

# QUESTIONS FOR THE OPERATIONAL COMMITTEES TO CONSIDER



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## Key Questions:

1. Taking into account comments from the species committees, are there any changes you would suggest be made in the ASMI program you guide? (species committee comments and recommendations will be provided in writing at the conclusion of their respective meetings)

### *Specifically:*

- What is working well with the program you guide? What is not? What adjustments would you like to see made?
  - Are there questions or comments from your customers that ASMI should take into account in developing and executing market strategies and tactics for the coming year?
  - Are there questions or comments you hear coming from consumers that ASMI should take into account?
  - Are there questions or comments from stakeholders that ASMI should take into account?
2. What major challenges do you see ASMI facing in the coming years?
    - a. In the next one year?
    - b. In the next five years?
    - c. In the next 10 years?
  3. With the state facing serious budget deficits for the foreseeable future, ASMI funding may see reduced state funding in future years. Do you see opportunities for increased efficiencies or coordination between programs?

### *Specifically:*

- a. Which program activities should be maintained, increased, or reduced in the event of declining revenues?

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## Other questions if you have time:

4. Is there information you would like to be receiving from ASMI programs that you currently are not?
  - Should ASMI programs be communicating their efforts and promotions in a different way than they are currently?
  - Are you currently receiving the Marketing Updates via email? Is there additional information you would like included in these updates?
  
5. Are you familiar with ASMI's websites and social media channels? ASMI has a consumer site, [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and a corporate site, [www.alaskaseafood.org](http://www.alaskaseafood.org) as well as active accounts on Facebook, Instagram, Youtube, Pinterest and Twitter.
  - How often do you visit the ASMI corporate website, [www.alaskaseafood.org](http://www.alaskaseafood.org)?
  - Is there information that isn't on the ASMI websites that should be?
  - Are there ways we can improve our social media marketing?
  
6. What information about the RFM program would you like to receive and in what way(s) do you prefer ASMI be communicating it?