Gulf State Surveys Transition Communications Plan
Achieving Transition Milestone VI

Gulf State Surveys Transition Workshop
February 23-25, 2022
Presentation Overview

- Why do we need a communications plan?
- What will this plan accomplish?
- How will we get there?
Purpose

Increased and open communications will be essential to the success of this transition.

Transition Milestone VI: Prepare and execute a communications plan for sharing status/progress information across the Transition Team Subgroup member agencies and externally.
Anticipated Audiences

- Transition Team Members
- Transition Team Member Agency Leadership
- External Stakeholders
  - Council Members
  - Congressional Representatives
  - Recreational and Commercial Fishermen
  - Advocacy Groups
Anticipated Goals

Transition Plan Development:

- Ensure the outcomes of this workshop are clear, easy to find, and distributed promptly to our target audiences.
- Ensure external stakeholders understand what this transition plan will accomplish and what is outside its scope. Prepare for anticipated questions and concerns about the transition process.
- Support the writing, publishing, and dissemination of the transition plan.

Transition Plan Implementation:

- Publish status updates to ensure all of our target audiences are aware of progress toward key milestones.
Next Steps

Establish a **Gulf Transition Team Communications Working Group** that will:

- Agree on the tactics we will collectively execute to reach our key audiences and achieve our shared goals.
- Document our decisions in a formal communications plan.

Consistent, coordinated communications across and from the Transition Team will be critical to our success.
Questions?