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February 9, 2005

To: The New England Ocean Science Education Community

Attached are the notes from our work the past two days. I put the strategy up front in the package along with a set of proposed key messages. I included the unedited notes from the subgroups as a reference.

I appreciated your energy and hard work. I also appreciated your willingness to address the tough issues - that is an important part of moving forward as a real community.

I wish you success in engaging others in your community-building and in building the capacity to do great things for the region and the Nation!

Warmest Regards, Cindy

New England Ocean Science Education Leadership Summit February 8-9, 2005 - Portsmouth, New Hampshire

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New England Ocean Science Education Community Collaboration Strategy - February 2005

Mission - Our Collective Purpose

Leverage NE's extraordinary assets to engage the public in understanding the vital connections between people and the ocean

Values – What We Stand For

Excellence

- We are committed to applying leading-edge research to inform everything we do
- We are dedicated to using best practices and innovation to produce high quality products and services that capture the public's imagination
- We are committed to making our programs and products accessible to all audiences

Collaboration

- We recognize the need to balance healthy competition with cooperation for the benefit of the region
- We value the diverse talents and contributions of individuals and their institutions
- We are enthusiastic about working together to leverage greater impacts than we could achieve alone

Impact

 We are committed to having a tangible impact on learning and decision-making and ultimately to improving the environment

Vision – Our Picture of the Ideal Future

We are taking full advantage of New England's unique assets ...

- Ocean scientists and educators are forging powerful partnerships to create and deliver relevant, exciting products and services that inform the public and inspire people to pursue careers in ocean science
- Easily accessible materials and programs are enabling diverse people of all ages to learn about the ocean
- Science centers, schools, teachers, students, and the public are clamoring for our ocean science education products and services
- Scientific discoveries are contributing to effective ocean policy decisions as well as science education reform
- Our community is getting strong support and funding from multiple public and private institutions to support regional collaboration activities and joint projects
- We are seeing evaluation results showing the positive impact of our programs

... we are making a real difference in the world!

Goals - Our Focus for the Next 3 Years

Goal #1: Create and disseminate high quality materials and best practices

Goal #2: Broaden the community's reach

Goal #3: Increase the capacity of the community

Goal #1: Create and disseminate high quality materials and best practices

Key Results:

- Educators have easy access to comprehensive set of materials
- New materials meet agreed to high standards for quality
- Greater alignment of messages / themes across the region
- Knowledge transfer of best practices across region

Key Strategies:

- Develop comprehensive catalog of materials for educators
- Establish protocol / rubric to review materials and ensure high quality
- Identify unifying themes for the region
- Establish mechanism for identifying and sharing best practices across the region

Near- term Action Plan:

Action / Deliverable	Lead	Completion Date		
Produce catalog of resources within the NE ocean science education network that can be available to educators.	Billy	Sept 05		
Form a review team to adapt the NASA rubric for reviewing Earth Science education materials for NE region.	Annette	Dec 05		
Form "theme team" to develop unifying themes for NE programs and products.	Gail	Feb 06		

Goal #2: Broaden the community's reach

Key Results:

- Target and reach 1+ new population / community within next 3 years
- More programs reach more people
- More programs, materials and approaches meet needs of targeted populations
- Policy makers view NE ocean science collaborative as important "voice"
 - NE ocean science collaborative sits on councils' boards
- More ocean science researchers involved in NE ocean science collaborative

Key Strategies:

- Pool resources to reach targeted populations
- Get engaged with policy makers across the region
- Partner with COSEE-NE and COSEE-Mid Atlantic

Near-term Action Plan:

Action / Deliverable	Lead	Completion Date
 Work with each institution in the region to identify key audiences (served and underserved) by May 05. Consolidate and develop online database of key regional audiences. 	Kevin	Aug 05
Develop plan / gateway to involve ocean science researchers.	Carolyn	Aug 05
6. Meet with the Gulf of Maine and Mid Atlantic Councils to identify how the Councisl work. Develop a strategy to get NE ocean science representatives on the boards of Councils.	Ivar	Nov 05

Goal #3: Increase the capacity of the community

Key Results:

- Long-term, consistent support structure for ocean science education
- Effective information sharing and collaboration within the community
- Strong, effective relationships with formal education community
- Greater public awareness about the connections between the ocean and their lives

Key Strategies:

- Identify and obtain funding to sustain the community (technology companies, professional societies, foundations, etc.)
- Establish an effective governance structure to support the community
- Develop and implement an effective media campaign
- Sponsor an annual forum for planning, information sharing of best practices, collaboration, etc.
- Create a web-based information sharing tool

Near-term Action Plan:

Near-term Action Flan.					
Action / Deliverable	Lead	Completion Date			
7. Develop a mechanism and protocol by which the community can access and use one another's articles, education materials, press releases, etc.	Carolyn	Oct 05			
8. Develop and implement an effective strategy to work with the formal education community (identify the key players, understand their needs, find ways to get ocean science education into curricula, etc.).	Bob	Jan 06			
Develop a strategy to address funding and governance for the community.	Carolyn, Wendy	Jan 06			
10. Convene the first annual NE region ocean science education workshop to share ideas, best practices, etc. Identify budget and funding	John A.	May 06			
11. Design a general media / communication strategy to reach the public.	TBD	Mar 07			

Summary of Actions – Chronological Order

	Action / Deliverable	Lead	Completion Date
1.	Work with each institution in the region to identify key audiences (served and underserved) by May 05. Consolidate and develop online database of key regional audiences.	Kevin	Aug 05
2.	Develop plan / gateway to involve ocean science researchers.	Carolyn	Aug 05
3.	Produce catalog of resources within the NE ocean science education network that can be available to educators.	Billy	Sept 05
4.	Develop a mechanism and protocol by which the community can access and use one another's articles, education materials, press releases, etc.	Carolyn	Oct 05
5.	Meet with the Gulf of Maine and Mid Atlantic Councils to identify how the Councils work. Develop a strategy to get NE ocean science representatives on the boards of Councils.	Ivar	Nov 05
6.	Form a review team to adapt the NASA rubric for reviewing Earth Science education materials for NE region.	Annette	Dec 05
7.	Develop and implement an effective strategy to work with the formal education community (identify the key players, understand their needs, find ways to get ocean science education into curricula, etc.).	Bob	Jan 06
8.	Develop a strategy to address funding and governance for the community.	Carolyn, Wendy	Jan 06
9.	Form "theme team" to develop unifying themes for NE programs and products.	Gail	Feb 06
10.	Convene the first annual NE region ocean science education workshop to share ideas, best practices, etc. Identify budget and funding	John A.	May 06
11.	Design a general media / communication strategy to reach the public.	TBD	Mar 07

Key Messages

- COSEE-New England convened a two-day workshop for us to explore how
 we could work together to have a greater impact in terms of ocean science
 education in the region. We had representatives from X# institutions from
 Connecticut, New Hampshire, Maine, Massachusetts, and Rhode Island.
- We took an important step forward in beginning to build a more cohesive ocean science education community in the region. We recognize that the ocean science education community consists of both educators and researchers. Furthermore, the community is much broader than any one group or COSEE partnership. In fact, we fully support the creation of multiple COSEE partnerships as a way of bringing additional resources to the region.
- We believe our collective mission is to leverage the extraordinary assets of the region to engage the public in understanding the vital connections between people and the ocean.
- We identified three core values that we want to underpin the way we work together –excellence, collaboration, and impact. We will refer to our core values to ensure we are operating in a way that is consistent with what we stand for.
- We created a shared and exciting vision for ocean science education in the region. It is a vivid picture of where we are headed.
- We recognize that we are all doing a lot of good work in our individual institutions. The challenge is identifying those areas where it makes sense to align and leverage our efforts to have a greater impact.
- We identified three areas where we need to provide unified and strategic direction – ensuring we have high quality programs and best practices, extending our reach to key audiences, and building the capacity of the community to sustain a long-term impact.
- This is not pie in the sky philosophy. We identified concrete deliverables that will move us in the right direction with assigned leads and timelines. We are moving ahead on 11 specific initiatives over the next 18 months.
- We will be engaging additional institutions to be part of our community.
 Together we will have a much greater chance of achieving our vision for the region.
- We agreed that we could share our vision and strategy with others and use it to support our COSEE proposals if appropriate.

New England Ocean Science Education Leadership Summit February 8-9, 2005 - Portsmouth, New Hampshire

Wentworth by the Sea
Tuesday, February 8, 12 noon – 5:00 pm
Wednesday, February 9, 8:00 am – 2:00 pm

Carolyn Levi's Opening Remarks

- I want to welcome you to the first ever but not the last NE Ocean Science Education Leadership Summit
- We want to get to a vision of ocean science education for our region
- We want to use the Ocean Commission Report as a jumping off place for our work
- As part of this process we'll get to know one another better and become a more active community working together
- This won't be the last summit we will be bringing in more partners over the years
- I hope this will become a force for ocean science education in the region

Meeting Groundrules

- Play full out
- Be open, honest and direct
- Listen and respect each other
- Work issues IN the room
- Limit "sea stories" to 2 minutes
- Stay focused
- Have fun!

Participant Introductions and Expectations

NAME – 3 WORDS THAT SOMEONE WOULD USE TO DESCRIBE YOU THIS MEETING WILL BE SUCCESSFUL AND WORTHWHILE IF...

John Merrill (URI) – acerbic, curmudgeon, verbose ... if we establish active linkages

John Anderson (NEAq) – friendly, persistent, bad sense of humor (corny) ... if we leave with a positive view of working together that leads to broadly shared vision and actual projects.

Ivar Babb (NURP/UConn)- caring, funny, facilitator

... if we leave with knowledge of the larger community who shares passion for ocean science education, and leave with specific next steps.

Bob Chen (UMass) – busy, energetic, messy

If we meet people at a deeper level, develop trust, shared vision

Wendy Lull (Seacoast Science Center) – enthusiastic, entertaining, brilliant strategist ... if we develop a context for Seacoast Science Center in broader COSEE and I can see where my institution fits... and if we agree what we can do with the recommendations of the ocean commission

Gail Scowcroft (URI) – impatient, generous, workaholic

... if we leave here with beginnings of concrete, realistic action plan

Mike Sieracki (Bigelow) – thoughtful, steady, patient

... if I learn more about NE COSEE and we align our ideas of how to advise and help the community [if everyone agrees with my ideas]

Annette deCharon – hard-working, creative, fun

... if we find a way to merge the different perspectives and the spectrum of talent of the group

Carolyn Levi – tone deaf, science-freak, starts-slowly-builds-speed

... if we develop absolute perfect next steps

Billy Spitzer - thoughtful, positive, efficient

... if we have a vision that includes people in this room and people beyond this room

Carol Good - listener, too-intense, workaholic

... I am interested in finding out what everyone else is doing

Amy – UNH – focused, creative, thoughtful

... if we set a context and see the birds-eye view of how different groups are working, what is overlapping, and find a way to use efforts more wisely.

Billy Spitzer's Remarks – Context (see PowerPoint presentation)

- The lessons of COSEE nationally as a national network can be applied to COSEE-NE to explain how we hope to operate in the region and form a regional network that can make a broader impact beyond just original COSEE-NE partners.
- NSF decided we were not making enough of a public impact. Scientists were worried about satisfying "broader impact" aspect of their research. Workshop in Biloxi, MS focused on a vision of developing bridge from ocean science research to ocean science education. Created COSEE centers.
- At the first COSEE meeting in Washington, there was a sense of 7 different projects going on separately.
- One year later, the Ocean Commission Report had just come out, and it became clear that there is a bigger context than just 7 centers. At the national COSEE meeting, everyone began to talk about what they had in common. We created a shared vision for a national network with greater impact.
- For COSEE-NE, we want to work with greater New England, not just original partners.
- Key question What is sustainable in our region in terms of ocean science education?

National COSEE - see PowerPoint

- COSEE mission scientists and educators working together to advance ocean discovery and importance of ocean in peoples lives.
- COSEE values leadership, collaboration, innovation
- COSEE Goals enhance ocean literacy, establish infrastructure effective in supporting collaborations and using diverse strengths.
- COSEE collaborative work strategic planning and governance; engaging scientists; common vision for ocean science literacy; communication, branding and advocacy.
- CORE effective advocacy organization in Washington, DC for ocean science education funding. What is our analogy in NE that can provide that coordinating and advocacy support?
- COSEE Vision increased ocean awareness
- National level COSEE as a concept, secondary is recognition of regional COSEE.
- Relationships at the national level have defined common ground where different COSEE centers can work together. We are here to talk about how we can apply these to working together in New England
- Context of New England well established strengths and infrastructure. At the same time, a lot of programs are dying on the vine. A concern for

COSEE-NE – what's going on with the infrastructure? Where do standards fit into this? On a regional level, how can we use standards and existing infrastructure to add ocean science?

- NSF's original audience was scientists, originally point was to reach out to scientists and help them reach out to education. Now more about bridging. However still much fewer scientists than educators, better way in is to target educators
- Advocacy entails understanding the political landscape and being poised to act on it. How do we advocate for the work that is in common? At the national level, there are funders as a part of the conversation. Something we should think about regionally.

External Opportunities and Threats

External Opportunities	External Threats
Media	Diminished federal funding
Publishers	Increased competition, national
innovative technology	priorities, high stakes testing may divert resources
 Universities, institutes of higher education 	Homeland security diverting resources
 History, social - importance of fisheries, culture, maritime industries and resources 	Apathy about science/environment in culture
Homeland security issues – ports	 Disconnect between ocean and teachers/educators
Ocean instrumentation advances	Ocean science not included in
Small size – consolidated area	standards
Strong education is a core value in New England	 Threat of fundamentalists (anti- evolution)
New England is identified with the ocean	 Reduced coastal access, property rights
Size of watershed is large, huge	Bush administration
and super inclusive (Canada)	Environmental degradation
High stakes science	(development vs. preservation)
Political clout, advocates of ocean science	Difficulty of making ocean interesting, no charismatic
Ocean is engaging, sexy, cool, interesting	megafauna, need a public face

Highlights: Existing Programs in Ocean Science Education

Carolyn Levy, John Anderson, Billy Spitzer (COSEE-NE):

- Developing external models for engaging resources (telling your story)
- OSEI
- Sharing the Challenge (engaging informal educators w/ researchers)
- The way we get there is through R&D, making partnerships that serve the needs of the partner institution, community building, and dissemination

Wendy Lull (Seacoast Science Center):

- Connections to nature through personal experience. (Start at 18mos.-87yrs)
- Get people wet, immerse in real, outdoor environment, experiential
- Exhibits look, touch, and static exhibits (history)
- These are at Center (destination-based)

Gail Scowcroft, John Merrill (URI Grad School of Oceanography):

- Linking scientists and educators –put researchers and grad students in K-12 classrooms (60 folks for 10/hr/week)
- Offer field research experience for educators (24 scientists & 48 teachers)
- Outreach scientist programs
- Mentoring program, where scientists mentor educators
- 2 graduate courses that are designed for K-12 teachers and informal educators
- Public lecture series
- Projects where scientists and educators come together developing education materials
- Undergraduate internships to interact with scientists
- Summer programs to link scientists with middle and high school students
- Supervising 120 scientists developing outreach
- Annual workshops linking scientists and journalists
- 225 courses at URI

Ivar Babb (Nat. Undersea Research Center at UConn)

- Similar to URI grad programs
- Center's niche is using undersea technology, submersibles, ROVs, AUVs
- These technologies have potential to break through surface of ocean and engage teachers and students.
- Aquanat program gets educators out to sea, linked with researchers. Limited by how many we can take to sea, so developed low coast wireless networks to create a virtual experience at a reasonable cost. Partnering with Nat Mar Sanctuary

Annette deCharon, Mike Sieracki (Bigelow Lab for Ocean Science):

- Non-profit private research organization with research concentration on lower end of food web
- No student body, education program is discrete projects tied to research being done, funded through NASA, NSF and private foundations
- Remote organization, so tend to do outreach through multimedia, CD-Rom, niche products
- Collaboration between researches and educators, providing data set that allows students to play scientist
- Immersing in science, data (rather than actual environment), but in fun way
- Outreach organizer for a 2008 NASA ocean satellite to measure salinity

Amy Cline (UNH Coastal Observing Center):

- Funded by NOAA
- Translate ocean observation science data into useable products for educators, fisheries community, coastal decision makers
- Run summer workshops for primarily formal educators (NE and beyond) to give them access to content they otherwise would not have access to
- Online curriculum, for example, earth education chapter
- Part of GOMOOS, creating materials to help teachers and students learn how to use observing data and create graphs

Bob Chen(UMass/Boston):

- Linking grad college of Education with College of Science and Math, working together, change the tenure and promotion process to reward outreach and education.
- Train teachers to teach better based on research on how kids learn

Woods Hole Oceanography Institute (WHOI):

- 200 scientists, lots of research money, one goal is to engage scientists in outreach. Huge, underutilized research capacity. Separate and overlapping with COSEE-NE. one part of their outreach is COSEE-NE
- Example dive and discover website

NE Aquarium:

- Similar to SSC, also add films, IMAX, high-definition education programs
- Teacher services and family services
- Charismatic megafauna
- Small high-quality research program focused on right whales. Active marine conservation work.
- Location on waterfront is asset. Rediscovery of urban waterfront.

Internal Strengths and Weaknesses of Community

Strer	ngths		Weaknesses/Liabilities
World class rese	earch	•	Lot of people not reached (kids)
Passionate Peop	ole	•	Not talking to adults
Creative Program	ms	•	Reaching small percentage of
Successful Fund	draising		population (the willing and interested, self-selected)
Diversity of Ocean	an Education	•	Need to build a science attentive
-Institutions			public as potential advocates
-Model Program	s	•	Diversity – lack infrastructure to
-resources			diversify ocean science community
-Agencies		•	Competition at every level – need to break out of competitiveness
-Content			•
Large audience		•	Need long-term support for funding to do cohesive pieces
National Audience	ce	•	Lack diversity of sources of support,
Public values ed	ucation and		
science		•	Lack of collaboration in seeking big
Traditional/award	eness		funding
Strong web pres	ence	•	Too few people are asked to do too much ("the exhausted minority"
 Geography 			become inefficient)
-social closenes	S	•	Need to go for high visibility
-ease of collabor	ration		(danger)
-natural diversity	of habitats	•	Lack of translators/facilitators to act
-social value			as bridge between researchers and educators
-long history of c education	ocean science and	•	Facilitating can be an ill-defined, broad task, and there is a lack of standards for outreach/translators. Result can be that facilitators lose time tackling inappropriate tasks

Why Collaborate / Partner Across the Region?

- Fostering a more cohesive set of efforts that builds on strengths we have, focuses on needs, and doesn't exacerbate existing condition of being spread too thin
- Balance between competition and collaboration. Are we too far on the side of competitiveness?
- We cannot fulfill our institutional mission without more partnerships need to be part of a broader community
- There is a critical mass of collaborators that works
- Issue of sustainability safety in numbers and putting together a critical mass of collaborators
- Lots of cool, separate stuff how can we create an effective collaboration that doesn't increase the problems of competition and being spread too thin?
- Traditionally competitive environment what builds relationships and trusts is to have something everything is working on together
- Extraordinary things happen when people are willing to create a vision that is compelling
- We could step up to leadership role in relation to Ocean Commission recommendation 8. We are a force to be reckoned with in New England.

Mission Discussion Clear, Simple Description of our Fundamental Purpose

- Promote and enhance ocean science education
- Create a public that understands the connection between science and what they value about the oceans
- Implement Ocean Commission's recommendations on education
- Translate ocean science for users
- Leverage NE's unique assets to create most ocean literate society
- Bring scientists and educators together (Strategy)
- To address the critical need for ocean literacy
- Leverage NE's extraordinary assets to engage the public in understanding the vital role of the ocean in their lives and their role in the life of the ocean
- Educate the people of new England about the ocean so that they make informed decisions

Brainstorm List: What is our vision for the region?

- We just got \$50million from Moore Foundation to support set of joint programs in NE
- Everybody cares and understands why the oceans are important
- Oceans are a plank on both parties' platforms
- Our meetings are attended by key legislators and media
- Our products are sought by all as "the cool thing for kids"
- Gulf of Maine TV show is more popular than CSI
- School districts across NE are clamoring for professional development for teachers about oceans
- Ocean science questions are part of high-stakes testing
- Methods being taught in classrooms are innovative ("no rows of desks")
- Teachers tell us "your curriculum changed the way my students understand"
- All NE high schools have an ocean science course available for students
- Shareholders are holding their management responsible for decisions affecting the environment
- All seafood for sale is sustainable and non-toxic
- Decision makers and citizens are informed with good science
- State of the union speech addresses oceans
- Funders coming to us with \$\$
- People will vote in support of the environment
- We have non-biased data and assessment we have evaluation results on existing programs to inform future programs
- Research shows ocean topics are an effective way to teach science
- Science Centers clamor for ocean science funding (because they attract people)
- Starting to see improvements in actual ocean environments
- We have a shared vision for ocean literacy
- Ocean scientists are signing up in droves to speak to the public (and they have been trained to be effective speakers / presenters)
- People are choosing to go into informal science education because of the \$\$\$\$

Key Themes

- \$\$\$\$ and funding
- Educational Impacts
- Environmental Impacts
- Policy Impacts
- Strong foundation/credibility
- Enthusiasm high demand for products
- Connecting to public

Goal Subgroup Report Outs

Goal #1: Create and disseminate high quality materials and best practices

Key Results & Strategies:

- Catalog of existing materials within the network
- Review protocol for new materials
- Knowledge transfer of best practices across region
- Unifying themes (one yr.)

12 Month Action Plan:

Action / Deliverable	Lead	Completion Date
Produce catalog of resources within network	Billy	9/05
Form a review team to adapt NASA rubric for reviewing Earth Science education materials for NE region.	Annette	12/05
3. Form "theme team" to develop unifying themes for NE programs and products	Gail et al.	2/06

Goal #2: Broaden the community's reach

Key Results:

- Target/reach 1+ population/community not reached now
- Policy makers view NE OS collaborative as voice
 - o NE OS Collaborative sits on councils' boards
- More OS researchers involved in NE OS Collaborative
- More programs teach more people

Key Strategies:

- Pool resources to reach targeted populations
 - More programs/materials and approaches meet needs of targeted populations
- Get engaged with policy makers
- Partner with COSEE-NE/COSEE-Mid Atlantic

12 Month Action Plan:

Action / Deliverable	Lead	Completion Date		
ID key audiences (served/underserved)	Each institution	May 05		
Consolidate online database of regional audience	?	Aug 05		
3. Meet w/ Gulf of ME and Mid Atl. Councils	Ivar Babb	Nov 05		
Develop plan/gateway to involve OS researchers.	Carolyn	Aug 05		

Goal #3: Increase the capacity of the community

Key Results/Strategies:

- Regular conference to share ideas/results
 - Reporting out and updates
 - Planning for future
- Create an information gathering tool for OSE strategies i.e. use web form, searchable database
- Information sharing tool (depends on interest of receivers)
- Note: Critical that efforts be long term
- Look for technology company sponsors for \$\$ support
- (Maybe) seek \$ support from professional development budgets
- Strategy: Talk with State Departments of Education about effective ways to reach teachers, curriculum developers, etc.
- Build relationships with educators
- Long-term, consistent support structure for OSE
- Establish good ties with education community
- More funding for OSE in New England
- Build a community of institutions in agreement to focus on a common "hot topic" in OS (periodically, regularly)
- Quarterly "hot topic" at a central website scientist authors, coordinated input for association of OSE
- Regular (weekly, monthly?) newspaper stories about OSE
- Seek funding from professional societies
- Note: Motivation for new funders will come from
- Note: Departments of Ed have access to \$ that we don't have building good relationships may help us fund good work
- Needs assessment by state (or district) about what's needed to get OSE into curriculum (Strategy – start by asking our colleagues who work closely with teachers / classes)

12 Month Action Plan:

- Hot topic (Consistent approach to getting word out to the public) Aug 05
 - Form a community for hot topic
 - RARGOM scientist group for things to do
 - Contact Jeff Runge
 - Contact MME, GOMEA, SENEME, SEA Grant, GoM council
 - Suggestions for Community (Catherine Cramer, Annette)
 - List of hot topics (first 6 mos)
 - Distribution List
 - Assign writer and scientists for each topic
 - Identify how to fund for at least 3 yrs
 - Develop 3 year funding strategy
 - Might include an ad hoc trial period

- Conference May 06
 - Planning group (More than COSEE-NE folks)
 - Purpose of Conference
 - Invitation list
 - Set date
 - Web registration
 - Budget and funding strategy
 - o Idea: Build onto another big conference
- Needs Assessment establishing effective relationships w/ formal education community
 - To understand the needs of formal educators (so we can establish effective relationships)
 - Identify a committee member from each state who knows how their state dept. of ed works (Bob, Andrea, and Tracy)
 - Initial survey of our own staff and colleagues w/ ties to educational leaders (Bob Aug 05)
 - Formal survey rubric/metric (Bob Jan 06)
 - Develop and implement a strategy to establish effective relationships with formal ed. community
 - Systematic review of the formal education community
 - Who are key players
 - How do they work
 - What do they need/want
 - How can we work w/ them

Discussion:

- Design a general media/communication strategy to reach the public in an integrated way
- Develop a mechanism and protocol by which we may access and use one another's articles, education and media

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Other Key Players

- Mystic aquarium + Inst. For Exploration, seaport
- Project O.
- Norwalk Aquarium
- Maine Maritime Museum Bath, ME
- U of ME
- G of MEAq (GOMRI)
- Museum of ME (Augusta)
- Marine Ed. Society
- Sea Grant (MIT, NH, CT, ME)
- UVM
- Montshire Museum
- ECHO
- Chewonki
- U. New England
- Stellwagen Sanctuary
- Roger Williams University
- Ecotarium
- Sandy Point discovery Center
- Brown University
- Northeastern
- SEAL (includes New Bedford Whaling museum)
- New Bedford Whaling Society
- Marine Ed. Soc.
- NERR Programs
- UMASS Dartmouth
- Museum of Science Boston
- NOAA, NMFS
- USGS
- Boston University
- MBL
- Shoals Marine Lab
- Bowdoin College
- GO MOOS
- Blue Ocean Society

Closing Comments

- John M. I am pleased at the productivity of the group this exceeded my expectations
- Carol it did exceed my expectations; it seemed productive I didn't believe we could get such concrete action steps in such a short time – it focused on bringing community together
- Bob I am cautiously optimistic we had good energy and lots of ideas, but we are under-resourced – some relationships can't be built in a day and a half – we know it's not enough time – this was a good start
- Billy this exceeded what I believe we could have accomplished my only regret is we didn't have all the institutions in the room – the process was great – and it will be hard to bring others on board
- Wendy ditto what everyone is saying I am happy the proof will be in the pudding
- John A. I'm cautiously optimistic impressed with the resources that are brought to bear on ocean science education in NE – and it's not the full set – the exercise of thinking about the assets is very impressive – the plan we laid out will build from there
- Carolyn –this exceeded expectations we began building the community
- Ivar I thought it was very collegial and stimulating I share the cautious optimism – hopefully this was catalytic – it will lead to immediate sharing of ideas and programs beyond the bigger plan
- Mike I was encouraged to see the agreement about the areas of collaboration in our region – I am wishing the resources will match the need
- Annette I learned a lot
- Amy it was a good process to go through outcomes and fundamentals very good to know about specifics of NE COSEE and what their intentions are I was frustrated with the timing
- Kevin I just hope the organization worked well that it was a productive place and things worked for everyone
- Gail I thought this process was very helpful in breaking down barriers to collaborating with competitors and building relationships – I am very appreciative for the work NE COSEE is doing to forge new partnerships