Communications Subcommittee – Work Plan and Membership

Updated July 7, 2025

The Communications Subcommittee of the Climate and Ecosystem Steering Committee will focus on the following activities:

1. Clarify overarching goals for these communication initiatives
   a. Catalog IRA and ecosystem dynamics initiatives
   b. Identify specific opportunities for public (managers, fishers, researchers/scientists) engagement
   c. Solicit public feedback to help prioritize or revise initiatives
   d. Describe anticipated results and benefits to stakeholders and managers from the initiatives
   e. Engage partners (managers, state agencies, scientists) in the communication program
   f. Build trust
   g. Provide mechanisms for ongoing engagement
2. Evaluate lessons learned from past outreach work and processes
   a. EBFM process and how we can move forward from that experience: https://www.nefmc.org/library/ebfm-public-information-workshops-and-outreach-materials
      i. Include lessons from development and uptake of outreach materials
   b. MAFMC climate workshops
   c. Other co-development programs, e.g. Squid Squad
3. Create a one-pager, brochure, infographic, and/or short presentation that we can offer to different groups to create awareness that can be used to engage in already scheduled meetings (Council or otherwise)
   a. Goal: Support a dialog about how and when stakeholders can participate in these initiatives.
   b. Include content related to NEFSC research/products
   c. Consider a conceptual diagram showing multiple initiatives and cross-linkages
4. Work with Project Oversight Teams to identify timing of outreach for IRA projects
5. Standardize language and clarify communication of climate and ecosystem products used by the Steering Committee and the Council
   a. Recommend clear and accessible ways to describe products of NOAA's Changing Ecosystems and Fisheries Initiative, e.g., hindcasts vs. nowcasts vs. forecasts.
6. Describe the risk policy interface - approaches and outcomes
   a. How do the initiatives use information to make decisions about risk and for setting catch limits?
   b. A conceptual diagram would be helpful here
7. Plan and host stakeholder engagement sessions (New England and regional scale)

a. Identify objectives for holding stakeholder meetings
b. Identify topics of interest to stakeholders that would encourage participation in meetings.
c. Recommend timing, location, size, and format of outreach meetings.
d. Suggest participants, including groups and organizations or individuals that should be included in outreach efforts.
e. Identify appropriate speakers or panelists for outreach sessions.
f. Develop a scope of work for any facilitators contracted to support outreach sessions.
g. Describe and support the development of written materials or web-based tools that provide background or resources needed to support participation in outreach meetings.
h. Summarize outreach session findings and communicate them back to the full Steering Committee and NEFSC CEFI decision support team.

Participants

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