

# 2005–2007 NOAA Coral Management Fellowship

## Guam

### Statement of Work

## Project Location

The host agency for the 2005–2007 Coral Management Fellowship in Guam is the Guam Coastal Management Program within the Bureau of Statistics and Plans, located at the Office of the Governor at Adelup, Guam.

Guam is an island located in the western Pacific Ocean with a rich cultural legacy and spectacular natural beauty. It is the largest island in Micronesia and the southernmost island in the Marianas chain, with a land mass of 212 square miles and a population of approximately 161,000 people. The island has a wide range of unique flora and fauna. Guam is surrounded by fringing coral reefs, mangroves, and sea grasses, and more than 11 percent of the coast is protected as marine preserves. Guam's economy is based on tourism, which depends on its beautiful beaches and clean, 80-degree ocean waters.

## Program/Agency Background

The mission of the Guam Coastal Management Program (GCMP) is to manage Guam's coastal resources, in partnership with the various agencies and the community, and to protect, conserve, and enhance the environment and resources of Guam, by ensuring the balance of economic development and environmentally prudent uses of coastal and coral reef resources for current and future generations. GCMP works with many local and federal agencies on the Guam Coral Reef Initiative Coordinating Committee (GCRICC) to effectively manage and protect Guam's valuable coastal and marine resources. The importance of the island's surrounding coral reef ecosystem (more than 400 species of corals) is an integral part of most projects. The work completed by the coral management fellow will directly relate to coral reef management within the guidelines specified by GCMP.

Like other Pacific Island communities, the people of Guam depend on coral reefs and the waters surrounding their island for many reasons, including food, recreation, income, and protection from storms. Recognizing the importance of these resources, GCRICC has identified five high-priority focus areas for coral reef conservation: land-based sources of impacts, fisheries management, public outreach and education, recreational misuse and overuse, and climate change and coral bleaching. In collaboration with additional federal partners and other stakeholders, Guam has begun to develop three-year strategic plans for these focus areas.

## Project Goals

The goals of this fellowship project are the following:

1. To assist in the development of public outreach materials for each of the Local Action Strategies (LAS) addressing land-based sources of pollution, fisheries

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- management, public outreach and education, recreation misuse and overuse, and climate change and coral bleaching
2. To survey the effectiveness of coral reef public outreach efforts of the past 5–10 years
  3. To assist in coordinating the coral grants that GCMP is responsible for administering

## **Project Description**

As a participating member of the GCMP staff, the fellow will network with partner organizations and agencies to complete this multifaceted project. Some of these tasks will be accomplished concurrently.

### ***Orientation (3 months)***

The fellow will be introduced to staff and management of GCMP and partner agencies, and will review background information regarding Guam's coral reef initiative and other coastal management issues. The fellow also will participate with program staff members in field visits, interagency meetings, and outreach activities. After participating in these activities, the fellow, with input from the mentor, will write a project work plan that will be reviewed and revised after the first year of the fellowship.

### **Outcomes:**

- Familiarity with staffs, operations, and resources of island coastal and aquatic resource management programs
- Integration into GCMP and clarification of role in project
- Development of a project work plan

### ***Public outreach development***

Guam's coral program has accomplished many things; however, the program does not have material that showcases its successes. The fellow will be producing printed and other material for distribution at coral reef meeting and outreach events such as "Island Pride" activities, and material for distribution at schools.

The fellow will work with GCMP's existing public outreach programs, such as the "Man, Land and Sea" television show and the newsletter. The fellow will also develop an outreach strategy to reach various stakeholders. A marketing plan will include using "Professor Kika Clearwater" as the icon for coral reef outreach products. The fellow will collaborate with private contactors in creating the "Kika" brand.

The fellow will work with the public outreach and education LAS group to further the development of a coral reef curriculum. The LAS has been working on a coral reef curriculum; however, it has not been introduced into the classrooms. The fellow will work with the Department of Education, Department of Defense Schools, and other private schools to include coral reef lessons in the school's curriculum.

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Outcomes:

- Public outreach material for each of the LAS groups
- Development of a public outreach plan
- Marketing strategies to address lack of public awareness
- Coral reef lesson plans in school curriculums

***Survey results***

The fellow will complete a survey of the effectiveness of the existing public outreach programs that have been developed during the last 5–10 years. The survey results will assist the fellow and the LAS groups in determining what products work and on what will improve outreach and education efforts on the importance of coral reefs to Guam. The fellow will develop the survey and organize the data collection. The fellow will be responsible for compiling and reporting on the results. A public outreach program will be produced to address gaps in the existing outreach efforts.

Outcomes:

- Assessment of outreach material
- Survey results of the effectiveness of existing public outreach programs

**Eligibility Requirements**

- Bachelor's in marketing, communications, or environmental-related fields with four years of experience OR a master's in marketing, communications, natural resource management, or environmental-related fields with two years of experience
- Valid driver's license
- Skills in graphics design using graphic software

**Desired Background and Skill Sets**

- Demonstrated oral, written, and interpersonal communication skills
- A proven ability to be well organized and able to manage and prioritize multiple tasks
- Experience, through an internship, fellowship, or part-time job, in tropical habitats and coral reefs
- Public speaking, events planning, and meeting facilitation experience
- Ability to work independently
- Creative, flexible, adaptable
- Experience living and working in another culture or in an island community
- Experience working with different user groups
- Experience in natural resource planning and policy implementation

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- Project management experience
- Open-water scuba certification
- Graphic design
- Knowledge of Photoshop or other graphic software programs
- Development of Web sites
- Survey methods