



Sea Grant Extension Assembly and Communicator Conference

December 1-4, 2015
Hilton Mystic, Mystic CT

FINAL AGENDA

Tuesday December 1 (Travel day)

- 10:00 am – 4:00 pm **Optional Field Trip – Bridgeport Regional Aquaculture Science and Technology Education Center / Sea Vegetable Culture and Processing**
- 3:00 – 5:45 pm **Conference registration**
- 6:00 – 8:00 pm **Kick-off Reception, Mystic Aquarium** (hors d'oeuvres and cash bar*)
Catch up with old friends and make new ones!

Wednesday December 2

- 7:30 am – 3:00 pm **Conference registration**
- 7:00 – 8:30 am **Breakfast** (Hilton, included in room rate)
- 8:30 – 9:00 am **Welcome / Introductions (Joint Session)**
Nancy Balcom, Local Logistics Chair, Connecticut Sea Grant
Cindy Knapman, Chair, Communicators Network, Hawaii Sea Grant
Tom Murray, Chair, Sea Grant Extension Assembly, Virginia Sea Grant
Sylvain De Guise, Director, Connecticut Sea Grant
- 9:00 am – 10:00 am **National Sea Grant Office Update (Joint Session)**
Elizabeth Rohring, Director of Communication, NSGO
Mike Liffmann, Program Director for Extension, NSGO
- 10:00 – 10:30 am Break
- 10:30 am – 12:00 pm **Concurrent Sessions**
- Session A – Extension Assembly**
Business Meeting
Sea Grant Academy
Reporting best practices and successes
New Tools

Session B – Communicators

Business Meeting

**Changing media landscape: best practices and lessons learned
Session for new communication leaders**

12:00 – 1:30 pm

Lunch (Hilton)

12:30 pm

Plenary – Should I Stay or Should I go? Hurricane Attitudes of Coastal Connecticut Residents

*Jennifer Marlon, Associate Research Scientist, Yale University,
School of Forestry and Environmental Studies*

1:30 – 5:00 pm

Field Trips

Field trips will leave from the lobby of the Hilton. Some will be transported by van; others will involve voluntary car pools.

Field Trip 1: Shoring up Coastal Resiliency in Connecticut (Madison, New London)

Field Trip 2: Submarine Force Museum / Nautilus & US Coast Guard Museum (Groton, New London)

Field Trip 3: Bluff Point State Park Walking Tour (Groton)

Field Trip 4: Behind the Scenes at Mystic Aquarium and Sea Research Foundation (Mystic)

5:00 – 6:30 pm

Reception, Branford House, UConn Avery Point (hors d'oeuvres, cash bar*)

Enjoy hors d'oeuvres and network with your colleagues against the backdrop of marble fireplaces, inlaid wood paneling, and carved walls of the former Morton Plant family mansion.

6:30 pm

Dinner on Own (Downtown Mystic)

Thursday December 3

7:30 – 9 am

Conference Registration

7:00 – 8:30 am

Breakfast (Hilton, included in room rate)

8:30 – 12:00 pm

Concurrent Sessions

Session A – Extension Assembly

8:30 – 10:00 am

Program Leader Support Group

*Kathy Bunting-Howarth, Associate Director, New York Sea Grant
Rex Caffey, Director of Marine Extension, Louisiana Sea Grant
Jim Fawcett, Director of Extension, Southern California Sea Grant
David Hanson, Outreach and Engagement Leader, Oregon Sea Grant
Marty Main, Associate Director - Extension, Florida Sea Grant
Nancy Balcom, Associate Director, Connecticut Sea Grant*

10:30 – 11:15 am **Other People’s Money - Alternative Funding Solutions Panel**
Tom Murray, Associate Director-Advisory Services, Virginia Sea Grant
Kathy Bunting-Howarth, Associate Director, New York Sea Grant
Heather Triezenberg, Extension Specialist/Program Coordinator, Michigan Sea Grant

11:15 – 12:00 pm **The Role of MOUs in Maintaining Sanity**
Jesse Schomberg, Interim Co-Director, Minnesota Sea Grant
Joshua Gunn, Extension Program Leader, Texas Sea Grant
Mike Liffmann, Program Director for Extension, NSGO
Helen Chang, Knauss Fellow, National Sea Grant
Stephanie Ott, Director, National Sea Grant Law Center

Session B – Communicators

8:30 – 9:30 am **Education without Advocacy**
Stephanie Ott, Director, National Sea Grant Law Center
Jim Fawcett, Director of Extension, Southern California Sea Grant

8:30 – 10:00 **Communicating about Climate Change**
Jill Gambill, Communications Director, Georgia Sea Grant

10 – 10:30 am **Break**

10:30 – 12:00 **Science Writing**
Catherine Schmitt, Communications Director, Maine Sea Grant

10:30 – 12:00 **Best Management Practices**
Paul Focazio, Web Content Manager, New York Sea Grant

12– 1:30 pm **Lunch – on own**
(10 restaurants within walking distance of hotel; also downtown Mystic via hotel shuttle)

1:30 – 3:00 pm **Crisis Response – Moving beyond Lessons Learned to Lessons Applied**
Take the “Extreme Event Game” Challenge! (Joint Session)
Peg Van Patten, Communications Director, Connecticut Sea Grant
Elizabeth Rohring, Director of Communication, NSGO
Rex Caffey, Director of Marine Extension, Louisiana Sea Grant

3:00 – 3:30 pm **Break**

3:30 – 5 pm **Crisis Response** continued

6:00 – 7:00 pm **Reception** (hors d’oeuvres and cash bar*)

7:00 – 10:00 pm **Awards Banquet** (Hilton)

Friday December 4

- 7:00 – 8:30 am **Breakfast** (Hilton, included in room rate)
- 8:00 am – 9:30 am **Community-based social marketing (Joint session)**
Jennifer Dindinger, Watershed Restoration Specialist, UMD Sea Grant
- 9:30 am - 10:00 am **Break**
- 10:00 am – 11:30 am **Identifying communication strategies to reduce conflict and increase understanding and cooperation on hot button science topics**
Dan Kahan, Elizabeth K. Pollard Professor of Law and Professor of Psychology, Yale Law School <http://www.culturalcognition.net/>
Deborah Seiler, Communications Coordinator, California Sea Grant
- 11:30 am – 12:00 pm **Wrap-up**
- 12:00 pm **Adjourn**
- 1:00 pm – 4:00 pm **Optional Field Trip – Mystic Seaport, Museum of America and the Sea**

**In lieu of discounted drink tickets, everyone will have the opportunity to win (or earn) exciting door prizes at the receptions.*