

## WORKSHOP DESCRIPTIONS

**WEDNESDAY, 10/12/16**

**10:30-12:00 PM (1.5 hours)**

**Room 1: Using the Vulnerability, Consequences and Adaptation Planning Scenario (VCAPS) Process to Facilitate Community Resilience Discussions (1.5 hours)**

**Trainers:** Jessica Whitehead, Ph.D., North Carolina Sea Grant/Sea Grant Climate Network; Rhett Register, Michigan Sea Grant/Communicators Network

Decisions about environmental hazards, especially climate change, can be extremely complex to make, and it can be difficult to generate ideas about or determine best strategies for adaptations that improve resilience. One way to help decision-makers to get these critical conversations started is the Vulnerability, Consequences, and Adaptation Planning Scenarios (VCAPS) process. Implemented in 17 coastal communities throughout the United States and counting, the VCAPS process is flexible for use in communities as small as Hyde County, North Carolina, or as large as the city of Boston, Massachusetts, and for hazards varying from short-term flooding to long-term threats to the fishing industry due to climate change. Several Sea Grant programs throughout the country have requested staff training on using the VCAPS process, and this 1.5 hour workshop will provide an abbreviated version of the full VCAPS training workshop to help meet this need efficiently.

This workshop will provide an overview of VCAPS workflow and give participants an interactive experience with VCAPS exercises. After this workshop, participants will be able to:

1. Determine when VCAPS may be appropriate to initiate group discussions on hazards
2. Identify the elements of a VCAPS diagram
3. Plan the three phases of a VCAPS exercise (interviewing, participatory diagramming, and reporting)
4. Create VCAPS diagrams during group dialogues

Workshop Length: 1.5 hours (45 minute presentations, followed by a 45 minute interactive practice exercise)

**Room 2: What have we learned from the 2018-2021 Strategic Planning Process? (1.5 hours)**

**Workshop leader:** Margaret (Peg) Brady, NOAA

Steps have been underway to develop the draft 2018-2021 National Sea Grant Network (NSGN) Strategic Plan. A planning steering committee comprised of representatives from NSGO, SGA, NSGAB, and Network Advisory Committee developed a draft terms of reference and timeline. The Sea Grant Director charged the steering committee with providing guidance with respect to the development of the 2018-2021 Strategic Plan. The committee expects to present an overview of the draft strategic plan.

Panelists: Sylvain Deguise, Dale Baker, Jon Pennock

**Target outcomes of the workshop:**

- Provide an introduction and background to the draft 2018-2021 Sea Grant Strategic Plan & the benefits it will afford going forward;
- Provide an overview of how the plan differs and the reasoning for the modifications;
- Describe opportunities and challenges to advancing 2018-2021 Sea Grant Strategic plan; and
- Gather input from the attendees

**What will participants bring back to their Sea Grant programs and communities by participating in the workshop?**

The presentation and discussion will enable attendees to understand the proposed future directions of the Sea Grant Program and continue to gather input from the attendees to refine the draft.

**Room 3: Let's Share Best Management Practices** (1.5 hours)

**Workshop Leader:** Susan Lovelace, South Carolina Sea Grant Consortium

Sea Grant programs work hard at devising new ways to get at old problems and keep old but productive methods fresh and focused. So why not share what we've learned? The purpose of this workshop is to share basic information on our extension, research, communication, integration and administration strategies that the recent site visit reports identified as best management practices. By providing just the basic information participants will know who to talk to during Sea Grant Week or where follow up later so that the BMPs can travel throughout the network. Each presentation should focus on a single BMP and last no more than four minutes with the potential for up to 4 slides as visual aids. Four minutes will be allowed for questions and follow-up to each presentation. Staying on schedule, 9-10 presenters will participate in addition to Lovelace in a 1.5 hour session.

**Room 4: Resolving Use Conflicts and Managing Expectations: Lessons Learned from Sea Grant's Experience with Ocean and Coastal Planning** (1.5 hours)

**Workshop Leader:** Jennifer McCann, Rhode Island Sea Grant

Will the growth of aquaculture farms conflict with tourism and recreation activities? How will climate change influence where and how fishermen catch fish? Will new and expanding ocean uses impact the resilience of marine habitats or ports and coastal communities? These are the ocean and coastal management challenges of our time. In this workshop, participants will explore what Sea Grant programs throughout the nation have learned by responding to some of these challenges through their use of and/or participation in ocean and coastal planning tools and processes. Speakers for this workshop, who will each give short (5-8 minute) presentations, include Jennifer McCann of Rhode Island Sea Grant; Penny Dalton of Washington Sea Grant; Tiffany Smythe of Rhode Island Sea Grant; and Sylvain DeGuisse of Connecticut Sea Grant.

**Target Outcomes:** Participants will....

- Learn how Sea Grant programs throughout the country have participated in different ocean and coastal planning initiatives;
- Understand the extent to which Sea Grant programs have been able to use ocean and coastal planning tools to respond to Sea Grant priorities; and
- Discuss and critically evaluate Sea Grant programs' lessons learned about what worked and didn't work through their use of/participation in ocean and coastal planning.

**Room 5: What do your PowerPoints say about you... and what would you really like them to say?**  
(1.5 hours)

**Workshop Leaders:** Sandy Honda<sup>1</sup>, Anupa Asokan<sup>1</sup>, and Nancy Balcom<sup>2</sup>

<sup>1</sup>*NOAA OAR Communications*

<sup>2</sup>*Connecticut Sea Grant and former NOAA Science Days presenter*

Learn how to prevent “death by PowerPoint” using techniques developed by OAR Communications to successfully corral, cajole, and coax NOAA Science Days’ presentations into exciting and engaging talks suitable for both scientists and non-scientists. Workshop participants will review examples of “good” and “bad” slides, apply simple but key concepts, discipline and creative thinking to the production of effective PowerPoint slides, practice their newly learned skills and share feedback with their colleagues. The end result should be presentations that raise interest and hold attention, rather than put people to sleep or drive them out the door. These easy-to-apply methods can be used to train colleagues to improve their presentation skills. Workshop participants are invited to bring a laptop or print-outs with PowerPoint slides needing improvement.

**Room 6: Applying Traditional Ecological Knowledge (TEK) to address coastal issues through innovative Sea Grant research, extension, and education approaches** (1.5 hours)

**Workshop Leaders:** Matthew Bethel (Louisiana Sea Grant), John Fear (North Carolina Sea Grant), Paula Cullenberg (Alaska Sea Grant)

Local, state, and federal coastal managers and scientists are continually faced with increasingly complex resource management and hazard mitigation issues that require innovative and collaborative approaches to resolve. Traditional Ecological Knowledge (TEK) holders can provide unique perspectives about human-ecological relationships and contribute traditional management approaches for maintaining sustainable environments, thus sharing scientific knowledge and TEK may result in useful applications to help resolve some of the complex natural resource and community resilience issues facing coastal communities, coastal managers and scientists today. In this session, participants present diverse examples of how TEK is currently being collected respectfully, shared appropriately, and applied through Sea Grant-sponsored research, extension, and education efforts to address resource management and hazard mitigation concerns in coastal areas of Louisiana, North Carolina, and Alaska.

**Target Outcomes:** In this session, participants will learn about some specific ways that selected Sea Grant programs are effectively utilizing TEK to enhance their research, extension, and education programming. Ensuing discussion will result in a short list of best management practices (BMPs) for TEK integration.

## **Room 7: First half: Sea Grant Partnerships- Who? When? Where? Why? (1.5 hours)**

**Workshop Leaders:** Amanda McCarty, Chris Ellis - NSGO

Sea Grant programs already do a great job of building partnerships, particularly at the local and state levels. How can we build off of this success and build stronger partnerships, especially at the regional and national levels? Come hear the results of a network analysis to understand where and how programs are already partnering and learn about opportunities to work more with other parts of NOAA and the federal government. This session will inform the direction for the work of the National Sea Grant Office's new Partnerships Team.

Target outcomes of the workshop: Get feedback on network analysis and inform national priorities for partnerships. Gain an understanding of existing Sea Grant program partners and opportunities for national coordination with key partners that can inspire your program to reach out to similar partners and maybe even help you find matching funds!

## **1:30- 5:00 PM (3 hours or 1.5 hours; opposite boat trip)**

### **Room 1: A Sea Grant Strength: Applying Science to Disasters (3 hours)**

**Workshop Leaders:**

Steve Sempier, Mississippi-Alabama Sea Grant Consortium; Nancy Balcom, Connecticut Sea Grant; Dave Hansen, Oregon Sea Grant; Chris Winslow, Ohio Sea Grant

Abstract:

Sea Grant uses both physical and social sciences to address coastal problems. Many Sea Grant programs apply these sciences in response to recent or anticipated disasters. These disasters range from HABs in the Great Lakes to hurricanes in the Gulf of Mexico and Northeast, a major oil spill in the Gulf of Mexico, and potential impacts from an earthquake and tsunami anticipated to strike the Pacific Northwest. This interactive session will include participant engagement through polling devices and facilitated discussion. Our goal is to collectively evolve from our current experiences and approaches to appropriately frame Sea Grant disaster preparation and response for the next 50 years.

Target outcomes:

Sea Grant staff will:

- learn about approaches to incorporate science into a diverse array of disaster related outreach programming
- be better equipped to address emerging disasters through the use of best practices
- increase their network of Sea Grant colleagues with expertise in disaster related research and outreach programming

## **Room 2: The first 50 years of Sea Grant, aka Sea Grant 701 (3 hours)**

**Workshop Leaders:** Kola Garber, NSGO and others from the network.

Have you ever wondered about how Sea Grant came to be? Or what and how evaluations have been changes over the last 50 years of Sea Grant's history? What about how the federal budget is built? Or how your state program performance measures and metrics are used? Finally, what is OMB and has NOAA always been our home agency? Join us in our discussion, as we build on the successful Sea Grant 701 at Sea Grant Week 2014!

Target outcomes of the workshop: Learn the history of the first 50 years of Sea Grant and why we currently do what we do!

What will participants bring back to their Sea Grant programs and communities by participating in the workshop? A solid understanding of the first 50 years of Sea Grant and an understanding of how each program can work together to enhance the network at regional and national levels for the next 50 years!

## **Room 3: First half: What is Ecosystem based management (EBM) and why do we need it (1.5 hours)**

**Workshop leader:** Margaret (Peg) Brady, NOAA

Description: Sustaining and/or restoring marine ecosystem health requires effective management of human activities that are known to cause an affect. It requires consideration of variety of inter-connected functions of marine ecosystems, the resources they provide, and how human activities impact both the ecosystems themselves, and the communities that depend on them. The management of marine ecosystems is transitioning towards the implementation of ecosystem-based management (EBM), which is a more systematic and integrated approach than conventional (e.g., single sector or single species) approaches. Priority is given to achieving and/or maintaining healthy marine ecosystem conditions, to continuing protection and preservation of marine ecosystems, and to preventing subsequent deterioration. EBM is informed by science and includes key elements such as: connections and linkages between and within ecosystems as well as with social and economic systems; cumulative impacts of multiple activities both within and among activities; adaptive management strategies; multiple objectives among services or sectors; and trade-off evaluations.

Incorporating an ecosystem-based management (EBM) approach is a stated priority of the National Ocean Policy (NOP)\*. To facilitate its adoption we need to improve the understanding of the concept of EBM and seek strategies for implementation. This presentation will help advance an understanding of EBM and provide examples from case studies. The presentation will focus on the concept of EBM, the need for ecosystem approaches, and explore how EBM is being implemented and tools to assist in integrating ecosystem approaches.

\*“EBM is an integrated approach to management that drives decisions at the ecosystem level to protect the resilience and ensure the health of the ocean, our coasts and the Great Lakes. EBM is informed by science and draws heavily on natural and social science to conserve and protect our cultural and natural heritage, sustaining diverse, productive, resilient ecosystems and the services they provide, thereby promoting the long-term health, security, and well-being of our Nation.” – National Ocean Policy

Panelists: Dr. Jason Link, NOAA Fisheries & Betsy Nicholson, NOAA Ocean Service

**Target outcomes of the workshop:**

- Provide an introduction and background on what EBM is, and the benefits it affords;
- Explore how EBM is done, (tools, models, methods and processes to implement EBM);
- Describe opportunities and challenges to advancing the use of EBM in the U.S.; and
- Provide specific case studies of where work in an ecosystem context or towards EBM is being implemented

**What will participants bring back to their Sea Grant programs and communities by participating in the workshop?**

Presentations and discussions will enable attendees to share their experiences with respect to EBM, and provide specific perspectives of what has or has not worked (i.e. lessons learned and best practices). Examples will provide the audience with experiences on how to better incorporate ecosystem considerations into science-based management of current resource mandate needs and how that experience can help move us towards fully integrated EBM.

**Second half: Facilitation Tools You Can Use to Plan and Conduct Effective Meetings** (1.5 hours)

**Workshop Leaders:** Brooke Carney and Chris Ellis (both NOAA Sea Grant)

Sea Grant professionals are often called upon to facilitate discussions and find common solutions among partners and stakeholders with different viewpoints. Facilitation techniques and skills can enhance our ability to do this successfully. This workshop will offer facilitation tips and techniques to use with multiple audiences in a variety of settings. We will also share techniques and tips with one another in a group discussion. Finally, we will have an open discussion about how we can advance professional development for Sea Grant staff and foster a community of practice related to facilitation skills.

Outcomes: 1) participants will have new facilitation techniques to use at upcoming events or meetings; 2) the group will develop a draft plan for fostering an ongoing and active community of practice to support facilitation in the Sea Grant network.

**Room 4: Navigating Advocacy Dilemmas within Sea Grant Research** (3 hours)

**Workshop Leaders:** Stephanie Otts, National Sea Grant Law Center; James Fawcett, USC Sea Grant

For the past several years, the Sea Grant Network has engaged in active discussions to develop a set of best management practices to help Sea Grant personnel, primarily extension agents, manage advocacy issues that can arise in their work. Advocacy concerns can arise in any aspect of Sea Grant programming, with Sea Grant research presenting unique challenges. Sea Grant is a trusted source of scientific information. The credibility of Sea Grant programs can be negatively impacted by the misuse of scientific information or the actions of a Sea Grant funded researcher. The Sea Grant Research Coordinators Network is considering developing a set of advocacy best management practices to provide guidance to programs. This workshop will facilitate discussions to identify the common types of advocacy dilemmas

that arise in the research context, example case studies, and appropriate responses. Participants will also discuss the best way to share these BMPs with the network.

**Target Outcomes of Workshop:** Workshop participants will (1) increase their awareness and knowledge of advocacy dilemmas within Sea Grant research; (2) learn about recommended best management practices to address research advocacy issues; and (3) contribute to the development of a guidance document for use within the Research Coordinators network.

### **Room 5: Prioritization and implementation of watershed restoration projects: a decision making approach with community input (3 hours)**

**Instructors:** Dr. Guillermo Giannico and Dr. Jon Souder. Oregon State University Extension Service and Oregon Sea Grant Extension

#### **Workshop Objectives:**

1. Learn how to prioritize stream restoration projects using an approach developed and tested in Oregon with Sea Grant support.
2. Learn how to implement the prioritized actions as part of a broader watershed management and restoration plan.

This three-hour workshop will examine the concepts of river habitat restoration, the importance of maximizing connectivity while protecting key watershed components and maintaining watershed scale processes.

During the first part of the program, trainees will be introduced to a “transparent” and “flexible” decision making tool that was developed in Coos Bay, Oregon, under the coordination of Drs. Guillermo Giannico and Jon Souder (OSU) with support from Sea Grant. Some of the main collaborators in the development of this tool included Drs. Phil Roni, Tim Beechie and George Pess (from NOAA’s Northwest Fisheries Science Center, USA), and Dr. Gordie Reeves (U.S. Forest Service). The “Coos Bay Prioritization Approach” (as is commonly referred to) involves ample public consultation at various stages and has been adopted during the past eight years by several watershed councils in Oregon, Washington and British Columbia. During the second half of the workshop Dr. Jon Souder will take the lead in reviewing the steps needed to successfully implement the restoration projects that were prioritized using the approach introduced during the first part of the workshop.

**THURSDAY, 10/13/16**

**8:30-12:00 PM (3 hours or 1.5 hours)**

**Room 1: Building Community Resilience to Coastal Hazards and Climate Change by Leveraging Opportunities with Federal, State, University, and Local Partners (3 hours)**

**Workshop Leaders:** Chris Ellis, on detail at NSGO; Tara Owens and Brad Romine, Hawaii Sea Grant

Sea Grant is uniquely skilled and positioned to meet our communities' needs in understanding and addressing vulnerabilities to coastal hazards and climate change. This session will explore pathways for cooperation and leveraging among state Sea Grant programs with federal, state, university, and local partners on projects focused on building community resilience to natural and climate-related hazards. Attendees will be provided information about NOAA's outlook on resilience and the [Regional Coastal Resilience Grant](#) (RCRG) Program, and informational briefings on Sea Grant involvement in the NOAA RCRG-awarded projects (6 of 12 projects awarded in Fiscal Year 2015-2016) and other resilience-focused endeavors. The session will provide an opportunity for discussion among the invited panelists and participants to learn about their experiences in order to help identify Sea Grant's niche and best practices for leveraging resources and partnerships within the domain of coastal hazards and climate change resilience.

**Target Outcomes:**

- Participants will receive updates on NOAA's perspective on resilience and outlook for federal funding.
- Participants will learn about Sea Grant's involvement in recent projects within the domain of coastal community hazards resilience, including NOAA RCRG-awarded projects.
- Participants will begin to think about Sea Grant's niche and best practices for leveraging and partnerships that enhance coastal community resilience.
- Initiate a continuous dialogue and information sharing among teams working on resilience focused projects.

**Invited Speakers (confirmed)**

1. Michelle Covi, Assistant Professor of Practice, Virginia Sea Grant Climate Adaptation and Resilience Program
2. Rick DeVoe, Executive Director, South Carolina Sea Grant Consortium
3. Paul Dye, Assistant Director for Outreach, Washington Sea Grant
4. Tara Owens, Coastal Processes and Hazards Specialist, Hawaii Sea Grant
5. Brad Romine, Coastal Management Specialist, Hawaii Sea Grant
6. Adam Stein, Coastal Communities Program Manager (Acting), NOAA Office for Coastal Management.
7. LaDon Swann, Director, Mississippi-Alabama Sea Grant Consortium (or someone from their program)

## **Room 2: First half: Knauss Fellowship Applications: Guidance for state Sea Grant programs (1.5 hours)**

**Workshop leader:** Julia Galkiewicz

The Sea Grant Knauss Fellowship provides a unique educational and professional experience to graduate students who have an interest in ocean, coastal and Great Lakes resources and in the national policy decisions affecting those resources. This session is designed to clarify the application and selection process for state Sea Grant programs, so they are better positioned to advise students on building a competitive application package.

**Target outcomes of the workshop:** State Sea Grant programs better understand how to assist interested students who are applying for the Knauss Fellowship.

## **Second half: State Sea Grant Fellowships (1.5 hours)**

**Workshop leader:** Julia Galkiewicz

Many Sea Grant programs host fellowship opportunities for undergraduate and graduate students. Some fellowships are designed to expose students to policy, and some support student research. This workshop will provide fellowship coordinators with information about the diversity of fellowships in the Sea Grant network. We will share successes, challenges, and best practices related to advertising fellowships, forming and running selection panels, administering the fellowships, evaluating the success of the fellowship, and tracking alumni outcomes. If your state is interested in starting a fellowship program, this session will provide the details and contacts you need.

**Target outcomes of the workshop:** Fellowship coordinators at the state level will learn about the diversity and best practices of Sea Grant fellowships, including advertising, selection, administration, evaluation, and alumni tracking. Fellowship coordinators will know who to reach out to for more information on specific types of fellowships.

## **Room 3: Sea Grant Data Management and Curation: Creating and Implementing a Shared Vision (3 hours)**

**Workshop Leaders:** Mona Behl, Sarah Kolesar, Syma Ebbin

All Sea Grant programs are required to comply with *NOAA's Data and Publication Sharing Directive*, under which environmental data must be made visible, accessible and independently understandable to general users, free of charge or at minimal cost, and in a timely manner. Sea Grant research proposals are supplemented by "Data Management Plans" (DMPs) that refer to activities related to planning, implementation, and administration of systems for the acquisition, use, dissemination, and preservation of environmental data. Other than meeting the federal requirement for DMPs, the network lacks national standards or an umbrella strategy for developing and handling DMPs. Additionally, several programs lack training and/or expertise in designing or executing DMPs, thereby the role that Sea Grant programs play in data stewardship is only that of oversight of DMPs.

While the data volumes collected by individual Sea Grant programs are small, in total they represent a substantial portion of the network's investment in research that has a huge potential to provide evidence-

based information to coastal managers and decision-makers. Similar to pieces of a puzzle that are put together to create a complete picture, small data, when properly curated, can be compared and integrated to reveal meaningful spatial and temporal patterns that may lead to new scientific discoveries and insights.

The overarching goal of this session is to explore Sea Grant's role in the ever-expanding world of data and information and develop a network-wide DMP paradigm. We will identify challenges and opportunities related to collection, coordination, integration, and usability of Sea Grant data. In the second half of this session, we will brainstorm ideas on what the next ten years of data management and curation might look like.

#### **Room 4: Sea Grant's Role in Emerging Contaminants: Research, Education and Outreach**

**Workshop leaders:** Marti Martz, Pennsylvania Sea Grant; Laura Kammin, Illinois-Indiana Sea Grant, Sarah Zack, Illinois-Indiana Sea Grant; Maia McGuire, Florida Sea Grant, Sam Chan, National Sea Grant Office, Stephanie Showalter-Otts, National Sea Grant Law Center.

Description of the workshop:

Microplastics, including those from marine debris, and other emerging contaminants, e.g. pharmaceuticals, personal care products, and coal tar sealcoat, are pollutants that negatively impact water quality and food webs across the country. Emerging contaminants are defined as 'recently discovered' in waterways, typically because of improved detection capacity, and have no regulatory standards. These pollutants have the potential to cause negative reproductive, developmental, or behavioral effects in aquatic life at environmentally-relevant concentrations. Emerging contaminants are not typically included in routine monitoring programs but may be candidates for future regulation depending on their ecotoxicity or potential public health effects. The source, transport, fate, and effects of emerging contaminants have been the focus of much research, but many questions remain to be answered. There is a strong need to better understand the impacts of these chemicals through additional research and also to connect the research community with those conducting outreach and education as well as those familiar with environmental policy and legal perspectives. This three-hour workshop is designed to: highlight current research, education and extension efforts in these areas being funded or conducted by Sea Grant programs; connect researchers, outreach specialists, and educators working on marine debris or emerging contaminant issues; consider the ways that Sea Grant can be uniquely valued in informing policy; and expand existing Sea Grant communities of practice focused on these issues.

Target outcomes of the workshop:

Participants will: 1) gain knowledge about the current Sea Grant research, education, policy, extension, and legal efforts focused on marine debris and emerging contaminants; 2) have access to materials developed by current communities of practice focusing on these areas; 3) engage in a discussion on how Sea Grant staffers across the country can partner to build a better understanding of the impacts of these pollutants, 4) participate in group activities to prioritize emerging contaminant themes leading to actionable outcomes and 5) discuss ways that Sea Grant activities related to emerging contaminants could be coordinated to leverage opportunities with NOAA laboratories and to help obtain external funding.

## **Room 5: First half: Infographics: The Latest Proof of the Power of Imagery (1.5 hours)**

**Workshop Leaders:** Antoinette Clemetson and Paul Focazio, New York Sea Grant

Description:

This is one of two communications-focused—but all are welcome!—workshops that explores the ways in which we interact with one another through imagery. As we continue our 50th anniversary celebration, we not only look back on communications strategies and tools that have been effective in the past, we also want to consider methods to achieve our communications goals for the future. Through all the years, we do know that the old adage of “a picture is worth a thousand words,” holds true. From ancient cave paintings in Lascaux, France, to “We Can Do It!” World War II propaganda posters to websites’ clickbait, imagery works. This workshop will explore the enduring nature of using images in how we communicate. Infographics are one of those means. They provide a route to be able to convey information—complicated or not—through eye-catching imagery. Workshop participants will get an overview on infographics and then will move through a series of six stations, offering a hands-on opportunity to take a single message point and shape it into a graphically appealing format to enhance communication, appealing to audiences new and old.

Target Outcomes:

- Empower non-communicator members of the Sea Grant community to work with communication staff in ways to formulate presentation of their ideas, data, and initiatives through infographics.
- Empower communicators to consider using infographics as means to convey scientific and/or extension information.
- Provision of a step-by-step process in conceptualizing the use of an infographic (s) and how to execute it.
- Understanding of the tools that exist to create infographics, freeware or for-purchase packages.
- Explore the methods to share infographics, whether it’s through a website, a print piece or on a social media platform.
- A deeper understand of which audiences are best served by infographics to convey information.

## **Second half: Making Great Videos on a Budget (1.5 hours)**

**Workshop Leaders:** Iman Rastegari, a multimedia producer at the Harvard Graduate School of Education

While most of us have limited media production resources, that shouldn't stop us from creating engaging, dynamic videos. A multimedia producer from the Harvard Graduate School of Education will share some tips and techniques for making great content with the tools you have. With a focus on video storytelling, this session will explore creating content for social media and the web, using a variety of equipment (even your smartphone!).

While this is one of two communications-focused workshops, all are welcome to attend!

## **Target Outcomes**

- Familiarize attendees with the video production process, and the tools (across budgets) that exist to create video.
- Empower non-communicator members of the Sea Grant community to work with communication staff to formulate presentation of their ideas, data and initiatives through video.
- Empower extension staff to consider using simple video production as means to convey scientific and/or extension information.
- Explore ways to share your videos and maximize their impact.

## **Room 6: Scenarios for the Future: Exploring the Next 50 Years of Sea Grant** (3 hours)

**Planning Team and Advisors:** Kathy Bunting-Howarth (leader), Jim Falk, Darren Okimoto, Julia Peterson, Mona Behl, John Downing, Sharon Moen. Peg Brady, Sylvain DeGuise, Jim Hurley

**Facilitator:** Jen West, Coastal Training Program Coordinator

Description: #futurism. What's the world going to be like in 2066? Free yourself from the confines of the daily grind and brace yourself for a wild, but ultimately meaningful, thought exercise. Fifty years ago, Congress thought it was prudent to mix cutting-edge aquatic research with razor-sharp extension educators. They called the new mix “Sea Grant” and they still call it remarkable. Over the years Sea Grant excelled at remaining relevant and responsive, staying current and anticipatory in the face of changing personnel, priorities and budgets, rapidly evolving technology, and the stochasticity inherent in coastal challenges and politics. During this Scenario Thinking session that reaches through the enigma of the next 50 years, participants will describe internal and external forces that could change the world (and specifically Sea Grant) and develop several scenarios regarding the future in which Sea Grant may operate. This fast-paced session will allow little breathing room because the future is just around the corner. The tangible outcome of this session—fuel to propel Sea Grant forward—will inform the work of the March 50th Anniversary Committee, engage incoming 2017 Knauss fellows, and inspire Sea Grant programming around the country.

## **1:30- 5:00 PM (3 hours or 1.5 hours)**

**Room 1: First half: Navigating the Resilience Realm to Catalyze Impacts and Opportunities** (1.5 hours)

**Workshop Leaders:** Laura Early, Karl Havens

The “resilience realm” is broad with many different players and perspectives. This session will explore how we can engage across sectors and disciplines to reach common resilience goals. As Sea Grant comes to the resilience table, how does Sea Grant find its niche, and where can we add value to build resilient coastal communities? Where do we seek partners and funding for resilience projects to achieve those goals? How do we design programs/projects with ability to take advantage of unforeseen future funding or partnership opportunities? In this session, we will share lessons learned from resilience partnerships followed by an interactive discussion about how partnerships will enhance Sea Grant's resilience work over the next 50 years.

Speakers:

Karl Havens, Florida Sea Grant  
Troy Hartley, Virginia Sea Grant  
Matt Gonser, Hawaii Sea Grant

Target Outcomes:

- Participants will benefit from shared lessons learned from Sea Grant peers' resilience partnerships.
- Participants will share ideas and resources for potential partners and funding opportunities at state, regional, and national levels.
- Participants will begin to think about how to engage regionally to achieve meaningful resilience impacts.

**Second half: Beyond the Resilience Status Quo—Sea Grant in Weather, Water & Climate** (1.5 hours)

**Workshop Leaders:** Joshua Brown, Mona Behl, Amanda McCarty

The changing demographic, socioeconomic, and physical environments of our nation's coast necessitate a comprehensive re-evaluation of our approach to coastal resilience. Coastal communities face a host of new opportunities that emerge alongside the longstanding issues they already face. Responding and adapting to the aforementioned changes is integral to resilience; expanding upon Sea Grant's traditional strengths in working with catastrophic and chronic physical events will help us capture these opportunities. A broader focus on the whole Weather, Water, and Climate (WWC) continuum is likely to bring awareness to Sea Grant's capacity to address extreme weather and climate variability (for example, impacts of urban heat, coastal drought, severe convective storms, water supply, short- and long-term impacts of changes in frequency and severity of extreme events, etc.) on coastal habitats, ecosystem health, coastal water quality and quantity, and commercial and recreational fishing industries.

Outcomes:

- Participants will be aware of new opportunities
- Participants will produce new ideas for how Sea Grant can engage on these issues
- Participants will inform strategic opportunities for Sea Grant to act on these topics

**Room 2: eSeaGrant: an RFP-to-Archive System for Project Management**

**Workshop Leader:** Kathy de Zengotita, MIT Sea Grant

Thirteen Sea Grants have banded together to create a cloud-based web application to manage the entire life of a proposal, from submission, through review and selection, to reporting and dissemination of results. The original system, eSeaGrant (eSG for short,) was coded by Ben Bray at MIT and shared with eight other programs: CA SG, WA SG, NC SG, GA SG, TX SG, VA SG, SC SG, and RI SG. At this workshop we present a new, commercially available version of eSG developed by the software company Ecsion, in concert with thirteen Sea Grants who organized themselves to purchase this new version at Sea Grant Week in Clearwater. Workshop attendees will get an overview and demonstration of the new system; we will also discuss the network collaboration that made it possible. In the remaining time we can review in detail the functions of the system that are of most interest to the participants. This workshop is

aimed at RCs, fiscal officers, and communicators who deal with either the RFP or reporting process. eSG is considered a “best practice” by PRP reviewers and site visitors.

### **Room 3: First half: Communicating Economic Impacts Derived from Sea Grant Activities (1.5 hours)**

**Co-Leaders:** Chris Hayes, National Sea Grant Office; Andrew Ropicki, Texas Sea Grant; Chuck Adams, Florida Sea Grant; Rex Caffey, Louisiana Sea Grant

Each year, Sea Grant highlights changes in economic impact - the jobs, businesses, dollars, and non-market value - that communities or businesses generate or save due to Sea Grant assistance. Sea Grant provides the information and training that informs business decisions, and in some cases firms create or sustain jobs, generate new revenue, or save money as a result. Moreover, Sea Grant activities can have positive effects on restoring, maintaining or improving environmental goods and ecosystem services, broadly defined as natural capital. Even if not valued by the market, these goods and services have economic value to humans.

Last year, the Gulf of Mexico Sea Grant programs released an analysis of some Sea Grant economic impacts in the region and provided recommendations for improving our communication of economic impacts. This workshop is intended to generate discussion about better measuring and reporting economic impacts and standardizing reporting across the Sea Grant Network.

#### **Outcome**

Sea Grant staff will return to their programs and report Sea Grant economic impacts in a more credible and standardized way.

### **Second half: Are we there yet? What Diffusion of Innovation can tell us about social science integration in the National Sea Grant College Program (1.5 hours)**

**Leaders:** Alison Krepp, Elizabeth Rohring

We’ve talked, we’ve funded, we’ve convened a CoP, but are we there yet? Diffusion of Innovation (DoI) explains how ideas, practices, or tools are communicated and adopted over time by members of a social system. First put forward by Everett Rogers in 1962, DoI theory tells us that the tipping point for widespread adoption occurs once the idea, practice, or tool crosses the chasm from the early adopters to the early majority. Sea Grant investments in the social sciences have yielded innovations in practice and research but where do we lie on the Diffusion of Innovation bell curve? Have we reached this critical tipping point in the Sea Grant network or, are we standing at the chasm and how do we cross it? Join us for a diverse discussion about what this theory can tell us about where we are and how that can inform the actions we take as a network in regards to social science.

Outcomes:

- 1) Understand Diffusion of Innovation (DoI) theory and why it matters
- 2) Identify where Sea Grant social science is on the Diffusion of Innovation curve
- 3) Inform how we support and integrate the social sciences as a network in 2018-2021

#### **Room 4: Extending the Reach of Sea Grant's Collaborative Work with Local Governments: Sea-Level Rise Law & Policy Work Through Partnerships as an Example (3 hours)**

**Workshop leader:** Thomas Ruppert, Florida Sea Grant

Members of the Sea Grant Legal Network will share their experiences and best practices in creating partnerships that provide real law and policy value to local governments through various avenues based on robust networks and partnerships. The workshop will have three parts: 1) An introduction that discusses the importance of working with policy and case studies of lessons learned and best practices by example from Sea Grant programs; 2) Q&A and discussion of lessons learned and best practices; and 3) sharing and brainstorming about future Sea Grant programmatic activities to promote partnerships in furtherance of sea-level rise law and policy work in the context of state and local laws. While the substance of this workshop will use the Sea Grant Legal Network as an example, the session seeks to share broader process lessons in partnership building that apply beyond the Sea Grant Legal Network.

The workshop will feature case studies of approaches to partnerships and collaboration with local governments; these will be presented by Elizabeth Andrews of Virginia SG, Shana Jones of Georgia SG, Lisa Schiavinato of North Carolina SG, and Thomas Ruppert of Florida SG.

**Target outcomes of the workshop:** 1. Understanding of why law and policy research and outreach will continue to be important to SG stakeholders overcoming implementation barriers. 2. Understanding of general lessons and best practices learned by other Sea Grant programs working in collaboration to further sea-level rise law & policy development and implementation. 3. Knowledge of specific existing resources from other Sea Grant programs working on sea-level rise law and policy. 4. Ideas and activities that can be pursued in their particular Sea Grant programs to further partnerships with private sector and public sector actors in support of sea-level rise planning, policy, and implementation. 5. Understanding of the larger benefits to SG programs of working directly with upper-level local officials and staff on critically important law and policy issues.

#### **Room 5: First half: Getting to the Creative No and the Articulate Yes\_ (1.5 hours)**

**Session Leader:** Paul Anderson, Maine Sea Grant

This workshop is about time management, and staying focused while being over-subscribed. It touches on plan-of-work development and staying connected to the program goals (strategic plan) and also has a section on how electronic communications has made our lives both easier and harder. It finishes with a segment on taking care of ourselves as people and professionals so we're at our best at home and at work. Ideally it involves lots of group discussion because there's no right answer to any of it, and we may also use some role-play to demonstrate the various scenarios that might play out for professionals like us.

## **Second half: Is Fiberglass Forever? Fiberglass Recycling and the Future of Sustainable Boating (1.5 hours)**

**Workshop Leader:** Dennis Nixon, Rhode Island Sea Grant

Since the mid-twentieth century, a majority of all recreational vessels around the world have been constructed using fiber-reinforced polymer materials, more commonly known as fiberglass. As a lightweight and highly durable hull material, fiberglass has been favored for its low maintenance requirements and longevity in the marine environment. Deterioration of fiberglass vessels does eventually occur, however, and first-generation fiberglass-constructed vessels from the 1960's and 70's have begun to reach what the international marine industry describes as "End-of-Life Boat" status (ELB). This trend is in turn creating a series of interconnected environmental and economic problems for coastal communities around the world. Given the increased manufacture and sale of fiberglass vessels in the 1980s and 1990s, current problems indicate the start of a growing wave of fiberglass vessel impacts that need to be addressed. Through advances in recycling technology and composite materials science, the reuse of fiberglass for industrial purposes has created to potential for a sustainable disposal process. In Europe, recycling concepts have now been applied to fiberglass vessels with success. This workshop will provide an overview on the existing options for sustainable vessel disposal and the potential to expand these applications in the United States through the Sea Grant network. The meeting will also provide an opportunity for Sea Grant programs to share any knowledge or experience they have related to the management and disposal of ELBs and abandoned vessels. From preliminary communications it appears that several programs would be interested in participating. In an ideal situation an event like this could lead to the development of national Sea Grant objectives and protocol related to future vessel disposal efforts.

### **Target Outcomes:**

- Increased awareness / understanding of fiberglass recycling applications for vessels
- Best Management Practices related to ELB and abandoned vessel management  
(leading by example)
- Identification of policies and regulations that could provide tools for improved ELB management

## **Room 6: Diversity & Inclusion in Sea Grant Programs: What are we going to do about it? (3 hours)**

**Leaders:** Jane Harrison, North Carolina Sea Grant; Jen Merrill & Ed Lewandowski, Delaware Sea Grant

Corporations, as well as large government agencies, have embraced diversity and inclusion in their business practices. Hiring practices, product and service design, and outreach strategies are structured with diversity and inclusion in mind. So far, the ideas of diversity and inclusion have been included piecemeal and ad hoc in Sea Grant programs. A participant-led discussion will identify why diversity and inclusion are ideas worth pursuing at Sea Grant. Benefits to our programs as well as other companies and government agencies will be discussed.

### **ANTICIPATED OUTCOMES/BENEFITS**

- Learn why corporations and other government agencies have embraced diversity and inclusion.
- Determine the benefit to embracing diversity and inclusion in Sea Grant programs.

## 1. Implicit Bias Training

A large body of social science evidence has shown that unconscious, automatically activated, and pervasive cognitive associations related to race, ethnicity, gender, age, and other identities can impact decision-making and judgments without our awareness. This activity will challenge participants to think critically about the ways in which implicit bias may be operating in their day-to-day lives. As a largely participant-driven experience, participants will be guided through the process of self-identifying where bias may be operating, how its operation might be impacting their work, as well as strategies to mitigate its effects.

### ANTICIPATED OUTCOMES/BENEFITS

- Determine how implicit biases influence decision-making and behavior in our work.
- Gain strategies to guard against the influence of implicit bias.
- Determine actions individuals can take to change their own implicit associations to better align their explicit intentions with outcomes.
- Determine strategies that organizations can use to mitigate the effects of bias within their institutional policies and practices

## 2. What are we doing now & What do we need to do

Sea Grant programs throughout the network have been involved in a variety of activities that consider diversity and inclusion in different ways. This activity will allow participants to share what their programs have been doing, as well as consider what additional steps could be taken. The “Strategic Doing” concept will be used to guide the development of next steps.

### ANTICIPATED OUTCOMES/BENEFITS

- Use Strategic Doing approach to develop a strategy that addresses Sea Grant’s diversity and inclusion issues.
- Establish an action framework in the Sea Grant network to engage diverse audiences.