

**Note to Reviewers:** *This draft outreach plan has been reviewed and modified by the MSAB Steering Committee for review of the entire MSAB in May 2016. The plan is intended to help MSAB members get information to their constituent stakeholders and to help ensure that stakeholders receive information that is relevant, timely, and clear. This plan is grounded in the notion that the MSAB and its members have an obligation to consult and respond to stakeholders, and that stakeholders have a duty to seek information and provide input to the MSAB.*

## **MSAB OUTREACH PLAN**

### **INTRODUCTION**

A key component of a management strategy evaluation (MSE) process is engagement with stakeholders, which means conveying information to them, gathering input from them, and responding to them.

The intent of this document is to outline a plan to engage stakeholders in a consistent and comprehensive manner.

The plan recognizes that each Management Strategy Advisory Board (MSAB) member may have unique constituencies that may not be static and that there may be different ways to best communicate with these different constituencies.

### **PURPOSES**

The purposes of the plan are to:

- coordinate MSAB engagement with stakeholders by giving MSAB members tools for providing information to and eliciting input from stakeholders; and
- provide stakeholders with a reliable and predictable process for communicating with the MSAB so that stakeholders understand and are best equipped to contribute to the MSE process.

### **OBJECTIVES**

Consistent with the goals of MSE, the MSAB outreach plan aims to:

1. inform stakeholders of MSAB activities and progress in a timely and consistent manner;

2. gather stakeholder input on MSE issues important to stakeholders and be responsive to this input; and
3. stimulate stakeholder's engagement in the process and foster positive relationships between the MSAB and stakeholders.

The first objective is about getting information out to stakeholders, the second about bringing information back into the MSE process, and the third about making the MSAB effective, sustainable, and productive within the IPHC management process.

## **TARGET AUDIENCE**

The target audience for MSAB outreach includes:

- harvesters (commercial, Tribal/First Nations, and recreational);
- processors; and
- fisheries management and regulatory agencies from the United States and Canada

## **TOPIC MATTER**

Stakeholders should be informed of:

- what MSE is, specifically within the IPHC context;
- the roles of IPHC advisory bodies;
- who sits on the MSAB;
- how decisions are made within the MSAB;
- communication protocols of the MSAB and IPHC;
- tasks assigned to the MSAB and management procedures being evaluated in the MSE; and
- results and recommendations of MSAB activities
  - For review by Commissioners, Conference Board (CB), Processors Advisory Group (PAG)
  - For information purposes among managers, scientists, and academia who may not be Commissioners or members of IPHC's Advisory Bodies.

The MSAB would like information from stakeholders on:

- issues and concerns of stakeholders with respect to management of the Pacific halibut fishery;
- values of stakeholders in terms of how they want the fishery managed;
- concerns about the MSAB and MSE process; and
- stakeholders' opinions on appropriate management procedures and the significance of MSE results.

## **OUTREACH TOOLS**

### **1. MSAB Website**

The website should be designed to provide quick access to:

- the definition of MSE;
- what the MSAB is and what its MSAB mandate is;
- a schematic diagram of the IPHC process;
- an overview of MSAB governance including terms of reference, board members and their affiliations, etc.;
- the MSAB meeting schedule and meeting announcements;
- meeting summaries, meeting agendas, and detailed meeting minutes;
- recordings of MSAB meetings;
- presentations;
- the MSE evaluation tool; and
- a one-pager on the MSE and MSAB (similar to one-pagers done for IPHC advisory bodies).

### **2. IPHC Meetings**

Annual and interim IPHC meetings will include:

- presentations from MSAB representatives on issues being explored by the MSAB, including initially a description of this Outreach Plan and how stakeholder feedback is elicited from stakeholders; and
- the provision of paper copies of the one-pager on the MSE and MSAB.

### **3. Direct Communications from MSAB Members**

MSAB members should communicate with stakeholders in three different ways:

- emails to stakeholders
  - regular and frequent emailing early in outreach implementation, diminishing over time as stakeholders get in a routine of following the MSAB and the MSE;
  - possible timing of emails include monthly or quarterly updates, after MSAB meetings, as part of annual reports, or to summarize recent activities;
  - include a reference to the MSAB webpage, and note locations for specific information on aspects of the MSAB activities;
- gathering feedback from stakeholders
  - MSAB members will encourage stakeholders to provide input to the MSAB through the member who represents their constituency; and

- in-person interaction with constituents.