

COUNCIL COMMUNICATION PLAN

In June 2004, the Council received an update on Phase I of the Council Communication Plan and asked that staff report at this meeting on the status of the recommendations contained in the plan, the costs associated with the recommendations, and the timetable for Phases II and III of the plan. Agendum B.4.a, Attachment 1, shows the table of contents of the Communications Plan, including the titles of each phase.

Agendum B.4.a, Attachment 2, reports on the current status of the recommendations contained in Phase I of the plan. The implementation status is given in the third column of the table (whether recommendations are currently being implemented, will be implemented in the near future, cannot be implemented at this time, etc.).

The timetable for Phases II and III will depend on Council action. Phase II will focus on communication between advisory bodies and the Council during Council meeting week (including communication within and between advisory body members and technical teams), while Phase III will focus on communication with constituents. Phase II is likely to take substantially less time and resources than Phase III. The best way to determine the timetables for these phases is to have the Communications Enhancement Team (CET) meet to fully describe the tasks that each phase would entail.

The CET was established as an informal advisory group and is composed of volunteer representatives of the Council, Council staff, advisory subpanels, National Marine Fisheries Service, and Oregon Sea Grant. The Council should consider formalizing the CET as an ad hoc advisory body for purposes of covering travel costs, placement on the roster, and giving the CET the same status as other advisory bodies. A current CET roster is attached (Agendum B.4.a, Attachment 3).

Council Task:

- 1. Consider implementation status for Phase I; consider and provide guidance on the implementation plans; discuss implementation of items that require further Council discussion (Category 8, pages 7-8); consider whether to formalize the CET; and consider whether to direct the CET to continue work on Phases II and III.**

Reference Materials:

1. Agendum B.4.a., Attachment 1: The Council Communication Enhancement Process Action Plan (Table of Contents).
2. Agendum B.4.a., Attachment 2: The Council Communication Enhancement Process Action Plan, Phase I: Implementation Status.
3. Agendum B.4.a, Attachment 3: Roster of the Communications Enhancement Team.

Agenda Order:

- a. Agendum Overview
- b. Reports and Comments of Advisory Bodies
- c. Public Comment
- d. Council Guidance on Implementing Phase I of
Communication Plan and Timetable for Phases II and III

Jennifer Gilden

PFMC
08/30/04