

**U.S. Coral Reef Task Force  
International Year of the Reef 2008**

**Action Plan  
Adopted August 23, 2007**

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**Vision**

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The U.S. Coral Reef Task Force (USCRTF) will utilize the International Year of the Reef platform, and 2008 as the 10-year anniversary of the USCRTF to strengthen and enhance the existing mission, role, and activities of the USCRTF.

The USCRTF was established to lead, coordinate, and strengthen U.S. government actions to conserve coral reef ecosystems, both domestic and international, as called for under the Executive Order for the Protection of Coral Reefs. IYOR 2008 and the 10-year anniversary provide an avenue for the USCRTF members, through individual and collective efforts and activities, to promote the following elements:

- **Enhance** implementation of the Task Force mission and goals.
- **Increase/Broaden** participation, partnerships, and collaborative action.
- **Communicate** the issues, threats, and actions required for coral reef conservation, along with the mission and goals of the USCRTF, individual members and collectively.

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**Leadership Role for the U.S. Coral Reef Task Force**

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- Support local, regional and international activities that assist in meeting the goals of the Task Force to conserve coral reef ecosystems domestically and internationally, engaging partners where possible
- Promote involvement by all partners and facilitate brainstorming sessions
- Plan and facilitate Task Force hosted activities – internationally, nationally, regionally, and locally
- Develop a Renewed Call to Action to supplement and update the National Action Plan, starting with a gap analysis of which goals have not been met and should be targeted for greater action.
- Support efforts of the International Coral Reef Initiative (ICRI) and the USG Co-Chair of the ICRI Secretariat

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**Participation by U.S. Coral Reef Task Force Members**

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To facilitate and enhance Task Force member participation the following information or items should be identified:

- **Funding** – Identify Task Force member agency and other partner funding to support the IYoR effort.
- **Points of Contact** – Identify, for each target audience, individuals from member agencies that can serve as a resource and participate in IYoR as needed (public relations, legislative affairs, education, etc.).
- **Products** – Compile a list of specific agency reports and/or products that are due or planned for distribution in 2008.
- **Priorities** – Identify Task Force Member agency priority projects/efforts planned for 2008.
- **Events** – Create a calendar of events and activities currently planned for 2008 (outreach, workshops, trainings, other).

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### Implementation – 2008 Accomplishments & Products

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#### USCRTF Specific Communications

Activity	Date for Completion	Agency/Staff Lead
Update U.S. Coral Reef Task Force website	January 2008	NOAA, DOI, Secretariat
Update Fact Sheet; Glossy brochure	January 2008	Secretariat
Update and Produce a dynamic presentation	January 2008	Secretariat
Develop one-pagers for each goal, effort to update National Action Plan and create a Renewed Call to Action (see next table)	Working Drafts in advance of Winter 2008 USCRTF meeting	Secretariat produce initial draft, Steering Committee and Working Groups finalize as part of Renewed Call to Action process
Banners/Pull-ups	January 2008	Secretariat
Logo/Identifier	January 2008	Secretariat
Educational Poster	TBD	Education & Outreach WG
Coordinate an Annual USCRTF Award	TBD	Steering Committee
Create and maintain a clearinghouse of USCRTF IYOR events and activities – national, regional, local and select international.	On-Going throughout 2008	Secretariat/ Steering Committee
Compile several of the above in a media/outreach packet	As available and On-Going throughout 2008	Secretariat/ Education & Outreach WG

**External Communications and Activities**

<b>Activity</b>	<b>Planning Steps</b>	<b>Date for Completion</b>	<b>Agency/Org./Staff Lead</b>
Coral Reef Seminar/Film Series (potentially with the DCMC) (monthly)	Develop a calendar with a lead agency or organization for planning (Host)	Fall 2007	TBD
	Identify and reserve site for lecture series, include AV	Fall 2007	Secretariat
	Determine goals or aims for the focus of the symposium	Fall 2007	Steering Committee
	Establish themes, topics for presentations	Fall 2007	Steering Committee/ Host
	Identify and invite speakers	On-going dependent on calendar	Secretariat/ Host
	Advertise	On-going as relates to events	Secretariat/ Host, Others
Host a Coral Symposium in association with winter/spring 2008 USCRTF meeting	Plans underway by Secretariat for review, discussion by Steering Committee,	Summer USCRTF meeting/Fall 2007	Secretariat & Steering Committee
Host a national decision Makers Forum in association with either winter USCRTF meeting or June Capitol Hill Ocean Week	Preliminary discussions with potential partners	August	NOAA has submitted a proposal for funding for this USCRTF planned and hosted event
	-Planning committee formed with partner representatives -Potential Congressional sponsors identified -Symposium date scheduled -General format outlined	September	

	-Detailed agenda developed -Congressional sponsors contacted and committed -Congressional Staff and Members identified -Experts contacted	October	
	-Logistics plan developed -Major venue reservations made	November	
	Logistic details addressed	December – Event	
Host a local decision Makers Forum in association with the International Coral Reef Symposia	TBD	TBD	TBD
Host a Funders Forum possibly in association with the International Coral Reef Symposia	Coral Reef Alliance, Secretariat and Education & Outreach WG in initial conversation about plans	Summer/Fall 2007	TBD

**Specific Agency Contributions**

- IYOR information on Agency Website
- IYOR Information in Agency Outreach material
- NASA's Ocean Biology and Biogeochemistry Program, and NSF's Biological Oceanography Program will identify coral reef research among the topics welcomed in the agencies' regular announcements and solicitations
- Lead management agencies contribute to NFWF Coral Fund – NOAA & USDA currently contribute; add others as able
- Contributions to and participation as appropriate in International Coral Reef Initiative (ICRI)
- Contributions to and participation in the International Coral Reef Symposium (ICRS)
- Other Agency specific activities identified, coordinated, and promoted by each agency

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**Target Audience**

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- Media Outlets
- Local Decision Makers (State and Territory level)
- Federal Decision Makers (Congressional)
- Foundations & the Private Sector
- Non-Governmental Organizations
- Targeted constituent groups and the “general public”

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**Select Major National and International Activities & Events**

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## Existing Calendar of Events –

- Winter 2008 –U.S. Coral Reef Task Force Meeting; Washington D.C.
- Spring 2008 – Opening of Smithsonian Ocean Hall; Washington D.C.
- June 8, 2008 – World Ocean Day; Worldwide
- June 2008 – Capitol Hill Ocean Week (CHOW); Washington D.C.
- July 7-11, 2008 – International Coral Reef Symposium (ICSR); Ft. Lauderdale,FL
- Fall 2008 – U.S. Coral Reef Task Force Meeting; TBD