

EBFM: Public Outreach Workshop Planning


**Andrew Applegate
(EBFM Plan Coordinator)**

**MSE Steering Committee
March 30, 2021**





Workshop framework



The diagram consists of three identical rectangular boxes arranged horizontally. Each box has a dark blue header and a light blue body. The text is centered within each box. The first box contains the text 'In-person and/or hybrid meetings', the second box contains 'Professional Facilitation', and the third box contains 'Large centralized vs. small distributed format'.

In-person and/or
hybrid meetings

Professional
Facilitation

Large centralized
vs. small
distributed format

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
understanding

Phase IIIA

Stakeholder Engagement Strategy

- Workshop gateway – web deployment and mailings
 - EBFM communication tools
- Partnering
 - GMRI, UMass Dartmouth, State agencies, Sea Grant, Industry associations
- Social media engagement
- Effective workshop format and facilitation

Workshop framework

- 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?
- Management issues – Module 4
 - Two general meetings and/or one remote?

Module 1

- Introduction to EBFM

- What does EBFM mean to me?
 - Stakeholder perceptions and expectations (brochures)
 - Stakeholder profiles (outreach material)
- Concepts and application (Sections 3 and 5, infographic 1 & presentation)
- Terminology (Section 11, glossary)
- The Georges Bank Ecosystem Production Unit (Section 10, infographic 2 & presentation)
- Operational framework (Section 7, presentation)
 - Ecosystem Reference Points
- Goals and objectives (Section 4)

Module 2

- 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)



Module 3

- 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)
- Harvest control rules (Section 9.1)
 - Forage fish
 - 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 4

- 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 (Section 9.5)
 - 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)