**Notes for the IT meeting on the need for an Outreach and Communication Committee 8/31/2020**

**Danielle Frechette, DMR**

* effective outreach is a key piece of building successful restoration and recovery programs.

The 2019 Recovery Plan lays out specific Outreach and Education Actions that were identified as being important for supporting salmon recovery.

Partners identified for the execution many of these actions include all four co-participants in the management of Atlantic salmon (the Penobscot Indian Nation, NMFS, USFWS, and Maine DMR), as well as Maine Sea Grant and NGO’s.

* As written, the Collaborative Management Strategy does not provide a mechanism for the collaboration and communication needed to implement these specific Recovery Actions.
* A Communication and Outreach committee would provide not just a mechanism to implement outreach-related recovery actions, but the needed accountability

A standing committee on Outreach and Communication would be different from the way outreach efforts are currently implemented in the DPS.

1. Establishment of a standing committee would re-affirm the commitment from leadership that outreach is important to moving the needle for salmon recovery, as identified in the 2019 recovery plan
2. This committed approval from leadership would allow outreach and communication to be directly written into the workplans of committee members
3. Allow us to draw in support from others in the Atlantic salmon community (NGOS and stakeholders)
4. Consistent committee meetings will allow for the development of strategic collaborations among participants for project support and creation of outreach materials
	1. Create a synergy so that instead of having one staff member working on outreach, the co-managers would get a team of committed outreach staff built from representatives from the PIN, USFWS, NOAA, DMR, SeaGrant and NGOs
	2. will allow for a more cohesive and effective approach to outreach & communication efforts
	3. and ensure that we are:
		1. not re-inventing the wheel
		2. that resources (for example, staff time) are allocated in the most efficient way possible
		3. accomplishing goals of the Recovery Plan
5. Will make sure that the outreach actions listed in the Recovery Plan are being carried out across all SHRUs.
* While attending SHRU meeting over the last 6 months, the need for outreach has become apparent, but outreach plans or actions have not been directly identified or implemented
* Many of the identifed outreach needs span multiple SHRUs
* an outreach committee would:
	+ be able to serve as a link between SHRUs to help meet those overarching outreach needs
	+ while supporting SHRU teams directly by helping them address their SHRU-specific outreach needs

One of the questions that we received in advance of this meeting is:

Do staff need to have a formal committee to work together effectively or can they just do this on their own without having a formal blessing from the implementation team?

The short answer is that we can be much more effective in our outreach efforts if we have the committed approval of our leadership to incorporate outreach directly into staff workplans.

To sum up, what we’re looking for in requesting a standing committee is a way for outreach to be integrated into the current CMS plan:

* by putting together a process that allows us to work smarter not harder.
* establishing clear communication through an organized committee will allow the outreach goals set out in the Recovery Plan to get done - and not just get overlooked among the other critical actions that the SHRU teams are charged with executing