

# Stakeholder Engagement Subcommittee

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# 2012-2013 Products

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

# Website Recommendations

- We sent FAC proposed changes for the website in July 2013, resent December 2, 2013—no comments as yet?
- List of weak points: too static, hard to explore...
- Recommend: more info on home page, fewer clicks, remove distracting and redundant items...
- FAC approval today?

# Clearing House

- Exploring “Yammer” and “Google Drive” as options for tools
- Exploring case study of Southeast Grouper-Snapper Fisheries Scientists working with Fishery Management Councils

# Peer-to-Peer Networks

- Survey of marine protected area professionals yielded some information (60+ respondents)—need exists
- Attempt to conduct a workshop failed when U. S. federal sequestration limited participation to an international protected areas conference in Denver
- Continued collaborations with “Open Channels”

# Communications Plans

- Draft plan for tribal and small fishing communities

# 2014 Work Plan: How best to connect to key constituencies?

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