



**NOAA  
FISHERIES**

# NOAA FISHERIES EDUCATION

Presentation to the NOAA Education Council  
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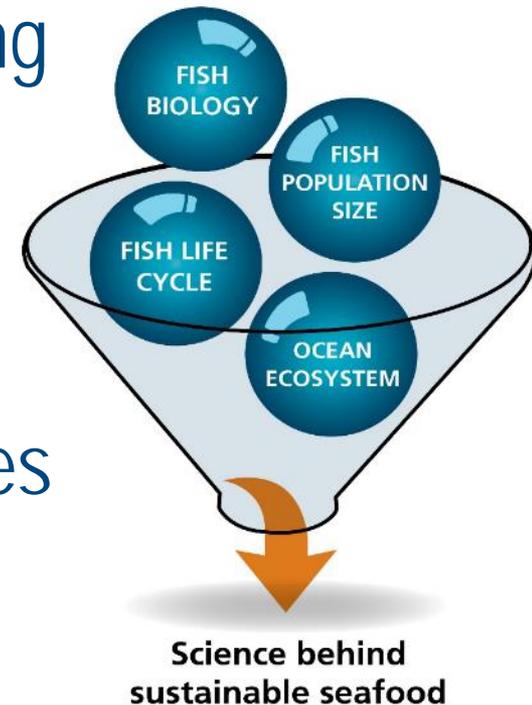
# NOAA Fisheries Education

## TOP FIVE THINGS TO KNOW

- Mission - Share NOAA's overall education mission
- Structure - Regionally-based; share info via monthly calls
- Challenges – Staff, resources for education are limited
- Focus on strong connection between science and management; continuum between outreach, informal education, and formal education
- Bring great scientific and policy expertise to education issues

# NOAA FISHERIES EDUCATION MISSION

- Promote awareness and understanding of NOAA science, service, and stewardship
- Fisheries: science, conservation, and management of marine living resources and responsible stewardship



# REGIONALLY-BASED EDUCATION

Regional Offices (management), Science Centers (research), HQ Program Offices

## WEST COAST

WCRO  
NWFS  
SWFS

## GREATER ATLANTIC

GARFO  
NEFS  
NOAA CHESAPEAKE  
BAY OFFICE

## ALASKA

AKRO  
AFSC

## PACIFIC ISLANDS

PIRO  
PIFSC

(HAWAII, GUAM, AMERICAN SAMOA,  
NORTHERN MARIANA ISLANDS)

## SOUTHEAST

SERO  
SEFSC

(PUERTO RICO AND  
U.S. VIRGIN ISLANDS)

HQ PROGRAM  
OFFICES  
SCI & TECH  
PROTECTED RES.  
HABITAT CONS.  
SUST. FISHERIES  
LAW ENFORCEMENT  
AQUACULTURE  
SEAFOOD INSP.

# REGIONALLY-BASED EDUCATION

- Areas of emphasis, projects, and accomplishments differ from region to region
- Fisheries Education Council – representatives from each region (Science Centers and Regional Offices) and some HQ program offices
- Monthly FEC calls, also FEC email list to share info

# STAFF, RESOURCES LIMITED

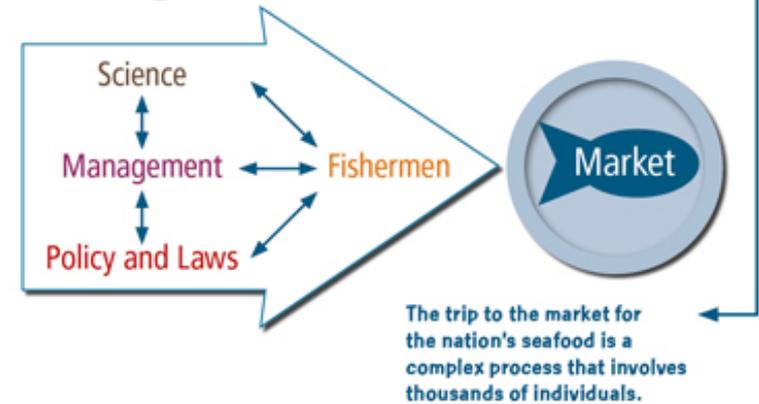
- Education staffing varies by region
  - full-time/part-time
- No formal structure on the national level for education except for specific programs
  - Climate Stewards partnership with NOS
  - B-WET program
- Maximize effectiveness through partnerships
  - Newspapers In Education
  - Aquaria and museums
  - Other NOAA offices



# SCIENCE AND MANAGEMENT

- Fisheries educators focus on the strong connection between science and management
- NOAA Fisheries education spans the continuum of outreach, informal education, and formal education

## Getting fish to market



# SCIENCE AND POLICY EXPERTISE

- NOAA Fisheries educators bring content expertise to education projects
- Goal: provide content and resources for educators



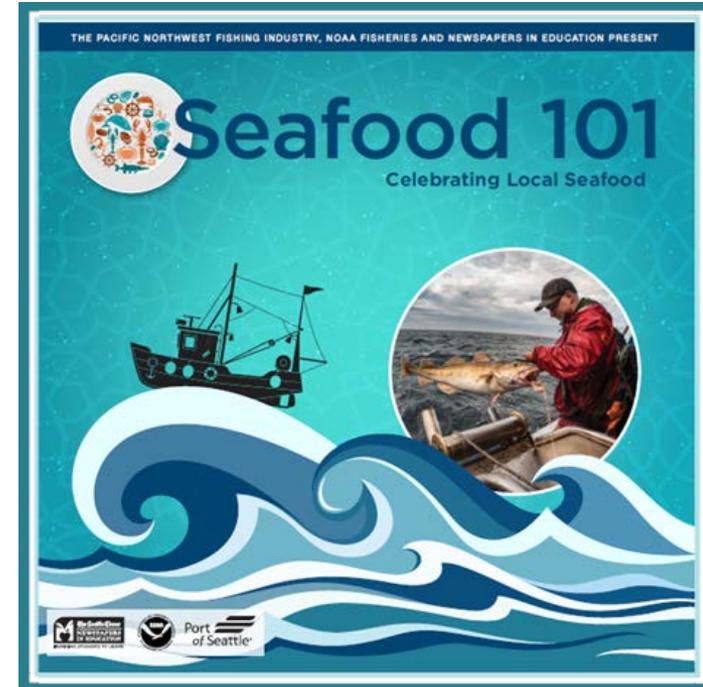
# NOAA Fisheries Network Priorities benefitting from Council Engagement



- Unified Data Call – Fisheries efforts, outcomes
- Collaboration within the NOAA Education community
- Partnerships to facilitate distribution and use of education products

# UNIFIED DATA CALL – Issues

- NOAA Fisheries needs to fully capture education efforts not included in the UDC
  - Formal education partnerships like Newspapers In Education
  - Informal education/outreach products
  - Postsecondary student engagement
- Unified Data Call Outcomes
  - Fisheries educators need to use UDC info to advocate for Fisheries education



# UNIFIED DATA CALL – Possible Council Actions

- Amend the current approach or definitions to the Unified Data Call – additional categories?
  - Alternatively: Fisheries collects outcomes in addition to UDC?
- Unified Data Call outcomes – most are already in place
  - National Education Outcomes report – FY13, FY14
  - National outcomes table – available to Council
  - Annual Fisheries education report - developing for FY14
- Additional Actions: **documents or data** that would help in lobbying for education within Fisheries
  - Regional data?
  - Ed Strategic Objectives 1.1, 2.1, 4.1, 4.2 , 5.1, 5.4

# Collaboration within NOAA Education Community

- Regional collaboration between NOAA offices varies
- Importance of showing NOAA as an agency rather than individual NOAA offices
- Share best practices
  - Evaluation resources, surveys, workshops
- Cross-NOAA regional education funding



# NOAA Ed Collaboration – Possible Council Actions



- Encourage regional collaboration among NOAA offices
  - NOAA Educator Network – regional groups, facilitate cross-NOAA regional communication
- Facilitate funding for regional cross-NOAA education events
  - Lobby for cross-NOAA educational funding from NOAA-level leadership?
  - Internal NOAA education mini-grants?
  - Education funding for regional coordination groups?

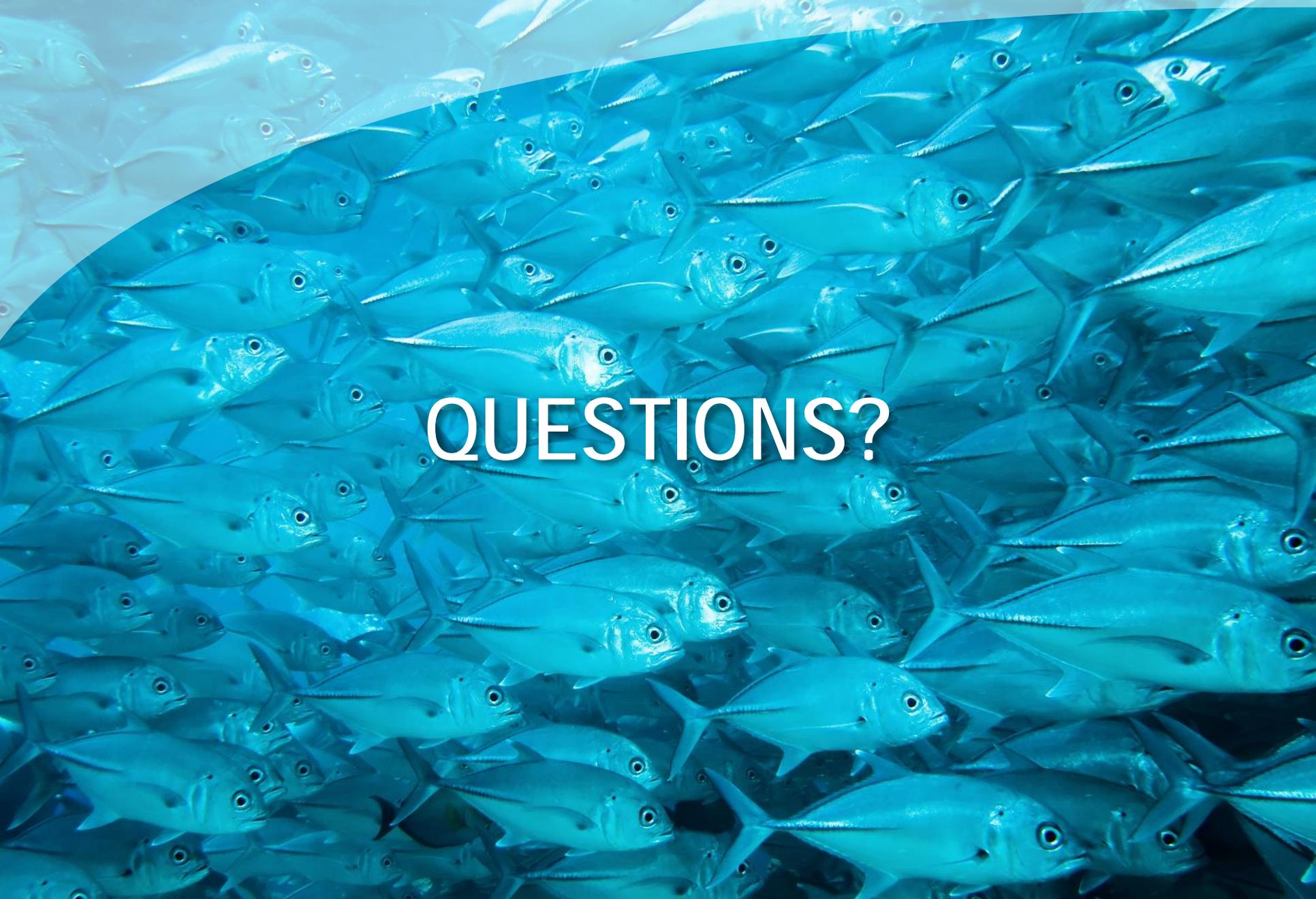
- Ed Strategic Objectives 5.2, 5.3, 5.4, 5.5

# NATIONAL-LEVEL PARTNERSHIPS

- Fisheries regional curricula and educational materials can be generalized to a wider audience
- No infrastructure to make national-level partnerships
- Need networks to facilitate distribution and use of NOAA Fisheries education products
  - E.g. PBS LearningMedia, 21<sup>st</sup> Century Community Learning Centers

# PARTNERSHIPS – Possible Council Actions

- **Coordinate national-level partnerships** to help distribute/raise awareness of education products
    - Wider applicability to all NOAA offices
    - Share info about regional partnerships
    - Examples: PBS LearningMedia, 21<sup>st</sup> Century Community Learning Centers, Mad Science, Girl Scouts, Boy Scouts, underserved communities
  - **NOAA Education website** also a good starting point
    - Need contact info, process for posting
- Ed Strategic Objectives 1.1, 1.2, 2.1, 2.2, 5.2, 5.3, 5.4, 5.5



# QUESTIONS?

