



## Bering Sea Fishery Ecosystem Plan Website Design

[npfmc.org/BSFEP](http://npfmc.org/BSFEP)

### Proposed Concept

**An interactive website to act as an engagement tool for piquing the interest of the public about the BS FEP.** The Core BS FEP is a long and jargon-heavy document. The BS FEP website is meant to be a creative way to enhance understanding of the FEP. This is *not* meant to be an archival space. It is a living site but should also be able to be finalized or abandoned at some point without becoming obsolete.

### Proposed Structure

This is an existing web page on the North Pacific Fishery Management Council site ([npfmc.org](http://npfmc.org)), which has been modified to include ESRI Story Maps to engage the public with the Core BS FEP document, as well as Action Modules. The Story Maps are easily updated or altered using the NOAA ESRI Story Maps page. Currently there are 3 different Story Maps all using the “Cascade” template.

### Proposed Content

The main web page at [npfmc.org/BSFEP](http://npfmc.org/BSFEP) has current and archival information about the BS FEP process, documents, etc., while the Story Maps fulfill the BS FEP Website “Concept” described above. Content of the existing Story Maps includes a master Story for the Core BS FEP document, with separate, shorter Story Maps for the two activated Action Modules (Climate Change and LK, TK, Subsistence). This pattern could be used to expand the number of Story Maps to correspond with all future Action Module work.

### Key Discussion Questions for the FEP Team

1. What is the BS FEP website trying to achieve? Education; data dissemination; access to the Council; a "call to action" (i.e., increased engagement) through getting visitors to sign up or comment?
2. Do the Action Modules each get a Story Map before, during, and/or after they are completed?
3. Does the FEP Team support *not* including videos on the site?
4. Is there a coherent narrative in the existing Story Maps? If yes, is it acceptable? If not, where are there confusing sections?
5. Currently, the main BS FEP Story Map includes a “Links” section, with links to provide access to external data sources. Is this sufficient? Should this be turned into another standalone Story Map? How could we ensure links to this information do not become obsolete?

### Acknowledgements: Thank You!

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