Build relationships with underserved communities to better understand their engagement preferences, and improve information sharing with all communities.

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**Introduction (Casey)**

**Examples of what we’re already doing:**

* School, classroom visits, field trips (beach seining is fun)
* Site visits with interested parties
* Social media/web stories
* Seattle Maritime Academy: dive and small boat ed for high school students
* Outreach re: observer program to ESL students whose families are in fishing industry
* OMSI Camp for students interested in documentaries–students created a film re observer program
* Internships targeting diverse communities- EPP, IN FISH, Hollings Prep
* International capacity building
* Site visits with stakeholders
* Formal and informal presentations
* Collaboration with charter vessels via the H&L survey
* Writing engaging content for social media and web stories
* Regular and open virtual office hours that allows anyone to learn via Q&A and observation

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**Examples of what we’d like to be doing:**

* More co-creation or co-development of strategies that meet community needs
* Ask tribes what their needs are for engagement on NWFSC science
* Look for ways to develop science stories/narratives together with tribes
* More minority applicants for stock assessment positions, using educators and skilled communicators at Center
  + This could be done (in part) by interacting with the new Marine Biology major at UW, which has grown exponentially since its creation ~6 years ago
* Better participation at tribal conferences and other conferences targeting minorities
* Partnering with groups like [Ocean Discovery Institute](https://oceandiscoveryinstitute.org/) that already have capacity to help us be more inclusive (i.e. “seeds to trees” organizations)
* More citizen science
* Support the WCRO and Restoration Center to build in EJ performance / prioritization aspects for consultation and restoration action permitting and funding - how to bring a socio-cultural perspective into “effects analyses”.
* Building long-term relationships that meet existing needs in communities; support communities with the skills and expertise of NOAA
* More cooperative research
* Find venues for communicating with underserved audiences - just putting things on our website may not reach them. We could send folks to conferences and recruitment events, e.g.
* Reach out to community colleges and universities that include a higher proportion of underserved students to solicit volunteers for the surveys
* Having frank and repeated discussions about our values - how do we value representing underprivileged, and equity in our daily activities
* Translation of our science to different languages, plain language, younger audiences (more accessible content)

**Potential barriers:**

* Being reactive. We need to step back and prioritize this as we begin to think of outreach/engagement (I guess more proactive).
* For outreach content, it is hard to write content for audiences/parts of society we don’t know well. It would be great to have people from different groups help us reach other audiences using their voice.
* Internship opportunities–selection of interns who don’t have as many prior opportunities, others who could have benefitted
* Identifying the overlap of community needs and NOAA priorities
* Provide additional hiring opportunities that give higher weight to factors that improve diversity etc. for STEM hiring
* Bandwidth issues. Relationships take time, esp. Maintaining them over the long term