjourn

\*See Public Comment Guidelines:  
[http://www.accsp.org/documents/ACCSP\\_PublicCommentPolicyOct2013.pdf](http://www.accsp.org/documents/ACCSP_PublicCommentPolicyOct2013.pdf)

	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 \$1,581,559</b>
NEW	Partner	Title	Primary Module	Others	Cost
	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
Admin	15 SEFSC	Identification of Potential Errors and Development of a Data Flag System for the Trip Interview Program (7 pages)			\$ 82,250
	16 ACCSP	ACCSP Administrative Budget (23 pages)	Admin		\$1,821,382
				<b>Grand Total Proposed</b>	<b>\$4,096,201</b>



## **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 newswashes 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/ACCSPResponsestoIPRandAppendices\\_Final.pdf](http://www.accsp.org/documents/ACCSPResponsetoIPRandAppendices_Final.pdf)

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

*Timeline:* 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*)

*Timeline:* 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*)

*Timeline:* 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 be 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)**

GOAL	STRATEGY	ROLES RESPONSIBLE	TARGET AUDIENCE (S)	TIMEFRAME
<b>1. The value of ACCSP will be articulated to stakeholders.</b>	1.a: "Who We Are, and Who We Aren't" 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

GOAL	STRATEGY	ROLES RESPONSIBLE	TARGET AUDIENCE (S)	TIMEFRAME
	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