

Stakeholder Engagement Subcommittee

April 30, 2013

Work Plan Element #1:

Develop communications plan for target audience

- **Objective:** Increase stakeholder engagement with MPAs and the National System; focus on communities that have voluntarily, or otherwise, not been involved in MPAs (e.g. tribal, fishing communities)
- **Action:** Provide synopsis of strategies to engage communities not currently participating in MPA creation or management; base draft on literature review and interviews with target audiences
- **Next Steps:**
 - Lit review; assessment of methods therein; interviews
 - Development of document outline
 - Consider collaboration with University of Michigan grad student project on community engagement

Work Plan Element #2:

MPA Center as clearinghouse of information

- **Objective:** Promote MPA Center as a clearinghouse for information and case-studies
- **Action:**
 - Solicit submissions of existing outreach/education materials
 - MPA Center will promote and circulate new programs and materials through social media, publications, presentations, etc.
- **Next Steps:** Identify 1-2 priorities for initial clearinghouse information

Work Plan Element #3:

Establish/promote peer-to-peer networks

- **Objective:** Identify how the MPA Center can best facilitate peer-to-peer networks of MPA professionals
- **Action:** 62 professionals participated in a preliminary survey; interest in a peer-to-peer network is evident
- **Next Steps:**
 - look into continued collaborations with Open Channels (how is it being used, what direction is it going in?)
 - trying to identify how to use traditional networking tools more effectively
 - research existing networks or tools we can tap into

Work Plan Element #4:

Engaging travel and tourism audiences

- **Objective:** To promote MPAs within travel and tourism initiatives of the Administration
- **Action:** Recommendations to be made regarding:
 - National Ocean Policy
 - America's Great Outdoors
 - National Travel and Tourism Strategy
 - Department of Defense
 - Land and Water Conservation Fund
- **Next Steps:**
 - Discuss with committee: highlight World Oceans Day on recreation.gov? Other opportunities for WOD promotion?
 - Review existing opportunities to promote MPAs/tourism in the final NOP implementation plan

Work Plan Element #5:

MPA Center website improvements

- **Objective:** Improve web communication; continue promotion of website
- **Action:** Conduct review of current website
- **Next Steps:**
 - Felicia Coleman to distribute list of suggestions to subcommittee
 - Comments from other FAC members solicited; will be aggregated and shared with MPA center (May 2013)
 - Solicit additional input from website experts and other users
 - Changes will be implemented as staff time allows