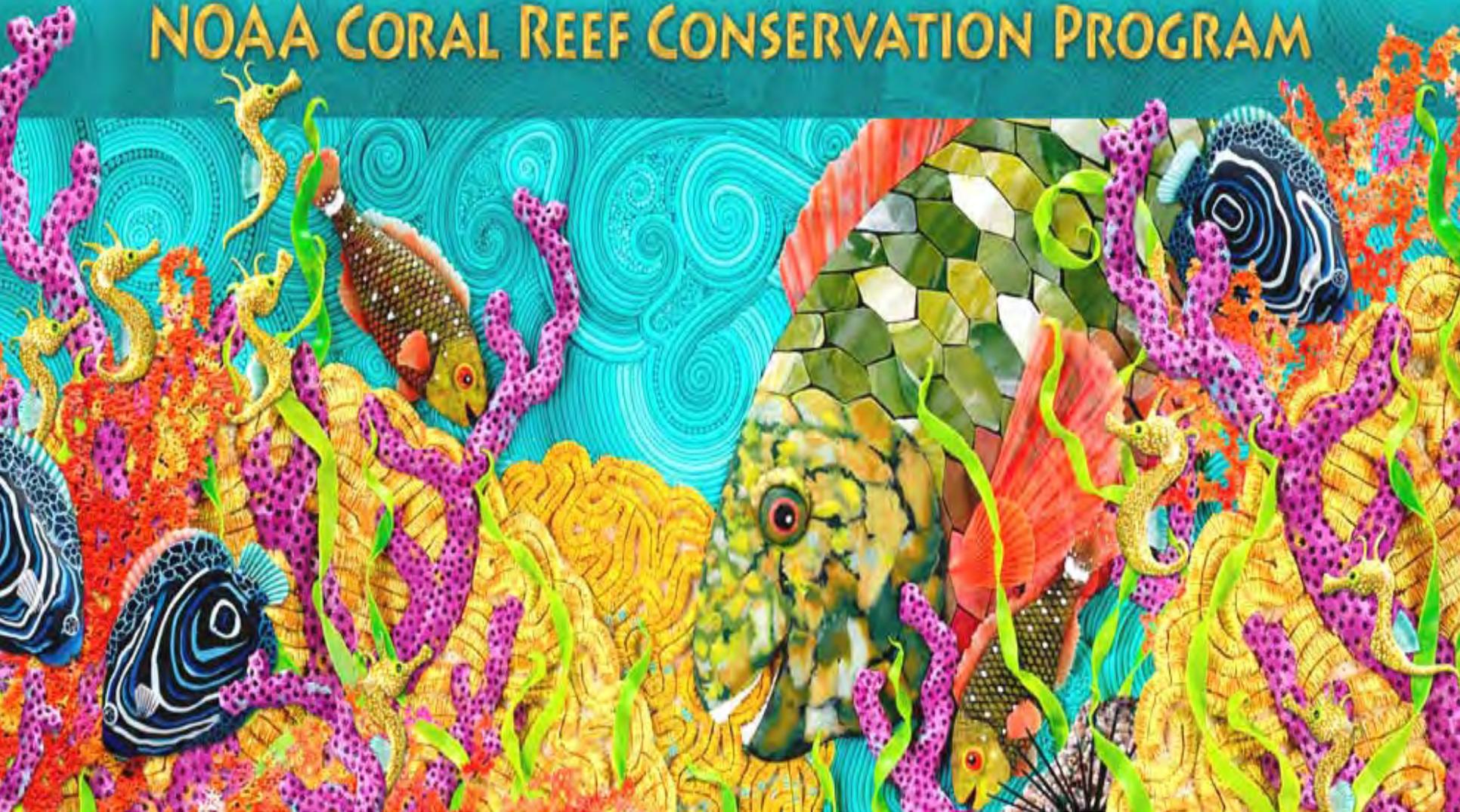


# NOAA CORAL REEF CONSERVATION PROGRAM



## **Communication, Education & Outreach Strategic Plan**

*informational presentation to the NOAA Education Council*

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# Purpose of Today's Presentation

To share with the NOAA Education Council CRCP's CEO Strategy:

1. Overview of strategy
2. How it fits within larger Program
3. How it fits with NOAA Ed Council
4. Overview of select CRCP educational projects
5. Collaboration potential with Council members



# The Act

The Coral Reef Conservation Act of 2000 charges the CRCP with “...*enhancing public awareness, education, understanding, and appreciation of coral reefs and coral reef ecosystems*” as one of the six mandates for the Program.



# NOAA Coral Reef Conservation Program

- Addressing: CC, LBSP, Fishing
- Program Goals (20yrs) & Objectives (5yrs)
- International, Social Science and Education strategies carry out CRCP G&O
- Combined, these become *the National Action Plan*
- Developing jurisdictional management priority settings



# Strategy Purpose

- To provide an overarching guidance to better focus, integrate and synchronize the activities of CRCP and its partners in CEO activities.
- To guide the CRCP's national CEO programs, activities and initiatives, and decisions for funding internal and external partners' activities, from 2010-2015.





# Four National-Level Audiences

- **Educators:** Formal and informal science educators (K-12)
- **National Policy Makers:** National policy makers and those that influence key policy makers
- **Coral Resource Managers:** State and territory coral resource managers, including management support staff
- **Conservation Public:** People who know and care about environmental issues



# Overall Directions...

- Emphasizing use of real-time NOAA data
- Educator participation in CRCP activities
- Blurring the line between outreach, education and program goals
- Closer collaboration with social science
- Emphasis on tracking and evaluation
- Assist/complement jurisdictional efforts
- National-level emphasis on climate
- Embracing technology, incl. social, interactive & mobile

# Educators

**Goal 1:** Connect with educators at training workshops and national conferences

- Support educator training opportunities such as symposia, presentations and web seminars, through partnerships and involvement with national educational associations
- Facilitate professional development for educators which support Program education initiatives and encourage the incorporation of coral resources into educator's activities



# Educators *(cont)*

**Goal 2:** Produce, collect, and distribute relevant tools and resources to educators, with emphasis on climate change impacts to coral ecosystems.

- Build scalable, online modules which include lesson plans using real-time data related to coral ecosystem



# Educators *(cont)*

**Goal 3:** Facilitate educator involvement in CRCP-funded research activities.

- Provide strategic Program support and facilitate outside participation in CRCP-funded research cruises to capitalize on their education and outreach potential
- Explore joining established NOAA programs that link its research activities to educators



# Resource Managers

**Goal 1:** Facilitate communication and coordination between managers and individuals with technical expertise.

- Build the capacity within the Program to provide guidance and communications expertise to scientists



# Conservation Public

**Goal 1:** Promote coral ecosystem stewardship by engaging the conservation public directly through innovative online media.

**Goal 2:** Partner with key institutions, e.g., trade groups, associations, and organizations, to promote coral ecosystem stewardship.



# National Policy Makers

**Goal 1:** Provide objective scientific, socio-economic and management rationale needed to support reauthorization of the U.S. Coral Reef Conservation Act and continued growth of the program.



# Performance Measures

- Climate PM 2.3: "Percent of jurisdictional residents who are aware of climate change impacts to coral reefs"
- Fishing 4.1: "Percent of jurisdictional residents who support management approaches including MPAs that reduce fishing impacts to coral reefs"





# Fit with Program G&O

CEO Tasks/Outputs

CRCP Goals	CRCP Goals & Objectives																							
	Climate Change 1					Climate Change 2					Climate Change 3					Fishing 1					Fishing 2			
CRCP Objectives	1.1	1.2	1.3	1.4	1.5	2.1	2.2	2.3	2.4	2.5	3.1	3.2	3.3	3.4	4.1	4.2	4.3	1.1	1.2	1.3	1.4	1.5	1.6	2.1

## Audience 1: Resource Managers

Facilitate communication and coordination between managers and experts

- Hire a CRCP science "translator" who will provide guidance and communications expertise
- Create a communications map

X				X					X						X	X								
X				X											X	X								

Increase managers' capacity to use CEO techniques to engage local stakeholders

- Facilitate partnerships with relevant NGOs to assist in building capacity
- Provide communication/outreach/social marketing training to key management agencies
- Produce an online tool kit of communication and outreach resources for managers

X									X						X									
										X														
		X								X														
		X								X														

## Audience 2: Educators

Connect with educators at teacher training workshops and national conferences

- Continue existing partnerships with the National Science Teacher Association
- Provide teacher training workshops at other key educational conferences


Produce, collect, and distribute relevant tools and resources to educators

- Build scalable modules with lesson plans targeted to coral issues using real-time data
- Draft an education and outreach component of the Ocean Acidification CRCP Science Plan
- Facilitate creation of educational products to assist formal and informal education efforts

		X																						

Facilitate teacher involvement in NOAA's coral educational activities

- Explore inclusion of coral-related cruises as part of the NOAA Teacher At Sea Program
- Support and participate in NOAA's Climate Stewards Professional Development Program


## Audience 3: Conservation Public

Engage conservation public through online media to promote coral ecosystem stewardship

- Maintain a dynamic CRCP website by providing consistently updated, accurate content
- Use Web 2.0, such as Facebook and RSS, to facilitate conversations on coral conservation
- Develop a coral reef App for mobile technology

									X															

# Fit w. NOAA Ed Council Plans

## NOAA Strategic Plan

- 1.1 – evaluating education
- 1.3 – students collect & use data in inquiry-based activities
- 2.1 – offer path for diverse applicants pursuing career in NOAA disciplines

## NOAA Implementation Plan

- Innovative Ways to Connect to the Public
- Influencing Pre-K – 20+ Education
- Improving NOAA Education Practices
- Engaging Leadership



# NOAA Ed Council Implementation

- Finding Innovative Ways to Connect NOAA to the Public
- Influencing Pre-Kindergarten through 20+ Education
- Improving NOAA Education Practices and Capabilities
- Engaging Leadership



# CRCP Database Redevelopment

Dedicated CEO tracking parameters within  
multi-mil program project DB

- Common set of definitions (formal, informal, outreach, training, briefings)
- Stated deliverables & products
- Activities per audience/subject
- Investment per location
- CEO staff involvement in proposal review





# Other Projects (ongoing, beta, soon)

- Cooperative Agreement with SeaWeb
- Comprehensive CEO use of research cruises
- OA Strategic Plan: ed. & engagement
- Laurence Hall of Science Ocean Science Sequence Collaboration
- Coral Management Fellowship (7)
- Outreach to diving community

Level 1  
Level 2  
Level 3  
Level 4  
Level 5

Satellite Data  
Tide Data  
Tide Model

Teachers  
Survey

facebook

NOAA - Coral Reef Ecosystem Division

Wall Info Extended info Notes Photos Videos

NOAA Coral Reef Ecosystem Division - Others

NOAA - Coral Reef Ecosystem Division The 2010 Pacific RAMP expedition has returned to Honolulu!!! The expedition has been a resounding success with many new projects now in the works. Keep in touch to find out more as our Northwestern Hawaiian Islands expedition begins to mobilize in August 2010.

NOAA - Coral Reef Ecosystem Division Check out the 2010 Pacific RAMP blog for new amazing underwater images from Fairy's Auliki, Anen-an Samoa & the Pacific Remote Islands

# OA/Bleaching NODE module

## OA DVD

## Coral App – an application for the iPhone

## FB and web presence

