



New England Fishery Management Council

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John F. Quinn, J.D., Ph.D., *Chairman* | Thomas A. Nies, *Executive Director*

MEMORANDUM

DATE: March 30, 2021
TO: MSE for EBFM Steering Committee
FROM: Matt McKenzie, Steering Committee Chair
SUBJECT: Purpose and agenda for meeting; Terms of Reference

The **MSE Steering Committee (MSE SC)** will meet by conference call beginning at 9:00 am on March 30, 2021 and end about noon.

Terms of Reference: The Committee will develop and provide guidance to the Council on how to organize and structure public information workshops to effectively communicate and engage with stakeholders. A Committee report will be presented to the June 2021 Council meeting.

In December 2019, the [Committee recommended](#) that the Council should conduct public information workshops, utilizing a science communicator and tangible worked examples, before starting a formal Management Strategy Evaluation process. The Committee guidance was to initiate an iterative, participatory process giving interested stakeholders a voice and the committee recommended the following objectives for these workshops:

- Build greater understanding of EBFM as a tool to assess and manage fisheries
- Identify potential opportunities and concerns that different stakeholders see in EBFM
 - What opportunities do you see to use EBFM to improve existing assessment and management systems?
 - What do we stand to lose in shifting towards an EBFM approach?
- Give opportunity to stakeholders to define next steps, building a willingness to continue participation in the process.

To prepare for these workshops, the Committee also recommended that the Council develop science communication tools and better demonstration of the concepts in the example Fishery Ecosystem Plan (eFEP) using consistent messages and tangible worked examples. During the last year, the Council has hired and worked with Green Fin Studio to develop the science communication tools based on the eFEP. These [communication tools](#) include the following:

- Infographics
- Stakeholder profiles based on interviews
- Brochures that speak to the identified stakeholder groups
- A guide to the eFEP and glossary
- Presentations on eFEP concepts

- [An introductory video](#)

Working with the EBFM Plan Development Team (PDT) the Council also developed three tangible worked example tools to help stakeholders understand the concepts that the PDT described in the eFEP. These tangible worked example tools are now interactive, [posted online](#), and include:

- A description of the Hydra Operating Model with several example scenarios to demonstrate the catch advice framework in the eFEP.
- An interactive tool that simply demonstrates how management of two stock complexes differs from management of four independent stocks. This is a program that runs in most modern web browsers.
- A description of the Kraken Operating Model that allows stakeholders to investigate the potential effects of predation on stocks. This Model is a program that allows a stakeholder to run various scenarios on their Windows computer.

The Council now needs your help to identify the most effective means to engage and communicate with stakeholders (i.e. commercial and recreational fishers, environmental organizations, portside businesses, shoreside communities, the general public, and other ‘user’ groups).

The Council feels that in-person meetings are very desirable, but in case covid restrictions continue to be necessary, the Committee should also identify and describe a contingency plan based on remote meetings and other means of two-way communication. In-person workshops could be short and topic-oriented or held over several days in one or more locations and dates, possibly assisted by professional facilitation. Recommendations about how, where, and how many workshops would be helpful, as well as recommendations on how to reach out to and invite stakeholders to ensure participation.

Rather than think of public information workshops as an end-point, these workshops could be an integrated first phase of MSE, where stakeholders can discuss the issues, understand EBFM concepts and potential approaches using the eFEP and associated communication tools, identify their objectives for EBFM, and indicate their willingness to participate in future MSE work.

Meeting materials. Paper copies of the documents listed below will be provided at the meeting. A PDF of each document is posted to www.nefmc.org. Staff will provide copies of any additional meeting materials that are not included in this package. If you have any questions about the documents, please contact Andrew Applegate (aapplegate@nefmc.org ; 978-465-0492 ext. 114).

1. Meeting memo and agenda (this memo)
2. [December 3, 2019 recommendations](#) from the Committee to the Council
3. Summary presentation of science communication and tangible worked example tools
4. Strawman public information workshop plan

MANAGEMENT STRATEGY EVALUATION for ECOSYSTEM BASED FISHERIES
MANAGEMENT STEERING COMMITTEE

March 30, 2021

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| 9:00 am | Introductions, agenda and purpose of meeting; terms of reference (Document 1) (McKenzie) |
| 9:20 | Summary of Dec 2019 guidance from the Committee to the Council (Document 2) ... (Applegate) |
| 9:40 | Questions and discussion (Committee) |
| 10:00 | Summary of science communication and tangible worked example tools that the Council developed in 2020 (Document 3) (Applegate) |
| 10:30 | Questions and discussion (Committee) |
| 11:00 | Strawman workshop plan (Document 4) (Committee) |
| | Issues: |
| | - Stakeholder invitation and effective participation |
| | - Facilitation |
| | - Organization (where, when, how) |
| | - In-person or hybrid, remote contingency planning |
| | - Analysis and summary |
| 12:00 | Adjourn |