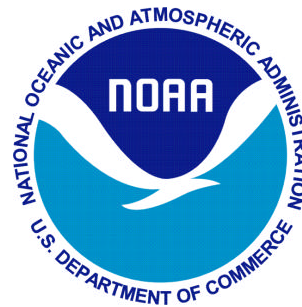




NOAA FISHERIES SERVICE
Protected Resources
*Outreach and Education
Strategic Plan*
FY2005 - 2006



NOAA Fisheries Service
Protected Resources

***Outreach and Education
Strategic Plan***

FY2005 - 2006

“We envision an engaged and informed public and work force who act as stewards to protect and sustain marine species and the ecosystems on which they depend.”

Introduction and Purpose:

The National Oceanic and Atmospheric Administration’s (NOAA) National Marine Fisheries Service (NMFS) Protected Resources Outreach and Education Plan (Plan) strives to give direction to the myriad of efforts currently underway across the NMFS Protected Resources (PR) regional and headquarters offices and NMFS science centers. This plan incorporates visions and mandates from NOAA, NMFS, and PR into an outline and plan of action addressing outreach and education for the next three to five years. Workshop participants identified challenges to outreach and education, most effectively addressed at a national level, which form the basis of the Outreach and Education plan. This document is for use by PR outreach and education and program staff, as well as management personnel within PR and NMFS, to assist with outreach and education program priority setting and budgeting. It identifies fundamental principles that will continue to shape the plan as the program grows, and must be revisited annually, as needs and practices change, to allow continuation of a usable, living document.

In all NMFS/PR offices and at NMFS science centers, outreach and education activities are successfully underway. The work is carried out by full time outreach specialists, program staff with partial outreach responsibilities, and by interested staff who integrate outreach and education into their regular duties. The plan presented here establishes national program goals and objectives to move the outreach and education programs of headquarters, regional offices, and science centers in a common direction. Activities for each objective will be determined by the individual regional offices and science centers to meet the needs of their programs and constituents. Staff experience has shown that one outreach and education plan does not fit all needs in NMFS.

Many benefits will be gained by creating a cohesive national effort for outreach and education. Regional offices and science centers will be better able to meet the needs of their constituents and further their program goals. Promoting communication and collaboration between colleagues allows sites to build capacity and momentum from the efforts of colleagues and to make greater progress than they can alone. PR outreach and education staff will create a synergy across sites that will coalesce into a streamlined and effective national program. To achieve this economy of scale, the mission of the NMFS/PR outreach and education plan involves: 1) guiding, streamlining, and focusing PR outreach and education efforts; 2) pooling expertise, leveraging resources, and obtaining funding; 3) defining the capabilities of PR outreach and education staff; 4) prioritizing outreach and education activities; 5) raising awareness of program importance; and 6) raising PR outreach and education to a programmatic level. The contents of the plan are intended as guidelines for the future and not requirements.

Outreach and education will improve the public’s perspective of Protected Resource’s programs by increasing the public’s knowledge of the status of species, threats to their continued survival, and how NMFS science and management are working to address

these issues. This knowledge facilitates partnerships and support from the public and industry that legislation alone cannot. In addition, other governmental agencies and Congress become more aware of issues dealt with by the PR program, and can work in favor of protecting marine resources. Proactive and comprehensive communication will also decrease the risk of litigation. Effective communication achieves a commitment of stewardship of marine resources, not only from the nation's coastal areas, but also from the nation's landlocked citizens as well. Every person in the United States can positively affect the ocean and its inhabitants if they understand their own connection to the resource.

In the 2003 NOAA Strategic Plan, priority was given to establishing an environmental literacy program for the first time in NOAA's history. As a result, in 2004 NOAA formed the Office of Education and Sustainable Development (OESD). OESD further refined NOAA's education goals through a strategic plan. Concurrently, NOAA determined that outreach and education were crucial crosscutting priorities for the agency. (See Appendix A: Mandates) As NOAA's leadership demonstrated commitment to outreach and education, Protected Resources determined that a national plan for outreach and education should be created. The Plan would provide cohesion and direction to the variety of activities conducted across the country and would also hold all PR staff responsible for conveying consistent messages. Many of the goals and objectives of the PR Plan are applicable to all NMFS activities, and fulfill NOAA's crosscutting priority for environmental literacy. The Plan also welcomes collaboration with other parts of NMFS and NOAA.

The Process:

The Plan was produced by staff from six regional offices, three science centers, and the headquarters PR office. The group consisted of full-time and part-time Outreach Specialists and program staff who value the role of outreach and education in their work. Several participants represented their entire regional office (or both the office and the science center) in outreach and education matters, while others represented only PR issues. The combination of participants allowed the group to understand the broad range of issues affecting both PR activities and those of the entire regional office or science center. (See Appendix A: Workshop Participants)

The participants met August 17-19, 2005 in Long Beach, California. Scott McCreary and Eric Poncelet of CONCUR, Inc., an environmental consulting firm specializing in strategic planning and collaborative decision-making, aided Protected Resources staff in the development of the workshop. They worked with Molly Harrison to review background material, formulate the agenda, and develop the process for the workshop. Once in Long Beach, CONCUR conducted the workshop, guided participants in the creation of the strategic plan, and summarized key outcomes of the meeting. The workshop focused on issues that transcended the individual offices and that participants believed could most effectively be addressed at a national level.

Each of the workshop participants provided an overview of the PR outreach and education efforts taking place at their regional office and/or science center. They also

presented recent successes, opportunities for improvement, and challenges to their goals. The presenters described a variety of regional approaches to PR education and outreach. These approaches were different in: histories and strategies for addressing PR outreach and education issues; levels of funding, senior management support for outreach and education programs and full-time staff; emerging issues of concern; and focal audiences. (See Appendix B: Agenda)

Through workgroup and plenary discussions, workshop participants identified nine goals to guide PR outreach and education strategic planning. For each goal, they also developed a number of objectives designed to accomplish the goals. Additionally, for each objective, they then identified a series of action steps. Once the objectives were determined in the working groups, all participants evaluated the objectives for effectiveness toward reaching the goals. Appendix C contains the full list of draft goals, objectives, and actions.

- Goal 1: Increase level of funding designated for outreach and education
- Goal 2: Identify and access expertise to improve the quality of outreach and education outputs
- Goal 3: Engage upper management's active support for outreach and education
- Goal 4: Establish a mechanism for evaluating the effectiveness of outreach and education efforts.
- Goal 5: Establish a suite of outreach and education materials that are accessible to multiple users.
- Goal 6: Facilitate partnerships within and outside of NOAA (See Appendix D)
- Goal 7: Better anticipate and respond to emerging issues
- Goal 8: Improve communication among line offices, NMFS, and within regions, science centers, and outreach staff.
- Goal 9: Create programs that can be used by other line offices, and within NMFS' regions, and science centers.

Links to Other NOAA Strategic Plans:

In addition to guiding, streamlining, and focusing PR outreach and education efforts, impetus for the meeting and the strategic plan comes from NOAA and NMFS' increased focus on environmental literacy as a crosscutting priority. The strategic plans for both the agency and the line office highlight the desire for an informed public. Without outreach and education programs, the public cannot easily understand the scientific work on which NMFS bases its management decisions. NOAA specifically refers to creating an informed public through a "multitude of activities that represent a continuum from outreach to formal and informal education." All avenues to convey NOAA's scientific knowledge to the broader public must be explored, from different audiences and age levels, to different methods and venues (classroom activities, media relations, and public events).

NMFS leadership also embraces the need for outreach and education and vows to "work with NOAA and other Line Offices to establish an environmental literacy program for educating present and future generations about the changing Earth and its processes." In addition, improving "public awareness of [NMFS] mission goals and accomplishments,

as well as basic knowledge of the environment and human interactions with the environment” is important to NMFS. While NMFS’ research is critical to meeting its environmental goals, imparting the knowledge gained by our leaders in science is also important to further conservation of marine resources. Environmental education and outreach is a priority at NOAA and NMFS, according to each strategic plan. (Appendix E: Mandates)

What does this mean for protecting marine resources across the country? It means that outreach and education programs are important. It means that outreach and education can enhance the work of NMFS scientists and policy makers. While legislation is necessary, facilitating support from groups impacted by fisheries and protected resources legislation creates long-term partnerships. Communication, policy-making, and legislation must all go hand-in-hand to produce the long-term effects warranted by scientific investigation. Outreach and education can also help to obtain additional funding for scientific research. If Congress and decision-makers understand the benefits from NMFS science, they will be more likely to fund it. Science and outreach/education must work together in order to achieve the goals of NOAA, NMFS, and PR.

Budget Considerations:

Outreach and education are not mandated activities within NMFS, and therefore there are no directed outreach and education funds in NMFS or PR. All of the funding for outreach and education activities comes secondary to primary mandated activities in the past and has taken from funds for those activities. Therefore, outreach and education programs are forced to compete against all other programs because of the general lack of funding for all management and research programs. Currently, funds for outreach and education are taken out of the base funding of other programs (e.g. Fisheries Research and Management, Marine Mammals, Sea Turtles, Habitat Conservation) at the discretion of managers. In FY2005, several Regions received approximately \$100K to conduct outreach and education activities, while other sites received as little as \$10K or no funding.

The Plan is intended to affect the budgeting process. Implementation of the plan will coincide with the budget cycles and will be used to provide justification for requests during the Programming, Planning, and Budgeting Execution System (PPBES) process. The Plan will also provide context for program descriptions used during budget formulation. It will serve as a guideline for funding in the immediate, medium, and long term. For offices and centers attempting to participate in outreach and education with no or limited funds, the Plan provides an impetus to begin funding. For those regions and centers that have received some funding for outreach and education, the Plan will reinforce the need to continue funding. Managers will be better able to see a national, needs-based direction for the program and a reason to make a financial commitment toward outreach and education. In the medium term, the plan helps project funding needs to build capacity within a site and across NMFS regions and centers. Finally, the plan provides a long-term evaluation mechanism to analyze the effectiveness of outreach and education funding.

List of Appendices

Appendix A: Workshop Participants

Appendix A lists staff members who participated in the workshop.

Appendix B: Agenda

Appendix B gives the agenda for the two-and-a-half-day workshop.

Appendix C: Goals and Objectives

Appendix C lists the goals and objectives identified by the workshop participants. The current status of the objective (or activity) and the responsibility for completion of each objective are also listed.

Appendix D: Potential partners

Appendix D lists potential partners, both within and outside NOAA.

Appendix E: Mandates

Appendix E gives excerpts from the NOAA Strategic Plan, NOAA's Office of Education Strategic Plan, and the NMFS Strategic Plan for reference.

APPENDIX A: Workshop Participants

The following staff members attended and contributed to the Workshop:

Southwest Regional Office:

LTJG Sarah Dunsford, Outreach Specialist
Tina Fahy, Sea Turtle Recovery Coordinator
Monica DeAngelis, Marine Mammal Biologist
Shirley Witalis, Fishery Biologist
Dan Logan, Fisheries Biologist

Southwest Fisheries Science Center:

Rosemary Troian, Outreach Coordinator

Pacific Islands Regional Office and Science Center:

Wende Goo, Public Affairs, Outreach and Education Specialist

Alaska Regional Office:

Aleria Jensen, Fishery Biologist

Alaska Fisheries Science Center:

Lisa Hiruki-Raring, Research Wildlife Biologist/Outreach Coordinator

Northwest Fisheries Science Center:

Deborah McArthur, Education Coordinator

Southeast Regional Office:

Kristin Thoms, Outreach Specialist, Marine Mammal Branch

Northeast Regional Office:

Amanda Johnson, Fisheries Biologist
Marla Trollan, Outreach Specialist

National Marine Sanctuary Program

Columbine Culberg, Ocean Etiquette Program Coordinator

Protected Resources Headquarters Office:

Molly Harrison, Coordinator for Outreach and Education

Meeting Facilitators: CONCUR, Inc.

Scott McCreary, Principal
Eric Poncelet, Associate
www.concurinc.com

APPENDIX B: AGENDA

**NOAA Fisheries Service
Protected Resources Education/Outreach Strategic Planning Workshop
August 17-19, 2005
Southwest Regional Offices
Long Beach, CA**

PRIMARY MEETING OBJECTIVES

1. Provide update on major protected resources educational and outreach efforts from each of the regional offices and science centers and NOAA Fisheries Service headquarters
2. Contribute toward preparation of a protected resources education plan

MEETING AGENDA

Day 1 – Wednesday, August 17, 2005

Time	Agenda Item
<i>12:30 PM</i>	<i>Arrival and greetings</i>
1:00 PM	Welcome and review of workshop objectives and agenda
	Review and adopt ground rules (Attachment 1)
	Presentations on major protected resources educational and outreach efforts
<i>3:00 PM</i>	<i>Break</i>
	Presentations on major protected resources educational and outreach efforts (cont.)
<i>5:30 PM</i>	<i>Adjourn</i>
<i>6:30 PM</i>	<i>Dinner (TBD)</i>

Day 2 – Thursday, August 18, 2005

Time	Agenda Item
9:00 AM	Review agenda for Day 2 and Questions/Comments from Day 1
9:15 AM	Review draft outline of PR Education Strategic Plan; provide guidance on different components of Plan (Attachment 2);
9:45 AM	Review NOAA Office of Education's national plan and NMFS Strategic Plan
10:15 AM	Discuss and adopt vision statement – major theme to guide PR Education/Outreach across the country (Attachment 5)
<i>10:45 AM</i>	<i>Break</i>
11:00 AM	Discuss key challenges of each office/center and nationally; identify list of core national challenges
<i>12:30 PM</i>	<i>Lunch</i>

1:45 PM	Convene breakout groups (per core challenges identified) – Brainstorm goals, objectives, and action plan items to address each core challenge
3:15 PM	<i>Break</i>
3:30 PM	Convene breakout groups (cont.)
5:00 PM	<i>Adjourn</i>
6:30 PM	<i>Dinner (TBD)</i>

Day 3 – Friday, August 19, 2005

Time	Agenda Item
8:30 AM	Review agenda for Day 3 and Questions/Comments from Day 2
8:45 AM	Discussion – Present and provide comment on draft goals, objectives, and action plans identified
10:15 AM	<i>Break</i>
10:30 AM	Discussion – Present and provide comment on draft goals, objectives, and action plans identified (cont.)
11:45 PM	<i>Lunch</i>
1:00 PM	Reconvene breakout groups – Revise goals, objectives, and action plans per morning’s discussion
2:00 PM	Discuss strategy for linking draft Plan to Office of Education’s national plan and other NOAA Fisheries strategic plans
2:30 PM	Wrap up an discuss Next Steps toward completing draft PR education strategic plan <ul style="list-style-type: none"> • Background section • Links to other NOAA strategic plans • Budget
3:00 PM	<i>Adjourn</i>

APPENDIX C: Goals and Objectives:

Goal 1: Increase level of funding designated for outreach and education

Objectives

1. Obtain increased funding via the PPBES process

Task 1: Identify capabilities and their location in budget outline, by division, or as individual line items.

Status: New initiative

Responsibility: Headquarters (HQ)

Task 2: Identify where outreach and education funding capabilities are removed in the PPBES process

Status: New initiative

Responsibility: HQ

Task 3: Provide HQ with PPBES information

Status: Ongoing

Responsibility: Regional Office (RO) and Science Centers (SC)

Task 4: Recommend inclusion outreach and education activities and products in management performance measures

Status: New initiative

Responsibility: RO/SC/HQ

2. Obtain increased funding through regional offices and science centers

Task 1: Prepare spending plans (short term & long term)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Request funding for specific issues that fall outside spending plans

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Coordinate planning activities among regional offices, science centers and headquarters

Status: Ongoing

Responsibility: RO/SC/HQ

3. Obtain increased funding from outside sources

Task 1: Create and distribute a shared list of external funding sources

Status: New initiative

Responsibility: HQ

Task 2: Create partnerships with nongovernmental organizations

Status: Ongoing

Responsibility: RO/SC/HQ

- Task 3:** Create partnerships with other government entities
Status: New initiative
Responsibility: RO/SC/HQ
- Task 4:** Market outreach and education programs to Congress through partnerships for earmarked funding of specific projects
Status: New initiative
Responsibility: HQ

4. Obtain increased funding within NOAA

- Task 1:** Use external partnerships to apply for NOAA's Office of Education external grants
Status: RO/SC/HQ
Responsibility: RO/SC/HQ
- Task 2:** Partner with other line offices to obtain funding
Status: Ongoing
Responsibility: RO/SC/HQ
- Task 3:** Stress the importance of internal grants to NOAA's Office of Education
Status: New initiative
Responsibility: HQ (Education Council Representative Molly Harrison)
- Task 4:** Develop a shared list of internal DOC/NOAA grants
Status: New initiative
Responsibility: RO/SC/HQ workgroup

Goal 2: Identify and access expertise to improve the quality of outreach and education outputs

Objectives

1. Skill set improvements

Task 1: Hire skilled FTEs who report directly to the Office of the Science Director or Regional Administrator (e.g. Coordinators, Graphic Designers, Web Specialists)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Provide communications training for staff

Status: Ongoing

Responsibility: HQ will train coordinators who will then train site staff

Task 3: Provide Educational Project Design training for staff

Status: New initiative

Responsibility: HQ will coordinate; RO and SC to participate

2. Create outreach and education team

Task 1: Establish and sustain communication pathways between locations within regional offices and science centers

Status: New initiative

Responsibility: RO/SC

Task 2: Establish and sustain communication pathways between regional offices and science centers

Status: Ongoing

Responsibility: RO/SC

Task 3: Establish and sustain communication pathways between HQ and regional offices and science centers

Status: Ongoing

Responsibility: RO/SC/HQ

Task 4: Establish and sustain communication pathways between NMFS councils and commissions

Status: Ongoing

Responsibility: RO/SC/HQ

3. Establish a pool of expertise.

Task 1: Identify and prioritize needs for effective outreach and education (e.g. interactive website, laminated graphics, large display posters, kiosks)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Develop “wish list” and cost quotes of needs

Status: Ongoing

Responsibility: RO/SC/HQ individually

Task 3: Identify O/E needs that can and cannot be addressed with existing capabilities

Status: New initiative

Responsibility: RO/SC/HQ

Task 4: Identify internal and external subject matter experts and create national and regional rosters for various tasks

Status: New initiative

Responsibilities: RO/SC/HQ

Goal 3: Engage upper management's active support for outreach and education

Objectives

1. Market the positive outcomes of effective outreach and education to gain management support

- Task 1:** Locate and present case studies of effective outreach and education on management and science issues
Status: New initiative
Responsibility: RO/SC/HQ
- Task 2:** Locate and present studies of educational research which highlight the qualitative and quantitative advantages of active outreach and education programs
Status: New initiative
Responsibility: RO/SC/HQ
- Task 3:** Build internal and external partnerships to highlight the value of outreach and education efforts
Status: New initiative
Responsibility: RO/SC/HQ
- Task 4:** Share positive feedback from constituents with management
Status: New initiative
Responsibility: RO/SC/HQ
- Task 5:** Track and report initiatives, projects, and products to management
Status: New initiative
Responsibility: RO/SC/HQ

2. Communicate outreach and education support needs to upper and middle management (at both NOAA and NMFS levels)

- Task 1:** Conduct face-to-face meetings with management
Status: Ongoing initiative
Responsibility: RO/SC/HQ
- Task 2:** Present National Outreach and Education strategic plan to management
Status: New initiative
Responsibility: RO/SC/HQ
- Task 3:** Create partnerships for communication of outreach and education needs from sources outside NMFS
Status: New initiative
Responsibility: RO/SC/HQ
- Task 4:** Develop regional office, science center, and headquarters outreach and education plans with realistic funding and personnel needs
Status: New initiative
Responsibility: RO/SC/HQ
- Task 5:** Develop network to share region and science center work
Status: New initiative
Responsibility: HQ

- Task 6:** Include outreach and education activities and products in the performance plans of managers and/or increase the importance of outreach and education in staff performance plans
Status: New initiative for some
Responsibility: RO/SC
- Task 7:** Encourage partners to participate in dialogue with upper management to garner support for outreach and education
Status: New initiative
Responsibility: RO/SC/HQ
- Task 8:** Establish partnerships and regular communication with constituent organizations
Status: Ongoing initiative
Responsibility: RO/SC/HQ

Goal 4: Establish a mechanism for evaluating the effectiveness of outreach and education efforts.

Objectives:

1. Track distribution and use of outreach and education efforts

Task 1: Assess demographics at the regional office and science center level, and report to HQ

Status: New initiative

Responsibility: HQ will develop a database to compile information

Task 2: Create a tracking mechanism to compare quantity of materials produced to the quantity distributed

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Purchase software to evaluate website hits versus length of visits and the demographic components of visitors

Status: New initiative

Responsibility: HQ to fund; RO/SC/HQ to use

2. Develop methods that can be used to measure changes in awareness and knowledge in user groups

Task 1: Develop questionnaires and/or interviews targeted at specific user groups

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Administer pre- and post-tests to students and teachers (for distribution by teachers or other partner groups, such as Sea Grant and National Marine Sanctuaries)

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Incorporate evaluation methods into programs (e.g. workshops, student service learning opportunities)

Status: New initiative

Responsibility: RO/SC/HQ

Task 4: Establish partnerships with other Federal and state government agencies and academia to assist with quantifying outcomes of outreach and education efforts (e.g., conduct dockside visits)

Status: New initiative

Responsibility: RO/SC/HQ

3. Revisit the needs of user groups

Task 1: Develop schedules, based on individual audiences, to revisit the needs of each user group (e.g., fishermen, teachers)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Review outreach and education materials periodically (up to three years after development) to assess usefulness, effectiveness, and accuracy

Status: New initiative

Responsibility: RO/SC/HQ

4. Create an outside advisory board (regional and/or national) to evaluate effectiveness of outreach and education efforts

Task 1: Compile a list of potential advisory board members for each user group (e.g., fishermen, teachers, general public, students, multi-cultural representatives, the disabled, etc.)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Survey advisory board regularly to assess outreach and education efforts

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Use comments provided by advisory board to modify existing and develop new outreach and education materials

Status: New initiative

Responsibility: RO/SC/HQ

Task 4: Compile an annual report with recommendations for development of outreach and education program

Status: New initiative

Responsibility: HQ with board

Goal 5: Establish a suite of outreach and education materials that are accessible to multiple users.

Objectives:

1. Create materials with a clear and consistent message, look, and feel

Task 1: Convene sub-group of NMFS employees from each region, center, and headquarters to craft a list of potential messages to guide outreach and education content (review every 3 years)

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Review subgroup lists at national workshop and determine priority messages

Status: New initiative

Responsibility: RO/SC/HQ representatives at workshop

Task 3: Define three high-level messages for outreach and education (All materials should address at least one message.)

Status: New initiative

Responsibility: RO/SC/HQ representatives at workshop

Task 4: Develop consistency in imagery; create a NMFS or PR graphic standard for print and video materials, and for education websites

Status: New initiative

Responsibility: Constituent services, RO/SC/HQ

Task 5: Ensure consistency with education and outreach recommendations and guidelines (develop template language)

Status: New initiative

Responsibility: Constituent services, RO/SC/HQ

2. Publish materials accessible to diverse audiences

Task 1: Modify materials to meet user needs (e.g. language translation, tailor to the disabled, consideration of multiple intelligences)

Status: Ongoing initiative

Responsibility: RO/SC/HQ

Task 2: Communicate availability of products to other line offices and agencies

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Inventory available resources (kits, animal parts, animal models, lesson plans, etc.) and establish an internal database to facilitate sharing amongst offices

Status: New initiative

Responsibility: RO/SC/HQ

Task 4: Develop web pages and written materials targeting specific user groups, and providing different levels of information (e.g. for students, adults, and industry constituents)

Status: New initiative

Responsibility: RO/SC/HQ

Task 5: Create partnerships with audience organizations to highlight the needs of different audiences, and to test the ease of use or navigation for outreach and education materials and websites
Status: New initiative
Responsibility: RO/SC/HQ

3. Incorporate best and most efficient practices into program and material development

Task 1: Identify unmet educational needs, and develop material aligned with national and state standards (e.g., inquiry-based learning, critical thinking, hands-on experimentation)

Status: New initiative

Responsibility: RO/SC

Task 2: Create one outreach document for each fishery that summarizes regulations that pertain to particular fishery

Status: New initiative for some regions

Responsibility: RO

Task 3: Create outreach materials that target non-regulated user groups (e.g., recreational fishermen and shipping industry)

Status: Ongoing initiative

Responsibility: RO/SC/HQ

4. Effectively distribute materials to target users

Task 1: Project the number of target users

Status: Ongoing initiative

Responsibility: RO/SC/HQ

Task 2: Identify venues related to each user group and advertise deliverables (e.g., provide NMFS web links to content-related programs and display materials for events)

Status: Ongoing initiative

Responsibility: RO/SC/HQ

5. Develop programs in fisheries issues and science that involve multiple users

Task 1: Develop suite of educational opportunities (e.g. teacher workshops, internships, volunteer opportunities, tours) that highlight NMFS work

Status: Ongoing initiative; compilation into suite is a new initiative

Responsibility: RO/SC/HQ

Task 2: Partner with already established groups (e.g. Boy/Girl Scouts, National Marine Sanctuary Program [NMSP]) to develop effective programs

Status: New initiative for Scouts; ongoing with NMSP

Responsibility: HQ for Scouts; RO/SC/HQ for NMSP

Goal 6: Facilitate partnerships within and outside NOAA

(See Appendix D)

Objectives:

1. Identify outreach and education points of contact within and outside NOAA (non-governmental organizations, fed, state, local government, aquaria, school districts)

Task 1: Outreach Coordinators develop a roster of key contacts

Status: Ongoing

Responsibility: HQ/RO/SC

Task 2: Identify nontraditional partnerships

Status: Ongoing

Responsibility: HQ/RO/SC

2. Employ external partner resources where applicable and available

Task 1: Develop electronic library of potential partner organizations for outreach and education staff in NMFS to access to partner resources

Status: New initiative

Responsibility: HQ? With input from RO/SC

Task 2: Use partnerships to further common goals and communicate complimentary messages (e.g. create/organize school presentations, festivals, science camps, public service announcements, videos, curricula, field opportunities)

Status: Ongoing

Responsibility: HQ/RO/SC

3. Explore internship possibilities

Task 1: Compile list of internship opportunities in regions and at HQ
Status: New initiative; NOAA's Office of Education currently tasked for NOAA

Responsibility: HQ, with input from RO/SC

Task 2: Work with internship organizations (ECO, ORISE) to provide interns from diverse backgrounds for NMFS interns.

Status: Ongoing

Responsibility: HQ/RO/SC

Goal 7: Better anticipate and respond to emerging issues

Objectives:

1. Keep abreast of issues emerging from HQ (such as strategic plans) and from the field

Task 1: Network with State and Federal agencies to identify their emerging issues

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Circulate hot topics among HQ, regional offices and science centers at scheduled intervals

Status: New initiative

Responsibility: RO/SC/HQ

Task 3: Create hot topics webpage

Status: New initiative

Responsibility: HQ with RO/SC input

Task 4: Keep public affairs officers informed of upcoming issues

Status: Ongoing

Responsibility: HQ/RO/SC

2. Prepare response protocols for emergency situations

Task 1: Develop toolkit for communicating with the public about specific incidents

Status: New initiative

Responsibility: RO/SC

Task 2: Develop internet based database to raise awareness about specific response protocols (e.g. Sanctuary Hazardous Incident Emergency Logistics Database System SHIELDS)

Status: New initiative

Responsibility: RO/SC

3. Use partnerships to help anticipate and/or responds to emerging issues

Task 1: Use roster of key contacts to develop contacts

Status: New initiative

Responsibility: RO/SC

Task 2: Network with city planners, convention bureaus, tourism agencies

Status: New initiative

Responsibility: RO/SC

4. Use volunteers to inform public and support NOAA

Task 1: Develop specific programs and roles for volunteers (e.g. Sanctuary Naturalist Program, Long Beach Enforcement Senior volunteers)

Status: Partial new initiative

Responsibility: RO/SC

Goal 8: Improve communication among line offices in NMFS, and between Regional Offices, Science Centers, and Outreach and Education staff

Objectives:

1. Increase awareness regarding roles, responsibilities, points of contact, outreach and education tools

Task 1: Develop handbook at regional level of all NOAA outreach and education points of contact, products, and programs in the region

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Develop website to post points of contact products and programs, including lesson plans

Status: New initiative

Responsibility: HQ to develop; RO/SC to contribute

Task 3: Maintain database of outreach materials

Status: New initiative

Responsibility: HQ to develop; RO/SC to contribute

2. Increase staff knowledge of research, education, and outreach programs

Task 1: Develop an internal webzine for outreach and education activities (calendar of events, highlights, document)

Status: New initiative

Responsibility: HQ to develop and maintain; RO/SC to contribute

Task 2: Hold monthly outreach and education conference calls among regions, science centers, and headquarters

Status: Ongoing initiative

Responsibility: HQ to coordinate; RO/SC to contribute

3. Provide infrastructure for integrating outreach and education resources and activities

Task 1: Submit frequent outreach pieces to Access NOAA and other NOAA publications

Status: New initiative

Responsibility: HQ/RO/SC

Task 2: Invite representatives from other line offices and agencies to participate in meetings, conferences, and workshops

Status: Ongoing initiative

Responsibility: HQ/RO/SC

Task 3: Inform outreach and education points of contact within NOAA and NMFS about upcoming product development and release

Status: Ongoing initiative

Responsibility: HQ/RO/SC

Goal 9: Create programs that can be used by other line offices within NMFS, and regional office and science centers

Objectives:

1. Initiate programs and campaigns that can be applied nationally, and at the regional offices, and science centers

Task 1: Develop PowerPoint, print, and video products for all office to use to communicate national policies and programs

Status: New initiative

Responsibility: RO/SC/HQ

Task 2: Develop national Ocean Etiquette program with the National Marine Sanctuaries

Status: Ongoing initiative in SWR; new initiative for other regions and centers

Responsibility: HQ and SWR to start; RO/SC in future

Task 3: Develop national program with Girl Scouts of America

Status: New initiative

Responsibility: HQ

Task 4: Develop national program with Boy Scouts of America

Status: New initiative

Responsibility: HQ

2. Utilize existing resources for future project development

Task 1: Create project reports that can be used by other offices and science centers to create similar programs in their areas.

Status: Ongoing

Responsibility: RO/SC/HQ

Task 2: Create a list of successful regional projects, with contact information, for the lead organizer for each project; to be posted on the PR education website

Status: Ongoing

Responsibility: RO/SC/HQ

APPENDIX D: Potential Partner Organizations

The following is a partial list of potential partner organizations and agencies for outreach and education.

Government

Federal agencies (NPS, USFWS, USFS, MMS, USCG, USGS)
State agencies
Sea Grant
NMFS Regional Office and Science Centers
NMFS Habitat Office
National Marine Sanctuaries Program (NMSP)
NOAA Restoration Center
National Estuarine Reserves Program
NOAA Marine Debris Program
NOAA Office of International Affairs
NMFS Office of Law Enforcement
NMFS Office of Sustainable Fisheries
Technical support people

Community

User groups
Non-profit organizations
Cultural groups (e.g. Native organizations, Vietnamese community groups)
Volunteers (Naturalist Corps, Americorps)
Community groups (Girl Scouts, Boys and Girls Clubs, Nature Centers, Public Science Centers)
Technical support people

Industry

User groups
Industry (fisheries, shipping, forestry, cruise ship, outdoor gear/manufacturer providers)
Fishery Management Councils

Education

Formal:

Schools (elementary, middle school, high school)
Universities (undergraduate and graduate)

Non Formal:

Non-profits/ Environmental education organizations
Public Science Centers
Museums
Zoos and Aquaria
Intern organizations (e.g. ECO and Orise)
National Geographic

National Geographic
Discovery Channel
American Cetacean Society
seaturtle.org

APPENDIX E: Mandates

Definition of Education (from NOAA's Office of Education):

At NOAA, education means a process of engaging audiences to build knowledge on topics relevant to the world's atmosphere, climate, oceans, and coastal ecosystems in order to achieve great environmental literacy, personal safety, and an improved economy.

Definition of Outreach (from NMFS' Northeast Region's Outreach Strategic Plan):

Outreach is defined as two-way communication between the agency and the public to establish and foster mutual understanding, promote public involvement, and influence behaviors, attitudes, and actions with the goal of improving the foundations for stewardship.

Excerpted from NOAA's Strategic Plan for FY2006 – FY2011

NOAA's Vision: An informed society that uses a comprehensive understanding of the role of the oceans, coasts, and atmosphere in the global ecosystem to make the best social and economic decisions.

Crosscutting Priority: Promoting Environmental Literacy

As a global leader in oceanic and atmospheric sciences, NOAA has a responsibility to improve public understanding of our planet's dynamic air and water systems and the effect those systems have on all aspects of people's lives. We work with partners in educational institutions and organizations, government agencies at all levels, and private industry to build environmental literacy. We seek to educate and inform present and future generations about the changing Earth and its processes, to inspire youth to pursue scientific and technical careers, and to improve the public's awareness, understanding, and use of NOAA products and services. We accomplish this through a multitude of activities that represent a continuum from outreach to formal and informal education. The result is a public better able to make informed decisions and take appropriate action on environmental and ecological matters.

Excerpted from NOAA Fisheries Strategic Plan for FY2003 – FY2008

Cross Cutting Priority for Environmental Literacy, Outreach, and Education:

NOAA Fisheries will work with NOAA and other Line Offices to establish an environmental literacy program for educating present and future generations about the changing Earth and its processes. This program will improve the public's knowledge of NOAA Fisheries responsibilities and will assist state and local natural resource managers by ensuring that decision makers have access to the information they need to appropriately reduce human impact on the environment and to respond to storm warning and environmental change.

NOAA Fisheries will improve public awareness of its mission goals and accomplishments, as well as basic knowledge of the environment and human interactions

with the environment. We will assist in creating a NOAA-wide mechanism for creating, distributing, and using educational materials and for measuring the effectiveness of outreach efforts.

NOAA Fisheries will actively encourage and promote careers in ocean, climate, atmospheric, and social sciences at all educational levels, particularly through Minority Serving Institutions. Using the Living Marine Resources Cooperative Science Center established under the Minority Serving Institutions Initiative and other Minority Serving Institutions, NOAA Fisheries will increase the number and diversity of college students graduating each year with undergraduate and graduate degrees in NOAA related sciences.