Assembly of Sea Grant Extension Program Leaders
Minutes of Annual Meeting 2004
Jekyll Island, GA
April 26 – 27, 2004

BBB Seminar Series

Ralph Rayburn updated the Assembly on the success of the 1st BBB seminar held in March in Silver Spring, MD. He recognized Gary Graham (TX SG) for the terrific job he did presenting his fisheries work with TEDS. He indicated that the next brown bag seminar will be held in June with Wendy Carey, (DE SG) presenting information on Rip Current Awareness and work with the NWS on Rip Current forecasting.

At-Large Position on the Assembly EXCOMM

Jim Falk, (head of nominating committee) informed the Assembly that we needed nominations for the At-large position on the EXCOMM to replace Judy Lemus. He told anyone who is interested in being a candidate, to let him know before Wednesday so the Assembly will know who the candidates are prior to leaving Jekyll Island. We will hold an on-line election within 30 days of returning to our respective programs.

FEE Update

Bill DuPaul indicated that the list of FEE projects included in our registration packets was inaccurate and a new list of correct grant recipients would be forthcoming. Emory Anderson indicated that he would like to meet with the regional FEE chairpersons during the week.

National Ports and Harbor Specialist Update (Jim Fawcett and Jim Kruse)

Jim Fawcett provided the first overview and indicated that the Great Lakes also had a Ports Specialist (D. Knight) that participates in Sea Grant activities. Jim noted that during the first couple of years of activity with these positions a number of activities have occurred: (1) introduce SG to the Ports Industry (go talk to industry members), (2) let them know SG is a conduit to the academic community, (3) talk to university community who might have an interesting in ports and shipping issues and topics, (4) talk to various organizations and societies (e.g. American Association of Port Authorities), and (5) occasionally talk to legislators depending on the issues.

He mentioned the key areas where ports needs assistance: (1) environmental issues, (2) logistics issues, and (3) security (Coast Guard is key here and they are aware of the risks).

Much of the work with ports/marine transportation is standard marine extension type work -- connect with NOAA colleagues and help deliver NOAA products to Industry.

The shipping industry is interest in a "Port Security Conference" and Sea Grant will help support this effort.

J. Fawcett and J. Kruse will be attending the AAPA meeting in New Orleans in May 2004 to participate with port industry leaders.

Jim Kruse's National Ports/Harbor Specialist position was established in 2002 (3 year funded position). He came to the position after spending 9 years as the Port Director in Brownsville, TX. He dealt with a lot of international issues with Mexico. His main challenge during the past couple of years has been to let ports know what Sea Grant is all about: (1) raising awareness, made many presentations to various groups, (2) collaborate with J. Fawcett, (3) answer requests for information about ports and marine transportation issues, (4) ANS Gulf regional panel, (5) user needs assessment about ocean observation, (6) talking to Mexico officials about SG extension program, (7) Transportation Research Board, marine environmental research agenda, and (8) SG involvement in environmental management system.

He, and other SG representatives participated in a joint workshop last August (2003) with AAPA members. He has also posted "Tom Dowd's port and shipping papers" on website, peer review panel for Corps of Engineers studies, planning/research committee on port expansion issues. He noted that many port issues cut across NOAA, NOS navigational products.

Other programmatic activities include: (1) annual waterways conference in TX, (2) new web portal on ports and marine transportation web site, (3) maritime internship program (TX), (4) short-sea shipping issues (new concerns related to marine transportation), (5) summer transportation institute, and (6) homeland security issues (powerpoint presentation available from J-Kruse@TTImail.tamu.edu).

Sea Grant Law Center (Stephanie Showalter and Josh Clemens)

Stephanie Showalter replaced Kristin Fletcher as the Director of the SG Law Center within the past year. She is also the Director of the Law Program at MS/AL Sea Grant. The SG Law Center was formed after responding to a call for proposals from the NSGO. Providing "legal information" and SG extension is at the heart of the program.

The program does not provide legal advice, only answers legal questions. She provided a couple of examples of information they have provided: (1) WHOI SG -- regarding shellfish farmers' liability with individuals hurting themselves on stakes in water and (2) MIT SG -- answered question as to whether AUVs are vessels and need licenses under federal law.

<u>Outreach materials</u> – *The Sandbar*, covers legal activities in regions across the nation.

<u>Other legal assistance</u>: (1) grant proposals – partner or collaborate on legal issues (ex: LA oyster industry proposal), (2) organize conferences – provide legal panels, ID attorneys to

speak on topics, (3) organize workshops – public access is currently a big topic, and (4) review legal concerns on bills pending in states.

SG Week 2005

Paul Anderson updated the Assembly on planning for SG Week 2005 scheduled at the Samoset Resort in Rockport, ME (Dates June 4-8). Theme will be: "Rising to Tomorrow's Coastal Challenges". Ralph Rayburn will be the Assembly's planning committee representative for SG Week. Provide input for outside speakers who might provide some strategic thinking that will lead to partnerships. EXCOMM will recruit a planning committee to develop an agenda for our business meeting.

NOAA Office of Education and Sustainable Development – Sarah Mitchell Ross

A new education plan has been developed for NOAA. New staff members are on-board to engage in both informal and formal (K-12) education efforts. Education will be better linked with the entire NOAA mission (research/education). Education will be infused throughout all NOAA crosscutting priorities.

Need SG Involvement and support: (1) Implement the NOAA Education Plan and (2) Develop and track performance measures for education activities in NOAA.

Office is attempting to secure $3 million in environmental literacy grants. In NOAA budget request. Competitive grants program with dollars possibly being administered through Sea Grant.

NOAA education issues are national level issues, might be important to integrate with NSTA (57,000 members) and NMEA. Sara Schoedinger (formerly with CORE) is new in NOAA education office. She is the new President-elect of NMEA. Ocean Commission report encourages stronger commitment to education (long term – 5 years). COSEE also long-term effort (5 years) to develop catalytic relationship with education/science communities.

Jim Murray urged the Assembly to get engaged (need real world examples of extension operating in the outreach/education arena). Extension and education are different, but operate on the same continuum.

NOAA wants to work more closely with extension, although no formal person representing extension is on the NOAA Education Council. Need better dialogue between council and the Assembly. The Education Council posts its meeting minutes to their web site if anyone is interested. Extension staff may be interested in participating in future NOAA education roundtable discussions. Beth Day (NSGO liaison to Education Council) will be requested to keep extension leaders in the loop and make us aware of future roundtable meetings.

Action Item: What approaches can Assembly take to get more involved in NOAA education issues?

NSGO: View From the Top – Ron Baird

The 04 budget has been passed. OK in appropriations, but not looking good in Presidents' budget -- $5.5 million cut, with $57 million authorized. We need to "work the hill" constituents, and do a better job getting the word out about the good things Sea Grant is doing. $103 million in authorization language (sitting there), it's a good thing. There will be many budget implications with the release of Ocean Commission Report.

Current SG Budget: (1) Unfunded Mandate (FEE) – no money expected of $3 million proposed (NSGO provided $1.6 and had to spread other $ commitments for NSIs) and (2) First earmark of $300 K to fund a university professor.

FEE—Evolutionary step for Sea Grant, national plan, local implementation "National Enterprise".

In NOAA, Admiral committed to matrix teams and we need to deal with it. Rick Rosen appointed to lead OAR. Congress has mandate to review NOAA/OAR research. OAR will be forced to consolidate labs, rearrange office and change research priorities.

Budgets for 06 and 07, will go through matrix teams. Structure us to engage matrix teams, great deal of interest in outreach/extension. Competing well in budget process, looks good. OMB/DOC approval for NOAA budget. "Our stuff is selling" -- Matrix process has real opportunities for us in extension.

Regional Issues: Ocean Commission report—great opportunity for us; incentives to engage in regional issues.

Evolution of SG – Strengthen our ability to work in NOAA.

Evolving Sea Grant Paradigm: Local Centric --- National Enterprise
Issue Identification --- National Focus
National Planning --- Local Implementation

SG has a national focus on issues – Theme Teams, promote throughout NOAA and elsewhere. A new Theme Team was recently added – "Invasive Species"

Ocean Commission Report released last week. There is a lot of SG in it (highlights applied research and expanding role of what SG does best – research/outreach/education) -- Timing of the release of the report is not good with upcoming national election.

SG needs to better engage in national issues, focus on immediate challenges. Coastal Community and Economies Theme Team met recently in Charleston, SC to address how SG can address issues related to urbanization and coastal resource health (air quality,

impacts to receiving waters, population density, seafood, recreation – demands are great). Rapid, effective management responses are vital. Mankind's greatest challenge is human alteration to ecosystems. Enhance resource management performance (science/outreach important role to play). Rationale for NOAA/SG interaction (Human Ecology – Urban Aggregation). What are the environmental implications of 3 million new people a year living along our coasts. Science needed to address impacts – New META-THEME area. Will link to two existing theme team areas (1) Urban Coasts and (2) Coastal Communities and Economies.

Sea Grant is in the Venture-Capitalist Business: Public investment. Hope to have more dollars to grow, need strategic thinking on how to proceed. Congress will spend dollars on this issue. Someone will do it (NOAA, EPA). Sea Grant is positioned to be a leader here.

National Review Panel – Frank Kudrna

Frank began his remarks by naming all the current panel members and their affiliations. Jerry Schubel (Long Beach Aquarium) is the new chair. Panel's primary role is to advise Ron Baird (NSGO) and NOAA administrator on Sea Grant efforts. Also, to promote Sea Grant whenever there is an opportunity

Another round of PATs have begun, the one thing that still needs work by most programs is strategic planning. He noted that this round of PATs is somewhat different from the first in that there is a record to review. The first round of PATs provided a baseline to see if problem areas have been fixed.

Review Panel was involved in the National Communication Review (SG Abstracts, Sea Grant Library and National media relations position). The team, led by Robin Alden, has done an excellent job getting input from all sectors. A draft report is being circulated to the SGA and other Review Panel members.

Frank noted that his term on the Panel is coming to an end and he has recommended that John Woeste serve as the new National Panel liaison to the Assembly. This was endorsed by the Review Panel's executive committee. Contact information for Dr. Woeste:

Dr. John Woeste
4410 NW 16th Place
Gainesville, FL 32605
tel. (352) 377-0190
cell phone (352) 284-7779
email jandmwoeste@juno.com

The Assembly thanked Frank for his years of support and service assisting us with our efforts.

NSGO Outreach Coordinator – Jim Murray

NOAA environment: Things have changed. Education, outreach, and extension are on top of the radar screen. 06 budget –extension did well in NOAA budget request. Assembly stepped up with a number of items over the past few years.

- Byrne Report
- Outreach Growth Plan
- Climate Change
- CCD (regional/national model)
- FEE (Assembly greatly involved)
- Rip Current Awareness (NWS engaged, National campaign)
- Beltway Brown Bag (BBB) Seminar Series

Opportunities for Marine Extension: climate, ocean observation, coastal management (Eldon Hout, Director of OCRM supports extension capabilities), coastal communities, marine education, marine protected areas, corals, restoration, urbanization, fish extension.

Implementation Needs: Need to tighten up

> Assembly Structure – Executive Committee (J. Murray needs to work more closely with EXCOMM).
> Grow-out plan with respect to how many extension staff do we need?

Fish Extension Enhancement (FEE): In 2003 budget – intent of Congress to increase extension staff, but we lost funds. 61 FEE modules submitted (from 29 Sea Grant Programs), review panel convened in May 2003. 18 modules funded from 16 programs, plus 5 regional coordinators. 16 additional modules were considered fundable if additional dollars available. At least 2 projects, minimum were funded in each region.

Indonesia Marine Extension Case Study: USAID/Indonesia Govt. Effort: Sea Partnership – NOAA/SG Programs provided technical assistance. With Govt. de-centralization – test how new govt. works in country. 61 research projects funded first year (5 regional consortiums), working on creating a powerful extension program.

Evaluation of Programs: Ask National Review Panel to review accomplishments and provide recommendations on SG Law Center, Ports/Harbor Specialist, GLERL Position, Coastal Community Development Program (3 years of funding).

Guam (TAT Review), PA (became coherent program), NH (SG College), ME (May 27th SG College Status).

CZ 2005 – J. Murray chairing SG extension session on coastal communities.

Geospatial Earth Grant Proposal – 5 SG programs participated in grant request (hope to get at least on SG program funded).

NSGO – Megan Agy

In 2003 – 8 PAT visits (2nd round): Extension BMPs to share from PATs

MIT – AUV, planning with industry, Technology Transfer
MS/AL – 10% of Research reviews ratings include attention to outreach
MN – An outreach person is assigned to each research proposal
NC – Creation of a Paddling Trails Program, Environmental/Industry Groups collaborate
HA – Training of Extension Staff
CA – Extension Faculty required to commit time to applied research projects.

AFS Symposium (Fish Extension Panel): (1) Quebec City in 2003, (2) Madison, WI in 2004, Socio-Economic Panel (Extension People in Fisheries), and (3) Anchorage, AK in 2005

Restoration planning grant: Regional effort, NMFS/NOS will fund 1 pilot project in amount of $100K. Decision will be made in May, 2004.

Fundamentals Brochure: Design phase will be done soon. Tying in impact and testimonial statements and industry quotes.

NOAA, Coastal Services Center – Lynne Hinkey

Encourage SG Extension to become involved in Ocean Observation, integral to many theme team efforts.

Lynne has worked as SG liaison for 5 years and has helped to develop workshops for NOAA staff. (1) technical training and (2) process skills -- 4 different courses have been developed (latest workshop focuses on program evaluation and design). Needs Assessment training – is on-line. Web content design – Evaluation of web sites to reach intended audiences. In 5 years, 68 workshops have been presented; 75% have been hosted/co-hosted by SG programs. 25 SG programs have participated in NOAA, CSC courses.

Evaluation of 2 workshops that have been developed:

(1) Public Issues in Coastal Management: (1) evaluation of content (85% met learning objectives), (2) mid-term evaluation (90% indicated using information; 29% reported partnering with other groups), (3) long-term evaluation – "made a difference for them" (82% indicated that they were more effective in their work because of training they received).
(2) Project Design and Evaluation Workshop: 13 workshops held; only one year old. 20% of the workshops have been hosted/co-hosted by SG. No measure of long-term impact yet. 80% indicated that new information was learned at the workshop.

Anecdotal comments by SG Extension leaders regarding CSC training.

"Helpful in determining long-term goals, better prepared us for our long-range planning" (B. Miller)

"Logic model approach was new and it was a sound approach" (B. Doyle)

"Training was helpful prior to our writing proposal" (R. Chappa).

Final report on evaluating training is available to anyone who wants a copy. Contact Lynne.

Coastal Community Development (EPA Smart Growth) – Gordon Grau & John Carey

Coastal Communities and Economies Theme Team meetings:

- Baltimore, MD June, 2003 meeting of at CZ 2003
- Washington, DC November, 2003 EPA/SG Smart Growth Training Program
- Charleston, SC April, 2004 CCE T.T. invited group to begin "White Paper"

People, Places, Coast –urbanized land quadrupled since 1954, ½ of U.S. population is concentrated at the coast, degraded habitat, pollution of air/water, unplanned or uncontrolled growth.

Broken Trust – abandonment of vital city centers.

Impact -- Sea Grant well-suited to address problems: (1) unique capabilities, university-based distributed network, (2) legislative mandate, role/responsibilities to provide leadership in this area, (3) has the ability to impact the outcome.

Bringing about change will require a more powerful commitment to:

1. "Smart Growth" that simultaneously enhances economic development, community vigor, and environmental health;
2. Responsible land and water use that leads to water quality and availability;
3. Sustainable and diverse coastal economies and their industries;
4. Sustainable energy production and efficient use; and
5. Enhanced coastal stewardship/natural resource management.

Effective change will require new and more powerful partnerships, significant resources and new expertise and new areas of work. Sea Grant is already involved in many coastal community issues.

Smart Growth Principals (EPA Version): If we do it well, we can minimize footprint of development.

Challenge requires us to begin to: (1) develop working partnerships with EPA and NOAA, (2) create a national program to address the most important pressing coastal development issues, (3) develop long-term research, education and outreach agenda – directed at building sustainable coastal communities.

Sea Grant will provide leadership in:

- Identifying issues at the local level
- Applying the principles and indicators of sustainable development
- Marshalling resources nationally/locally
- Place the science of sustainability in the hands of citizens and local officials
- Revitalizing communities
- Educating the public, and coastal planners and leaders about impacts and changing public perceptions
- Increasing interaction with local officials/stake holders
- Finding champions
- Setting the research agenda for sustainable communities
- Conducting research to support local decision makers
- Building capacity to do a better job

What's next? -- A "white paper", 2007 budget initiative, Theme Team brochure, SG Week associated workshop.

What is needed from the Assembly? – Comment on white paper, examples of population-driven pressures on coastal environments, examples of smart growth applied, examples of effective partnerships, other issues … what's missing?

Meeting with Sea Grant Association (SGA) Representatives

Bob Stickney (President SGA)

SG Network Structure
- National Office (NOAA, NSGO)
- 34 SG Programs (universities, institutions)
- National Review Panel (external advisory group)

SGA – non-profit established to further Sea Grant concept; academic member institutions (SG funded); coordinate activities, set program priorities, unified voice on issues of importance on marine/coastal matters; advocate greater understanding, use, and conservation of marine and Great Lakes resources.

- 34 regular members
- No current associate members (potential partners, other NOAA offices, EPA)

1970 – SGA formed
1982 – Council of SG Directors (operational arm of SGA) formed

1995 – Council of SG Directors disbanded (didn't need two bodies operating)

Theme Team Plan – Current SGA initiative. Solicit theme team input by developing 2-3 page concept papers. Prioritize where T.T. are going. If budget increases are forthcoming, this is how Sea Grant plans to respond. Push certain T.T. ideas forward to get congressional support.

Planning for 07 budget (possibly still time to get in 06 budget cycle). Need a process in place to implement T.T. programs.

LaDon Swann (SGA -- Program Mission Committee – "PMC")

Provide advice regarding the accomplishments of the SG mission.

- Enhance effectiveness of SG Programs
- Improve Sea Grant – Universities – Government relations
- Develop materials that explain impact of SG Programs

Functions:

- Oversee Theme Team Process
- Considers requests for Theme Teams
- Programmatic guidance to board and delegates

Evaluation of Sea Grant Program – Using International benchmarks or national benchmarks. Compare our program efforts to others doing similar work (national benchmarks). Tie in with general evaluation discussion for research (next Sea Gant week focus).

Rick Devoe (SGA – External Relations Committee – "ERC")

SGA arm that interacts with Federal agencies. Advise on issues associated with governmental relations and activities with foundations, industry and NGOs. Federal Relations – NSGO, Congress, White House, OMB, DOC, and other NOAA offices. Partnership with government entities, foundations, industry groups, and NGOs.

SGA – organization of universities, any universities interested in pursuing SG mission can join.

Operational functions: Coordinate development of appropriations strategies, reauthorization and other relevant legislation.

ERC Position – Engage the entire network. Insure the SG network speaks consistent message to congress and others.

Theme Teams – Key process, all SG elements will contribute 2-3 pagers for consideration. This is an experiment (strategizing process). Interested ideas across T.T. not single focus, benefit entire network.

Ocean Commission: Sea Grant was mentioned; mentioned research, education and outreach (important that all 3 elements were mentioned). It's in state governor's hands for their comments (May 21 deadline for comments from governors). If you have opportunity to provide comments to state governors', indicate that ocean is important to my state. Congress needs to support and administration needs to support recommendations.

Jennifer Greenamoyer (Director of External Affairs – SGA Governmental Liaison)

- Work with SG Network to maximize effectiveness – "tell SG story";
- "eyes and ears" in DC for the SGA;
- Mobilize SGA resources to get appropriate messages before congress and Executive Branch;
- Interact with NSGO, NOAA, Executive Branch to determine funding opportunities, and possibilities for joint programming.

Represent SG Directors to all Parties:

- Help SGA form relationships with other organizations
- Organize SG appropriations letter process (obtain signatures of senators and congressmen)
- Project Management

SGA Issue Areas (on-going):

- Appropriations
- Coordination with NSGO
- Funding Principles
- Programmatic Priority Setting
- National Strategic Initiatives (NSIs)
- National Review Panel Relationship

Opportunities (Issue Areas):

- Ocean Commission comments; even though commission members did not want to name agencies or programs individually, SG is mentioned a great deal in report – "we need more Sea Grant"
- National Academy of Science – Study of PAT Process
- Ocean and Human Health legislation
- NOAA Research Council – Originally recommend providing 50% extramural funds committed for strategic research (have since backed off from this original percentage)

- Transfer SG to NSF proposal
- Combine SG with Coastal Oceans Program proposal
- Three Decades of Impacts
- SGA transition document 2001
- SG in 21st Century: A Vision for Success

All information is on SGA Web site: www.sga.seagrant.org

SGA Allies: CORE, NASULGC, CSO, Knauss Fellows

Ocean Commission Report: Proposed $2-4 billion new money to implement Ocean Commission Report recommendations. It's President Bush's report, he appointed commission members. Governor's comments will be appended to complete report; no major recommendations will be added. No substantive changes will be made to the recommendations. SG message should be – Thanks for support expressed in report and we are willing to address and work on recommendations.

Theme Team Process: Need to insure all of SG network is included in all aspects of Theme Team review process (all inclusive). The process isn't intended to "kick things out". Need to sort through the important elements and decide how to move forward. Everyone needs to understand the strategy. Send out to SG community for feedback. Try to match Theme Team issues with Ocean Commission report findings and recommendations.

Integrated Ocean Observing System (IOOS) "Windows to the Sea" – Tom Malone (Ocean.US)

History: 1997 – NOPP share interests in ocean observation and modeling
1998 – NORLC created – leadership council
2000 – Ocean.US office created
2002 – IOOS planning workshop held
2003 – Ocean.US Regional Summit held
2004 – Ocean.US Regional organizing workshop held
2004 – Commission on Ocean Policy Report (Draft) released, call for National Ocean Council, 8 specific recommendations to Ocean.US and IOOS. NOAA lead agency for IOOS.

Senate Bill authorized $216 million for 1st year of IOOS; Implementation plan for IOOS (summer 2004).

What is IOOS? Provide data and information required by many user groups; user driven system; applications linked to observations and integrated data management; interdisciplinary (chemical, biological, physical).

Global Ocean Observation System – Climate, oceans, terrestrial.

Link observations, data collected, monitor – analysis/modeling (based on NWS model – data – forecasts-long range predictions).

Broad Spectrum of Issues of Interest: safety of marine operations, security, natural hazard mitigation, climate, human health, ecosystems.

Science Base – IOOS – Multiple Applications

Regional COOS's – EEZ, Great Lakes and Estuaries, core variables, sentinel stations, networks, standard protocols.

Regional Associations (RA): (1) bring stakeholders to design/evaluate system, (2) develop regional education and outreach programs, and (3) seek funding.

March 2004 – Regional workshop held to begin establishing criteria for regional groups (develop "business plan").

- OBSERVATIONS (satellites, moorings, floats, ships)

    (Designed by scientists; don't interact well with Public)

- DATA COMMUNICATIONS

    (useful information produced) – SG Extension Role

- USERS

Sea Grant Extension Role

-Establish and maintain stakeholder forums (target users, develop data products)
-Improve the IOOS to provide the required data product (measure additional variables)
-Both public/private sectors may participate
-Conflict resolution (proprietary data, competition between government and private sectors)

Jeff Reutter (Ohio SG Director)

IOOS is going to happen in each state and region and there will be large "pots of money" available ($500-600 million); NOAA will be lead agency. IOOS needs SG and SG needs funding.

Target Audiences: Scientists, resource managers, educators, communicators/extension staff, businesses, and general public (largest group – 75-80%).

Roles for Sea Grant: Ties to private sector, ties to teachers/students, ties to research scientists, ties to local governments. These groups will want data right away.

Opportunity and Needs: (1) IOOS awareness, lack thereof (SG Extension Community), (2) users need help developing a vision (how to use IOOS), and (3) user-friendly products (users may not know how to use).

Challenge—Make better use of the Sea Grant Community.

Sea Grant IOOS Work Group created (Role for SG, need few more Extension Assembly members on regional councils): (1) establish education council for each region, (2) establish national education council for IOOS – key educational leaders from each region, (3) establish SG IOOS stakeholder outreach advisory council for each region (business, local government), (4) encourage regional associations (R.A.) to use SG education/outreach capabilities (10% of funds to education/outreach), (5) place SG education/outreach person in each R.A., (6) create IOOS leadership position in NSGO-place SG person in Ocean.US office, (7) host IOOS conference (national/local) – create a vision for user groups, educators, communicators, scientists (science writers, elected officials, businesses), and (8) establish regional/national research councils (still need more discussion).

Sea Grant Extension Role: Bring private sector to table, explain user needs and IOOS, sit down with local businesses explain IOOS – What do businesses need? Plan national training conference for outreach people.

Sea Grant Extension Challenge: Staff training, clientele awareness.

Jack Thigpen (NC Sea Grant and SEACOOS)

Sea Grant is a partner in SEACOOS – ONR funding SEACOOS (10% of budget is directed to education/outreach)

SEACOOS has 4 work groups – (1) Observation – platforms, buoys, etc., (2) Information/Data management – standardize data, data server, QA/QC data, graphic presentation, (3) modeling – make sense of it all – forecast/hindsight blended models (SST, wind speed/direction, sea surface height, surface currents), and (4) outreach/education – SG Extension taking the lead (NC, SC, GA, FL) – S.E. COSEE design products to educators.

Outreach: (1) awareness of ocean observation and SEACOOS. (2) Direct involvement with target user groups (e.g. NC-boaters and Coast Guard; SC/GA-coastal hazards; FL-marinas and boaters).

Chris Simoniella (Position funded by SEACOOS at U. of South FL)

Develop and maintain SEACOOS Web site, provide case studies (e.g. what's happening in my backyard).

- COOS NEWS – “relates to everyday life”.
- Government and scientists are traditional users.
- Healthy beaches programs – Tourism users
- ECOHAB Program

SG Advantage: (1) established relationships with coastal clients, (2) track record of 2-way transfer of information and research topics, and (3) infrastructure in coastal states and research institutions.

The SG Challenge: (1) bring staff up to speed on ocean observation science, (2) in-reach as well as outreach (bring scientists up to speed), (3) insure that the opportunities include resources, and (4) partner with other outreach providers – we can’t do it all.

Rick Devoe (Final Comments on IOOS)

Regional Associations are not in place yet; there are systems collecting data currently that will be part of ocean observation system (e.g. broadening what already exists); NOAA, CSC are committed to providing seed money to get Regional Associations (R. A.) off the ground, even though each R. A. will operate independently. Various state and federal agencies are doing monitoring now.

U.S. Ocean Commission Report – Paul Sandifer, Commission member

Sea Grant is mentioned quite often because of education/outreach connection.

Part III. Education and Public Awareness – ocean stewardship

Economic activity related to the coastal counties - $1 trillion GDP

National Ocean Council – Advisory Council
NOAA (lead agency) and 15 other federal agencies deal with ocean issues.

Major principles: (1) ecosystem-based management – humans and living marine resources, (2) improved governance – better coordinate ocean activities, link agencies better, NOAA lead agency – move forward with linking land/air/water, (3) more science (e.g. ocean observation) – important SG role, and (4) better education (formal education curricula and public awareness about our oceans, stewardship ethic) – important SG role.

Management of Coasts: (1) state/local management,(2) consolidate federal programs, (3) reduce incentives that encourage inappropriate growth, (4) improve coordination of habitat activities, (5) integrated marine transportation system, and (5) enhance coastal research and monitoring.

Coastal/Ocean Pollution: (1) derelict fishing gear, (2) NPS, source, and airborne pollution, (3) vessel pollution, (4) marine debris. Ecosystem and watershed-based management approaches (eco-regions).

Create Monitoring Network: national water quality monitoring network, NOAA, EPA, USGS (lead agency), link to IOOS and all earth observation sites.

Living Marine Resources: Link between science/management – needs to be strengthened; move to ecosystems-based management; coordinate management; align incentives to promote stewardship ethics.

Non-living marine resources: Energy

U.S. provided international leadership on ocean issues – many U.S. problems occur around the globe.

Costs/Revenues – $3.2 billion annually after "ramping-up". Ocean Policy Trust Fund (new concept to consider).

Possible use of OCS funds – Total $5 billion ($1.1 billion allocated, leaving $4 billion in un-allocated funds). $3 billion to states.

Sustainable oceans/coasts will benefit all Americans: The "window of opportunity" is now. If we all support key issues, something will happen.

Ron Baird (Final comments on Ocean Commission Report -- "Sets a role for Sea Grant")

So far the release of the report has created action in many places (congress, the administration, etc). Policy of engagement – need "full court press". For regional elements, Sea Grant needs to find a niche and take a leadership role. State extension leaders connected to grass roots, universities (not constrained like NOAA officials from commenting. The report recommends doubling investment in ocean research, doubling SG in 3-5 years.

ASSEMBLY of SEA GRANT EXTENSION PROGRAM LEADERS – Business Meeting

By-laws: Three new by-law amendments were discussed by the Assembly (see by-laws amendments attached to minutes). Vote by members of the Assembly – unanimously passed all three amendments.

A suggestion was made to form a by-laws subcommittee. Their role would be to review current by-laws prior to every Assembly business meeting and decide if changes or modifications needed to be made. In addition if any Assembly member or the EXCOMM felt modifications were needed they would pass information to the subcommittee for its consideration. The motion passed and three members will serve on this committee: Volunteers included Bob Bacon and Mike Liffmann, and a member of the EXCOMM will be appointed.

There was also the need to replace members of the current nominating committee (J. Falk, B. Bacon and R. Wallace). Their role is to oversee the election of officers to the Executive Committee. The new members who volunteered to serve are: Dale Baker and John Schwartz, and a member of the EXCOMM will be appointed.

The final call was made for nominations for the At-Large position on the Executive Committee. Hearing none, the four candidate's names were read and they agreed to serve if elected. The four individuals are: Pete Granger (WA), Jim Hurley (WI), Virginia Lee (RI), and Jack Thigpen (NC). All were requested to submit bios to J. Falk who will conduct the on-line election within 30 days (on or before May 28, 2004).

There was discussion on whether it would be appropriate to change the term of office for our Assembly Chairman (from one year to two years) to coincide with the term of office of the SGA President. If this change was made, the terms of the Chair-elect and Past-Chair would also need to change. There could also be some financial constraints to an extension leader if he/she was required to serve a longer period of time on the Executive Committee. Additional discussion focused on the need to have better Assembly coverage at various committee meetings of the SGA (e.g. PMC and ERC). There may be a need to "tweak" the roles and responsibilities of the EXCOMM members to do more things, and not change terms of office of the EXCOMM members. This is a topic that will be discussed further at the summer meeting of the EXCOMM.

B. Bacon noted that some members of the Assembly also serve on the SGA and that they could possible assist the EXCOMM at the SGA meetings. Requested to see how many Assembly members were also on the SGA – Dale Baker (NY), John Schwartz (MI) and Paul Anderson (ME).

R. Rayburn brought up the idea of making the Assembly open to all SG extension agents and specialists. He suggested they could sit as non-voting associate members and it would provide a "home" for all in SG extension on the Assembly. The EXCOMM visited this idea a few months ago and decided not to move forward with it. One of the main points of consideration was the history of the Assembly and how it evolved. It was noted that the Assembly was created for Program Leaders only to discuss business on an annual basis.

K. Castro noted that it would be nice to interact and network with other fisheries agents and specialists, but there is a financial investment that programs would have to make to send staff to Assembly meetings.

P. Anderson stated that the Assembly meetings are always open to all staff that want to attend and listen to the discussion and maybe it doesn't need to be formalized. It can be left to the discretion of Program Leaders as to whether they want to bring staff to the meetings.

B. DuPaul noted that the Assembly worked hard to get established and to be recognized as an "Assembly of Program Leaders". By definition it is only for Program Leaders and

we are officially recognized by SGA and NSGO in this context. He also noted that SG week is open to all SG extension folks to participate and engage in discussions with the entire "SG family".

B. Bacon noted it was still critical to maintain liaisons between Assembly and other organized SG groups (e.g. communicators, educators, etc). But he reiterated that we need to maintain our identity as an "Assembly of Program Leaders". We need the opportunity every two years to talk to our peers about a variety of extension issues. He feels we would lose some of our focus by opening the ranks to everyone.

B. DuPaul noted that we had previously held joint Assembly meetings with the Communicators (Seward, AK and Baton Rouge, LA). This led to good communication and interaction.

M. Weinstein suggested that at SG week we basically "talk to ourselves (SG Folks), whereas at professional meetings is the place to talk to professional colleagues (e.g. fisheries, aquaculture, etc).

SG Week 2005

Since R. Rayburn is the incoming chair of the Assembly, he will take the lead on forming a committee of Program Leaders to develop the business meeting agenda for SG Week 2005. We will plan on having a business meeting on Sunday (decide on all day vs. half-day based on business to discuss). Also, plan a shorter meeting on Wed. to focus on any action items.

P. Anderson (host for SG Week) indicated the Coastal Communities and Economies Theme Team has already asked for a full day on Saturday for a panel session. Also, staff development programs will also be planned for Saturday. He noted that the planning committee for SG week will be meeting every month to go over planning details (R. Rayburn will be our Assembly representative).

B. Bacon mentioned that we lose some Assembly members during our business meeting when we have a number of concurrent sessions taking place. Everyone noted that this is a logistical problem that occurs at every SG week.

B. DuPaul suggested that anyone who has ideas (extension-related topics) for our business meeting should forward ideas to Ralph. He also asked if anyone had any outside speakers they want to suggest? He also mentioned it is up to each Program Leader to decide whether you want to bring any of your staff members to participate in SG Week 2005.

2006 ASGEPL Meeting

Discussion ensued on some possible locations to hold the next Assembly conference and business meeting in 2006. Three locations were mentioned: (1) Puerto Rico (2) Seattle,

Washington area (3) Michigan (Isle Royal or Traverse City). Each Program Leader willing to host the meeting was asked to develop a brief proposal so the EXCOMM can consider the "best deal" and make a decision. J. Rasmussen suggested that it would be a good idea if we could hold our meeting in conjunction with the Communicator's meeting again. This will be considered by the EXCOMM and presented to the Communicators leadership.

Treasurer's Report

J. Falk reported that there was a balance of $8,541.41 in the Assembly account maintained by the UNH Sea Grant Program. Revenues for the year amounted to $597.00 provided by Brian Doyle. Expenses during the past year totaled $1,026.71: (1) Superior Outreach Award presented at SG Week -- $374.80, (2) Past Chair Awards Presented at Assembly Business Meeting at SG Week -- $281.91, and (3) Support for Reception for SG/EPA training meeting in Washington, DC -- $370.00.

J. Falk noted that if anyone had ideas for using funds from the account to support Assembly activities to let him know. A couple of suggestions were made: (1) to support travel for EXCOMM members to attend meetings and (2) to support extension staff members who travel to Washington, DC to participate in the BBB seminars.

R. Rayburn suggested that the Assembly may want to consider establishing itself as a non-profit corporation [e.g. 501 c (3)]. This could provide better protection for us against any legal actions that could be brought against the Assembly. It would also put us in a better position to do fund raising if that became necessary. A committee was formed to investigate this possibility. The members include: R. Rayburn, P. Granger, and S. Showalter. S. Showalter from the SG Law Center can provide legal advice on this matter.

B. Bacon distributed the names and e-mail addresses for the Assembly listserve. He asked everyone to review their names and addresses and make corrections. Everyone felt this was a very good thing to maintain for use by the Assembly. Suggestions were made to add S. Showalter from the SG Law Center and J. Lemus requested that we keep her name on the list. She is willing to serve as the Assembly's liaison to the COSEE efforts, which Sea Grant is heavily involved.

B. Bacon noted that anyone can post messages to the listserve, but individuals were encouraged to make sure they did not send responses to the entire list if they were intended for one individual (e.g. don't hit "reply" button on computer if response is not intended for everyone). Also, the procedure to set the listserve to reply only to the sender, unless otherwise directed, would be investigated.

J. Murray added some final thoughts: (1) The NOAA Education Council is a 13-15 member board and Beth Day is the NSGO appointed member. Jim will ask Beth to keep the Assembly updated on what is occurring with the Council. (2) Jim was also supportive of the idea to have the EXCOMM meet in-person at least once a year to conduct business

and represent the Assembly. He is looking forward to working more closely with the EXCOMM in the coming year. (3) He also noted that he has developed a powerpoint presentation outlining some of the key progress made on the Byrne Report since it was released. He indicated that he would distribute via the Assembly website for Program Leaders to review. He indicated it tells a very good story on how progress has been made. (4) Finally he commented that this was a very good meeting and R. Baird said to pass along his positive feelings about the meeting as well.

J. Lemus asked if there was going to be a new Ocean Observation Theme Team created. It was noted that there is an IOOS task force which the SGA created, but no new T.T. on IOOS will be created. C. Goudy mentioned that the IOOS concept has been embraced by the Digital Ocean T.T. J. Murray noted that SG is planning to develop a joint position with the Ocean.US office and have an individual represent SG in that office. B. Bacon mentioned that Ocean Observation has been happening at the program and regional levels, but now is getting more attention and things are beginning to move. L. Hinkey mentioned that Ocean Observation will cut across many of the existing theme teams.

R. Rayburn asked how the Assembly can respond to opportunities created from the BBB seminars. The next one, scheduled for mid-June, will engage another set of Matrix teams in NOAA. We will be sure to get information out to the Assembly network after this seminar and begin soliciting ideas and thoughts for future seminar topics.

C. Goudy indicated that he and J. Schwartz had talked briefly about energy power (wind, tidal, current, etc) as it affects our coastal regions. They would like to create a working team of anyone interested in this topic. Contact either of them for additional information.

J. Murray mentioned that R. Baird is high on urbanization and sprawl issues as they affect our coastal regions. There is no money this FY (05) to support the topic, but future FYs (06 or 07) they could be looking to develop major budget initiatives. He noted that they would like to see someone take the lead on planning a major symposium on this topic.

National Academy

M. Spranger discussed the idea of a National Academy to educate new SG extension staff members about the Sea Grant Program (workforce development). He brought this idea up at a previous Assembly business meeting and suggested that it would cost more than $100K. After discussions with J. Murray and others, he has developed another proposal to reduce the number of instructors for the program and has suggested that the program could be conducted for under $25K. He suggested that it is possible to hold a pilot program in 2004 and invite 15-20 extension agents/specialists. He is looking for financial support from NSGO as well as any programs that might send staff. We might also look to the NOAA, Coastal Service Center for financial support, and technical assistance. There is a lot of support throughout the network for a training program like this. Mike will circulate a concept paper for everyone's review and he will inquire

whether each state would have staff it might want to send to the training if it can be held this year.

B. Bacon mentioned that many others in NOAA might also want to better understand what extension is about, suggesting the possibility of opening the training to other NOAA staff (e.g. NERRS, OCRM, NOS). The focus of the training should be how SG operates. It was also mentioned that there may be a need to “re-train” existing extension staff that have been working in the system for a while.

Climate Change

J. Falk asked about our efforts in climate change. M. Spranger was leading a team to develop a “white paper” in this area. Mike indicated that the current administration was not supportive of education/outreach in the area of Climate Change and he has decided not to develop the “white paper”. J. Murray mentioned that a number of activities had taken place with SG folks working in the area of climate change. He mentioned a NorthEast storms initiative on which NY SG is taking the lead.

J. Murray mentioned that we need to focus on some of the positive things SG Extension has done to address the key themes that we mentioned in our Growth Plan Report. He suggested that we still need to develop an implementation part for the Growth Plan. We need to place our accomplishments on our Assembly website for all to see.

Written Comments Submitted by Jay Rasmussen:

(1) In order to further the BBB series initiative, establish a working committee for the Assembly's Brown Bag initiative. The committee would be charged with leading the BBB initiative, establish guide lines for topic selection, presentations and other interactions and function as the operational group for implementation. And maintain excellence in what we do. Suggested structure is for the committee to be led by one member of the Executive Committee and one member from each of the Sea Grant regions, appointed by members of each region. All members would attempt to represent the various interests of the regions and national. Terms would be two years. I believe Ralph would be interested in continuing his leadership as the Executive Committee's representative.

(2) Recommend developing an informal working relationship with the NSGO's representative on the NOAA Education Council to further the awareness of the Assembly of "education" activities and issues (problems and opportunities), particularly related to the Council, as well as enhancing the awareness of the NSGO to interests and ideas from the Assembly and its members. We understand that in many programs, education program also fits under the umbrella of the extension or outreach program leader; therefore this improved relationship should be of value.

(3) Investigate opportunities for short-term IPA or other types of rotating assignments of Assembly members with the NSGO to encourage better understanding between the two elements of Sea Grant and to pursue Assembly initiatives.

With no further business to discuss the Assembly meeting adjourned at 12:00 p.m.