

EBFM Public Information Workshop Planning and Guidance  
MSE Steering Committee  
April 2020

Using Google Docs and editing as suggestions, please add your thoughts, comments, and recommendations within the applicable pages below for the following three phases. Don't worry too much about formatting or pages spilling over. We can extract recommendations adopted by the committee later.

- 1) Stakeholder engagement strategy
- 2) Workshop structure
- 3) Workshop Outcome



framework

Workshop

In-person  
and/or hybrid

Professi  
onal

Large  
centralized vs.



# Workshop framework

Introduction  
and outreach  
materials  
prepared by  
GreenFin Studio;  
Demonstrate  
Tangible Worked  
Examples

Short  
presentations  
on topics for  
each module

Leave  
plenty of time  
for small  
group  
dialogue and  
understandin

# Roll Out – Reaching Out

## Stakeholder Engagement Strategy

- Workshop gateway – web deployment and mailings
- EBFM communication tools

- Partnering
  - GMRI, UMass Dartmouth, State agencies, Sea Grant, Industry associations
- 'Road show' at association meetings
  - What is this supposed to do? Objective?
- Social media engagement
- Effective workshop format and facilitation

# Workshop structure

- Introduction to EBFM – Module 1
  - Two general meetings and/or webinar?
- Scientific support – Module 2
  - One large meeting, two small meetings or one webinar?
- Worked example – Module 3
  - A few small meetings; two online, hybrid meetings (how?)?
- Management issues – Module 4
  - Two general meetings and/or one remote?

# Module

- Introduction to EBFM
  - What does EBFM mean to me (video)?
    - Stakeholder perceptions and expectations (brochures)
    - Stakeholder profiles (outreach material)
  - Concepts and application (Sections 3 and 5, infographic 1 & presentation)
  - Terminology (Section 11, glossary)
  - State of the Ecosystem (2020 Report)



- The Georges Bank Ecosystem Production Unit (Section 10, infographic 2 & presentation)
- Operational framework (Section 7, presentation)
  - Ecosystem Reference Points
- Goals and objectives (Section 4)

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# Module

- Scientific support (Section 9.8)
  - Modernize data collection systems  
(Section 9.8.1)
  - Catch monitoring (Section 9.8.2)
  - Ecosystem data collection (Section 9.8.3)
  - Ecosystem research needs (Section 9.6.2  
and 9.8.4)

- **Worked example**

- What is a stock complex? (Section 6.4)
- Catch ceilings and determination (presentation)
- Tools and lessons (Tangible Worked Example)
  - Biological interactions (predation and competition)
  - Technical interactions (Fish commonly caught together)
  - Tangible Worked Example tools (outreach

materials)

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rules (Section 9.1)

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# Module

- Apex predators
- Overfished stocks
- Management Strategy Evaluation (Section 8, MSE user guide)
  - Stakeholder input
  - Role of scientists
  - Types of models and their capabilities
  - Results and interpretation

# Module

- **Management issues**
  - Scope (Section 6, outreach materials)
    - Spatial extent, stocks, and fisheries
  - Jurisdiction (Section 9.4)
    - Cooperative management
    - Resource sharing agreements
      - Limited access and permitting
  - 9. (Section
  - Role of Groundfish Sectors
  - Incentive based measures (Section 9.2)
  - Special priority management
    - Forage species (Section 9.3.1)
    - Fishery impacts on ecosystem and spatial

management (Section 9.6)

- Area and gear restrictions, landings prohibitions (Section 9.3.2 and 9.3.3)

# Workshop Outcome

- **Summary**

- How is the discussion analyzed?
- What is analyzed?

- **Conveyance**

- How are the results presented?
- Recipients?

- **Usage**

- What do we do with the workshop results?