Terms of Reference for MRIP Communications and Education Team

Adopted November 5, 2018
Revised September 28, 2020

Goals

The Communications and Education Team functions to:

- **Build understanding, awareness, and support** of the various MRIP projects, initiatives, and elements among partners, customers, and stakeholders; the recreational fishing community; and Congress. Ensure key audiences understand the role of our estimates in the ongoing cycle of science and management.
- **Work within NOAA Fisheries to develop and disseminate** clear, compelling, and consistent communications about important and emerging issues related to recreational fishing data.
- **Enhance collaboration** with and among internal and external partners to ensure understanding of and communications about MRIP, our ongoing improvements, and the appropriate uses and limitations of our estimates.
- **Foster stronger connections and transparency** between national-level and region-specific partners.
- **Share best practices** for recreational fishing data communications across offices.

Member Expertise, Roles, & Responsibilities

The Communications and Education Team consists of a **national team** of communications and outreach professionals from the following NOAA Fisheries offices:

- Assistant Administrator;
- Communications;
- Legislative and Intergovernmental Affairs;
- Science and Technology;
- Sustainable Fisheries;
- Greater Atlantic, Southeast, West Coast, and Pacific Islands Regional Offices;
- Northeast and Southeast Fisheries Science Centers; and
- Sea Grant.

The Communications and Education Team supports MRIP as it works toward its strategic communications goals. It develops, reviews, tests, and shares MRIP outreach materials—including presentations, rack cards, and videos designed to meet the needs of MRIP staff and partners—and ensures regional perspectives and priorities are reflected in MRIP messaging and materials. The team also manages and continually enhances internal communications to facilitate intra-agency coordination and ensure important information reaches relevant staff in a timely manner. Team members provide regular updates and share
MRIP materials within their respective offices. *When necessary, team members flag high-interest items during the review process to facilitate approval from their office leadership.*

In addition, the Communications and Education Team supports **two regional communications working groups**. The Greater Atlantic and Southeast working groups include a subset of the Communications and Education Team, as well as outreach staff from regional fishery management councils and interstate marine fisheries commissions. These teams identify regional outreach priorities and opportunities for regional collaboration.

**Communications and Reporting**

The national Communications and Education team meets monthly via video or conference call to discuss current and emerging issues of national interest and concern; shared communications priorities, strategies and challenges; and outreach and educational materials available for use at the national, regional, and local levels. The regional working groups meet every two months via video or conference call to discuss current and emerging issues of regional interest and concern, and identify opportunities to collaborate on communications and outreach projects.