

TUESDAY, SEPTEMBER 18

Session 1 Tuesday, 9/18, 2:00-5:00PM

Tried and True Technologies, Featuring eSeaGrant Call-to- Archive Management Software

Presenters: Kathy de Zengotita, MIT SG
Kevin Bruce, MD SG

The first half of this workshop will be a dedicated forum for Sea Grant folks that have implemented custom web and software solutions for their respective programs. We will touch on topics like website, data-gathering, and education solutions-what was done in the past, and what we are doing now. Discussion will be geared towards Sea Grant Program Technologists and Communications folk who create websites and provide software solutions for their programs. The remaining two hours will focus on eSeaGrant-a one-time custom solution that has evolved into a robust, commercially available, software program. The prototype of eSeaGrant (eSG) was coded by Ben Bray at MIT and shared with eight other programs. After Sea Grant Week 2014, thirteen Sea Grants banded together to find a company to design 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. We will present the results of this effort: the latest version of eSG developed by the software company Ecsion, working with the original "Lucky 13" Sea Grants and more recent purchasers. Attendees will be given an overview and quick demonstration of the capabilities of the new eSG. We can also discuss the network collaboration that made it possible. In the remaining time we will review in detail the functions of the system that are of most interest to the participants. In addition, we will discuss features and capabilities that we would like to see in the future. This segment 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.

Session 2 Tuesday, 9/18, 2:00-3:30PM

Better Integration Between Communications and Extension in the Sea Grant Network: From Lessons Learned in Astoria to Developing Best Practices in Portland

Presenters: Lisa Schiavinato, CA SG
Brooke Carney, NSGO

During the 2017 Extension-Communicators Meeting in Astoria, members of the Extension Assembly and Communicators Network hosted a session to engage participants on how well integrated they believe extension and communications are in their programs and to discuss challenges and lessons learned with respect to improving integration between the two across the Sea Grant Network. During the session, participants heard from teams from two Sea Grant programs and also engaged in breakout group discussion on overcoming common challenges. The main themes from these discussions were: (1) extension and communications leaders want their functions to be more fully integrated; and (2) there is a need to continue the discussion and fine-tune the lessons learned in Astoria to become best practices. Therefore, this session continues to provide a forum for such a discussion at Sea Grant Week, where we will expand on the Astoria session to include a broader audience and build on the progress we have made to date. The workshop will begin with lightning talks from a 4-person panel, followed by small group discussions that will involve participants discussing pre-assigned questions. The questions will focus on getting beyond discussing "this is how we do things" to developing best practices from which the entire network can learn. Outcomes of this workshop include building on the best practices started at the Astoria meeting, as well as developing common challenges and opportunities for collaboration across the networks. Additionally, the workshop will result in proposed actions that can be taken at the state, network, and national levels to foster stronger integration between the extension and communication including opportunities for linking with the education and research networks as well.

Session 3 Tuesday, 9/18, 2:00-5:30PM

Social Marketing 101: Behavior Change for Public Good

Presenters: Jen Dindinger, MD SG
 Amanda Rockler, MD SG

Social marketing is, “a process that applies marketing principles and techniques to influence target audience behaviors that benefit society as well as the target audience,” (Lee and Kotler, 4th ed.). Trained social marketing service providers from UMD Sea Grant Extension will be delivering a hands-on, interactive session where participants will learn the steps for creating robust social marketing campaigns and work in groups to build a campaign around mock case studies. The goal is to provide background education about social marketing and help participants become familiar with the process of developing these programs so that they can enhance existing and develop new behavior change efforts.

Participants will then learn and practice techniques for conducting intercept surveys to collect audience barriers and benefits data and will be given examples of effective questions. Emphasis will be placed on identifying groups of people more open to trying suggested stewardship behaviors and identifying existing behavior(s), attitudes, and facilitating value.

Session 4 Tuesday, 9/18, 2:00-3:30PM

The Advantages and Mechanics of a Sea Grant State Policy Fellowship Program

Presenters: Jen Dindinger, MD SG
 Amanda Rockler, MD SG

A state policy fellowship program, modeled after the Knauss program, provides an ideal opportunity to forge partnerships with federal, state, and municipal agencies within a program's state, while offering unique work-force development opportunities for graduates of the state's universities. The program in California has grown to offer opportunities to place more than 20 graduates annually into policy fellowships. Other Sea Grant programs are successfully using a related model, including Virginia Sea Grant, which placed its second cohort of fellows this summer and is seeing a growing interest in the fellowship program from graduate students and potential host offices throughout the state. During this session we will; 1) share different state fellowship models, 2) discuss recruitment including how to build and maintain relationships with host agencies, and increase diversity of the applicant pool, 3) describe key fellowship logistics including application solicitation, review, placement, and check-ins with both fellows and host agencies throughout the year, 4) discuss follow up post fellowship (i.e. how best to follow up and maintain contact with alumni), 5) share examples of communication products and tools such as blogs, websites, videos, etc., and 6) discuss direct and unexpected benefits that have come from a state fellowship program. We welcome brief descriptions from other state programs that offer state policy fellowships and will devote half of the session time to open discussion.

Session 5 Tuesday, 9/18, 2:00-3:30PM

Sea Grant Extension Liaisons

Presenters: Heather Triezenberg, MI SG
 Margaret Lansing, NOAA-GLERL
 Kathy Bunting-Howarth, NY SG
 Mark Risse, GA SG
 Penny Dalton, WA SG
 Jim Murray, NSG Advisory Board
 Patty Birkholz, NSG Advisory Board

For nearly 20 years, National Sea Grant Office and NOAA partners have co-funded Liaison positions. There are currently about a dozen liaison positions serving around the country. A recently National Sea Grant Advisory Board study of liaison

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positions was followed by vigorous discussion among Sea Grant Leadership about increasing awareness of these positions and their roles, and unifying expectations and management of these positions. To that end, we propose a workshop that would (1) introduce the Sea Grant network to the existing liaison positions and their host partners, (2) describe and discuss the recommended management principals, (3) discuss approaches for disseminating liaison information/tools more broadly in the network and (4) identify future needs for liaison positions.

Session 6 Tuesday, 9/18, 2:00-3:30PM

The Sea Grant Network Supporting and developing new and mid-career staff

Presenters: Jamie Doyle, OR SG
Dave Hansen, OR SG

As a whole, how can the Sea Grant Network work to support and develop new and mid-career staff? This session will look at where we've been, and then spend most of the time in a brainstorming discussion focused on how to support Sea Grant professionals to keep the overall Sea Grant College Program growing, developing leadership, and thriving. Brief review of the Sea Grant Academy since 2005, impact to date and what we've learned along the way. Discussion on the current needs for developing mid-career Sea Grant staff. Discussion on how we, as a network, might meet these needs. We will explore ideas for how to support staff in both their programming and leadership. (Academy 2.0 for mid-career professionals, exchanges between programs, and other ideas for leadership, professional development, and growth within the network).

Session 7 Tuesday, 9/18, 2:00-3:30PM

What is Sea Grants Role with the promotion of Offshore Renewable Energy?

Presenters: Jennifer McCann, RI SG
Kathleen Michelle Fallon, NY SG
Chris Bartlett, ME SG
Kaety Jacobson, OR SG

With almost 80% of U.S. electricity demand located in coastal states, offshore renewable energy is the new reality for contributing to a response to this increased demand for energy production. Along the Atlantic coastline for example, the federal government has secured twelve lease blocks for the construction and operation of offshore wind farms that could produce 15 GW of energy and supply 5 million homes. In addition, the U.S. Department of Energy has secured increased funds for technology advancement of wave and tidal energy. Although considered a potentially "better" alternative to oil and gas, researchers, regulators, and communities recognize that there is very little known about the cumulative impacts this new development will have on wildlife and people and, in fact is really a great ecological and social experiment. This panel will set the stage by quickly sharing how Sea Grant programs are already engaging in this area and encourage a dialogue with attendees regarding what, how and if Sea Grant should play a greater role.

Session 8 Tuesday, 9/18, 2:00-3:30PM

How to Integrate Extension and Science into Real World Decision Making: Lessons Learned from Sea Grant Models across the Nation

Presenters: Ruby Pab, HI SG
Tara Owens, HI SG
Dolan Eversole, HI SG
Bradley Romine, HI SG
Kelley Anderson Tagarino, HI SG
Thomas Ruppert, FL SG
Jill Gambill, GA SG

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Sea Grant offers a variety of extension models nation-wide, all with the goal of integrating coastal and marine science into decision-making. Some of the Sea Grant extension models provide a more direct path to local government planners, politicians, resource managers, community organizations, and colleges. For example, through unique cost-sharing arrangements, Hawaii Sea Grant embeds Extension Agents into local government planning departments, state government natural resource agencies, special improvement districts, and even a community college in American Samoa. Florida Sea Grant has created professional continuing education programs for attorneys, planners, floodplain managers, and engineers. Georgia Sea Grant's internal restructuring efforts has resulted in a more integrated framework with which to engage local governments, such as facilitating inter- and intra-governmental coordination with the Community Rating System (CRS) program. These integrated extension models have resulted in examples of successful adoption of Sea Grant information services, ensuring more resilient and sustainable communities.

Session 9 Tuesday, 9/18, 2:00-3:30PM

Visioning

Presenters: Jonathon Pennock, NSGO
Jim Hurley, WI SG

Over the past year, Sea Grant has taken on 10 visioning efforts to advance our collective thinking in key areas of work. What did we gain? Where do we go now? What could we do better moving forward? This session will provide a framework on how and why the Networking Visioning effort was conducted as well as next steps for these efforts and beyond. Highlights from each of the 10-visioning projects will be shared. A facilitated conversation on the visioning process will follow remarks. The discussion will focus on sharing lessons learned and best practices for communities of practice moving forward.

Session 10 Tuesday, 9/18, 4:00-5:30PM

Advanced Facilitation for Sea Grant professionals

Presenters: Brooke Carney, NSGO
Lisa Schiavinato, CA SG

Sea Grant professionals use facilitation techniques to engage stakeholders and communities and assist them with effectively reaching specific objectives, while ensuring all voices are heard. Collectively, we are expert practitioners. However, Sea Grant currently lacks a mechanism to share best practices and new techniques. Knowledge sharing is instead ad hoc. The goal of this session is to fill that gap by providing a forum where Sea Grant professionals can share knowledge and ideas they can then use in the field. This will be accomplished through peer-to-peer sharing of facilitation techniques, best practices, and lessons learned. A panel of facilitators from across the Sea Grant network will be invited to provide short and sweet presentations of 10 minutes or less in a round-table style setting. Then, participants will engage in group discussion that will include questions developed by workshop leaders, as well as questions generated from the presentations. By the end of this session, participants will have established a foundation for a community of practice. This session is appropriate for facilitators at all levels, from the veteran to someone new to the practice.

Session 11 Tuesday, 9/18, 4:00-5:30PM

Resiliency and Local Governments: Cracking the Tough Nut

Presenters: Mary Austerman, NY SG
Sara Stahlman, PA SG
Kristen Grant, ME SG

Although there are many climate change and extreme weather resiliency tools available to local governments, in many cases a gap remains between local governments awareness of the impacts of climate change and actually taking action toward adaptation. Sea Grant has been working to fill this gap by targeting local officials and local government

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staff to assess outreach needs related to development or integration of resiliency measures into their local, community-based planning. Workshop participants will identify common barriers to resiliency planning at the local level, overcoming barriers, lessons learned, and case studies to demonstrate steps for engaging with local governments throughout the resiliency planning process, from initial interactions with communities, exploring hazards, assessing vulnerabilities and risks, investigating options, prioritizing and planning, and taking action. Since we can all learn from each other, a group discussion about challenges and lessons learned will be held after participant presentations.

Session 12 Tuesday, 9/18, 4:00-5:30PM

Environmental Literacy, It's Not Just for Educators Anymore!

Presenters: Lisa Ayers Lawrence, VI SG
Lyndsey Manzo, OH SG
Jackie Takacs, MD SG
Ashley Eaton, LC SG

What does environmental literacy really mean? What does it look like? How are researchers, communicators, extension agents and others fostering environmental literacy even if they don't know they are doing so? Advancing environmental literacy is not just done by educators, but by all Sea Grant roles – researchers, extension agents and communicators – and this is an emphasis of the 10-Year Environmental Literacy Vision Plan. This session is intended for all Sea Grant personnel (not just educators) to discuss how the various Sea Grant roles can interact and engage with one another and our audiences to improve environmental literacy. The first part of the session will focus on understanding the importance of environmental literacy as a focus area, introducing the vision and implementation plan, and sharing examples of how all Sea Grant personnel can integrate fostering environmental literacy into their own programs and work. In the second half of the session, presenters will facilitate small group discussions where participants will reflect on inclusion of and share challenges to incorporating environmental literacy in their own practices. Groups of Sea Grant personnel will generate ideas or new perspectives on how they might better incorporate environmental literacy efforts into upcoming projects and programs, as well as compile information on the resources, tools, strategies, or skills communicators, extension agents and researchers need to be more explicit about and effective at fostering environmental literacy. The session will conclude with participants discussing ways in which they - in conjunction with Sea Grant educators - can work together to enhance environmental literacy efforts with all types of stakeholder groups.

Session 13 Tuesday, 9/18, 4:00-5:30PM

Thriving while navigating complex waters: Achieving success when working for and reporting to many

Presenters: Steve Sempier, MS-AL SG
Nancy Balcom, CT SG
Kathy Bunting-Howarth, NY SG
Stuart Carlton, IL-IN SG
Tomas Hook, IL-IN SG
Heather Triezenberg, MI SG

Do you report to more than one supervisor? Do you lead a team of people that also report to other supervisors? If you answered yes to either of these questions, this workshop may be for you. Matrix management is a term that has been used for decades but applies to many Sea Grant programs today. In a matrix, people have multiple reporting lines. This presents opportunities and challenges. Both will be covered in this session. Specific Sea Grant examples of working in a matrix can include: dual appointment Sea Grant - Land Grant staff with two supervisors; shared positions between Sea Grant and other entities (NGO, government, etc.); Sea Grant liaisons with NOAA and Sea Grant supervisors; Sea Grant directors that also lead other university-based programs, centers, departments, etc.; Consortium-based Sea Grant programs with multiple member institutions that have staff based at more than one university, and multi-Sea

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Grant extension programs where staff collaborate on a topical issue (coastal storms program, oil spill science outreach). The workshop will discuss the matrix setting in detail and include opportunities to share models and examples that have been successful across the network.

Session 14 Tuesday, 9/18, 4:00-5:30PM

Impact of Five Decades of Sea Grant's Investments in Research

Presenters: Mona Behl, GA SG
Rebecca Briggs, NSGO
Alan Desbonnet, RI SG
John Downing, MN SG
Syma Ebbin, CT SG
Carolyn Foley, IL-IN SG
Jennifer Hauxwell, WI SG
Sarah Kolesar, OR SG
Sam Lake, VA SG
Robert Twilley, LA SG

Sea Grant has made sustained and rapid investments in research over the last five decades. Federal investments in research influence public policy and public behavior, advance scientific knowledge, spur innovation, contribute to economic growth, and impact labor market and career development of STEM professionals. A team of Sea Grant professionals collected and analyzed data related to 50 years of Sea Grant funded research. The proposed workshop will feature results from this collaborative effort, challenges and opportunities associated with capturing and communicating Sea Grant's research impact, effect of fluctuations in federal budgets on Sea Grant's research program and provide a forum to discuss ways in which Sea Grant's research program can continue to advance NOAA's mission to serve coastal communities. The goal of this workshop does NOT include a discussion of measurement and/or communication of the economic benefits of Sea Grant funded research.

Session 15 Tuesday, 9/18, 4:00-5:30PM

Sea Grant Restoration Workshop

Presenters: Kelly Samek, NSGO
Aixa Aleman-Diaz, NSGO

This session will combine a showcase of ignite-style presentations on restoration successes (and potentially, failures to learn from) from around the network with interactive discussion on how Sea Grant can be more effective in meeting its Healthy Coastal Ecosystem strategic goals.

Session 16 Tuesday, 9/18, 4:00-5:30PM

Sea Grant 701

Presenters: Nikola Garber, NSGO
Jim Hurley, WI SG

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 2016!

THURSDAY, SEPTEMBER 20

Session 17 Thursday, 9/20, 8:30AM -12:00PM

Connecting with Communities Through Games: Using interactive education tools to enhance knowledge and build community resiliency and engagement

Presenters: John Bilotta, MN SG
Cait Goodwin, OR SG
Cynthia Hagley, MN SG
Jesse Schomberg, MN SG

In this session, Sea Grant faculty and staff are invited to explore and learn about how interactive games are being used to enhance programs to provide education, skill building, and community engagement around critical issues. Two tools and approaches will be demonstrated during this session; Oregon's Quests and Minnesota's Watershed Game. Quests are self-guided, clue-directed educational hunts that connect people with natural and cultural "treasures" in communities. For the past decade, Oregon Sea Grant has been using Quests to help people of all ages learn about and explore outdoor places, drawing participants' attention to details in the environment that may otherwise lack interpretative guidance, and inviting exploration and discussion within learning groups. The Watershed Game has been a resource of the Minnesota Sea Grant Program and an effective tool for Extension Educators from land-grant and sea-grant institutions for now more than ten years. The Watershed Game is an interactive tool that helps individuals understand the connection between land use and water quality. Participants learn how a variety of land uses impact water and natural resources, increase their knowledge of best management practices (BMPs), and learn how their choices can prevent adverse impacts. Sea Grant colleagues from across the country have been trained, have used, and been a part of the Game in various capacities. This session will include a demonstration of the various interactive games, present highlights of the uses and impacts their uses have had in communities and discuss how these tools are being adopted to address emerging issues such as climate change, community preparedness for natural disasters such as tsunamis, and community flooding.

Session 18 Thursday, 9/20, 8:30AM -12:00PM

Exploring Collaborative Research Processes

Presenters: Heather Triezenberg, MI SG
Shelby Walker, OR SG
Sarah Kolesar, OR SG
Fredrika Moser, MD SG
Troy Hartley, VA SG
Eric Sparks, MS-AL SG
Jennifer Reed, Univ. of Michigan
Dwight Trueblood, NOAA NERRS
James Arnott, Univ. of Michigan

This workshop will provide an overview of the National Estuarine Research Reserve System (NERRS) Science Collaborative program and ways that Sea Grant programs are engaged with and learning alongside it. It will offer opportunities to discuss the lessons program managers have learned about managing collaborative research, including both simple and complex mechanisms for adaptively managing a competitive research program and measuring program impact, impacts for the NERR System, impacts on researchers, and ultimately impacts to coastal and estuarine policy and management. Specifically, the session will provide: an overview of program operation including the program's adaptive management processes; long-term evidence that increasing end-user engagement to the level of co-production results in a parallel increase in the use of products developed in those projects; and, examples of leveraging Sea Grant and NERRS efforts with other coastal partners, such as state agencies, USGS's Water Resources Research Institutes, and EPA's National Estuaries Program.

Session 19 Thursday, 9/20, 8:30AM -12:00PM

Partnerships, Success Stories, and New Opportunities through NOAA Regional Coastal Resilience Grant (RCRG) Projects

Presenters: Bradley Romine, HI SG
Tara Owens, HI SG
Katy Hintzen, HI SG
Paul Dye, WA SG
David Hart, WI SG
Rick DeVoe, SC SG
Michelle Covi, VA SG

Sea Grant is uniquely skilled and positioned to meet our communities' needs in understanding and addressing vulnerabilities to coastal hazards such as storms, flooding, and erosion which are increasing with climate change and sea-level rise. Many of our programs are recipients or partners in projects funded by the NOAA Regional Coastal Resilience Grants Program to address these challenges. This session will be a follow-up to a session at Sea Grant Week 2016 to share successes and lessons learned from ongoing and completed NOAA Regional Coastal Resilience Grants Program projects and hear about new projects funded under FY17 NOAA Regional Coastal Resilience Grants Program. The session will provide an opportunity for discussion and networking among presenters and participants to share experiences and to help identify Sea Grant's niche and best practices for leveraging resources and partnerships within the domain of regional coastal resilience.

Session 20 Thursday, 9/20, 8:30AM -12:00PM

Planning in Uncertain Times, How to Implement Lessons Learned from Scenario Thinking for 2066

Presenters: Susan Lovelace, SC SG
Kathy Bunting-Howarth, NY SG
Sharon Moen, MN SG
Mona Behl, GA SG
Darren Okimoto, HI SG
Heather Wade, TX SG
Lisa Schiavinato, CA SG

Based on tools developed at Sea Grant Week 2016 and the Extension Assembly/Communicators 2017 meeting, Sea Grant program staff developed a list of actions Sea Grant programs could take TODAY to help prepare for an uncertain future. A sample of recommendations were identified from the previous simulations that could benefit network programs for a range of future scenarios. This session will pose the questions: How is the Sea Grant network pursuing these or similar strategies? What are best practices for implementing them across the network to maximize benefit from the long-range vision they provide? The audience will learn about Scenario Thinking as a tool for addressing uncertainty, will take a fresh look at the recommendations, and identify those that best position the network to deal with the future. Participants will use logic models or analogous strategies (such as Strategic Doing) to begin the work towards future forward action.

Session 21 Thursday, 9/20, 8:30 -10:00AM

Digital Communication Tool Showcase: From Design to Dissemination

Presenters: Mike Ciaramella, NY SG
Caitlin Coomber, CA SG

Katherine Leitzell, CA SG

Simple software applications are making it easier than ever to produce and share professional-looking communication products including infographics, slideshows, newsletters, and videos. However, the flexibility and access to graphics within these tools can sometimes be limiting, and there are trade-offs between cost, ease of use, and flexibility. This session will start with an introduction to software from the Adobe Creative Suite. Michael Ciaramella (NYSG) will demonstrate how he has used the programs to design extension and outreach materials, even without formal design training. We will also briefly review some of the more popular programs and their strengths/primary uses while highlighting how customizing graphics can amp up your outreach and extension publications. After the first hour, the session will transition into an interactive showcase where a preselected group of presenters will each introduce digital communication tools and show how they've integrated it into their work. Presenters will engage in conversations and give hands-on demonstrations in small groups, giving attendees the opportunity to mingle and explore a variety of design and digital communication resources. Attendees can choose which tools interest them and spend as long as they like at each station.

Session 22 Thursday, 9/20, 8:30 -10:00AM

Planning for and Implementing Diversity, Equity, and Inclusion(DEI) Efforts in Sea Grant Programming: Concepts, Tools, and Best Practices

Presenters: Mona Behl, GA SG
Flaxen Conway, OR SG
Sunny Rice, AK SG
Mary Pleasant, OR SG

Across the Sea Grant network, staff from individual programs engage in different aspects of encouraging diversity, equity, and inclusion (DEI) to varying degrees. In some cases, engagement takes the form of staff professional development, such as participation in an implicit bias or other DEI-related training. In other cases, it takes the form of recruitment and retention of professionals with diverse backgrounds, life experiences, and perspectives. Sea Grant staff also have been implementing DEI efforts into their programming. As a network of programs, Sea Grant is implementing a resilience visioning initiative on DEI, and the goal is to develop a 10-year roadmap to guide strategic priorities to incorporate DEI in every aspect of Sea Grant. Whether you are participating in this initiative or not, you have probably considered that one of the goals of the work we do - our research, outreach, and education programming - is to design it to serve the needs of diverse members of coastal communities. The proposed workshop would provide a forum to share tools, strategies, and best practices for implementing DEI efforts in our programming. Participants will engage in a facilitated dialogue to share experiences and lessons learned from DEI training, planning, and implementation strategies. While we are still in the design phase, our plan is to share resources/experiences in training, developing, implementing, and evaluating DEI efforts to improve the work we do in Sea Grant. While we will highlight results from the DEI visioning initiative, we will also take an experiential and dialogue approach focusing on tangible takeaways. (NOTE: We would like to avoid getting bogged down by discussing DEI definitions and theory, although this is important and should also be discussed elsewhere; rather, we will focus on application so that attendees feel empowered and inspired to share and start taking action). We anticipate setting the stage with a small but skilled panel comprised of internal SG staff who have implemented DEI efforts across SG various disciplines (as well as bringing in staff external to SG, funds permitting, who work on this topic and could have suggestions relevant to SG).

Session 23 Thursday, 9/20, 8:30 -10:00AM

Implementing Non-Advocacy in Sea Grant Relations with the Public

Presenters: James Fawcett, SC SG
Jim Wilkins, LA SG
Stephanie Otts, MS-AL SG

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Sea Grant Week has been an opportunity over the past few years for us to discuss non-advocacy as a core principle of our work. It is helpful to review and renew those principles both for new staff and for our experienced members. At this Sea Grant Week, we will expand the conversation beyond the general principles of non-advocacy to hear from the network about the difficulties in implementing the principles and questions about where advocacy is acceptable. Our 90-minute interactive workshop on non-advocacy will open with a short overview of the leaders' work to date and the general principles of non-advocacy. The majority of the session, however, will be dedicated to a facilitated discussion among participants around a variety of questions faced by the network. Thus, we'll be talking about how to apply the principles to actual dilemmas faced by both extension staff and administrators. We'll have a good team there to help us resolve what has become a sensitive issue for many of us.

Session 24 Thursday, 9/20, 8:30-10:00AM

Transitioning research to operations... and the painful process of documenting it

Presenters: Susan Holmes, NSGO

Sea Grant programs will be required to assign "Readiness Levels" to every project beginning in 2019. This session will teach you how to minimize the pain of this new requirement... NOAA Directive NAO-216-105 requires systematic tracking and reporting of the transition of research activities to operations. Sea Grant has started participating in the process by assigning Readiness Levels to all new 2018 research projects and some older projects, but the lion's share of the work that will be required to comply will be in the tracking and reporting of the progress of these research project systems, process, products, services, tools or technology through stages of research, development, demonstration, deployment, and transition to the intended adopter. Discuss with the programs why it is not just required, but beneficial to Sea Grant, that the transition of R&D into operations, applications, commercial product or service, and other regular use (i.e., deployment). This is also a key process for NOAA as a science-based services and stewardship agency. Discuss how to assign Readiness Level to research projects, how to track and report transitions of projects from one Readiness Level to the next, and how this information will be used by Sea Grant and by NOAA.

Session 25 Thursday, 9/20, 8:30-10:00AM

Greening the Marine Trades Industry: Sea Grant's Current and Future role

Presenters: Jen McCann, RI SG
Jenny East, OR SG
Aaron Barnett, WA SG
Erin De Vries, MI SG
Dennis Nixon, RI SG

The marine trades industry, including marinas, manufacturers, and repair services, is an integral player within our coastal economies. With the desire to become "greener" and have less impact on the natural environment, Sea Grant has been working with this industry to adopt innovative strategies that can lead to healthier coastal waterways and ecosystems. This session will showcase efforts from around the country where Sea Grant has offered solutions and training within the marine trades industry, as well as provide information on funding opportunities to grow this role. Topics that will be highlighted include outreach and technical guidance through programs such as Clean Marina and small oil spill prevention, sustainable solutions for fiberglass boats within the realm of waste disposal, and expanding support through the Clean Vessel Act grant program.

Session 26 Thursday, 9/20, 10:30AM -12:00PM

More than a social media fad: how Facebook Live helps you increase the reach and engagement of your programs in under \$50

Presenters: Rebecca Burton, FL SG

Sharen Moen, MN SG

Do you want to learn how to stream your programs to a live audience, maximize the use of your social media efforts, and broaden the reach of your programs? Join us to learn about Facebook Live. At first glance, Facebook Live is a basic feature that lets you live stream video to your Facebook followers. But when you combine it with inexpensive hardware and browser-based videoconference capability, you can vastly multiply the reach of any workshop or panel. Florida Sea Grant has successfully used Facebook Live to broadcast artificial reef workshops, sessions from the 147th Annual Meeting of the American Fisheries Society and our biennial Coastal Science Symposium. Minnesota Sea Grant used Facebook Live to conduct a virtual town hall to collect public input for the governor's ambitious water quality initiative. In this session, participants will learn about the capabilities of the Facebook Live; when Facebook Live is and is not appropriate; what additional tools transform a Facebook Live event into a professional, lecture-capture seminar, and how to make it all work when you hit the go button. Presenters will also share their experiences and expertise with marketing programs, generating online audiences, and archiving and organizing videos on social media and websites. The training will also cover equipment options for all budgets. This will be a hands-on event. Attendees are encouraged bring their mobile devices for active participation.

Session 27 Thursday, 9/20, 10:30AM -12:00PM

Deepening our connections: Engagements with Indigenous communities across the Sea Grant network

Presenters: Melissa Watkinson, WA SG
Melissa Poe, WA SG
Davin Holen, AK SG
Matt Bethel, LA SG

Indigenous communities have been stewards and managers of lands and waters since time immemorial. As place-based communities, indigenous communities' values and livelihoods are tied to coastal, marine and Great Lakes ecosystems. Healthy ecosystems and resilient communities are shared priorities for Sea Grant and indigenous communities. Thus, indigenous communities are important partners in our ongoing and emerging efforts across the network. This workshop presents case studies from across the Sea Grant programs working with indigenous communities to exchange ideas and learn from on-the-ground projects. We aim to facilitate discussion on best practices, lessons learned, and emerging priorities and gaps in our work with indigenous communities. Sea Grant leaders and participants from programs with existing strong relationships with indigenous partners, as well as programs where these relationships don't currently exist, but where there is an important opportunity to broaden the scope and impact of Sea Grant are encouraged to attend this workshop.

Session 29 Thursday, 9/20, 10:30AM -12:00PM

Sea Grant Programmatic Environmental Assessment (EA) Scoping Exercise

Presenters: Rebecca Briggs, NSGO
Dorn Carlson, NSGO
Stephanie Otts, MS-AL SG

Sea Grant programs are required to comply with the National Environmental Policy Act (NEPA) of 1969. The NOAA's updated guidelines for environmental compliance, provided in January of 2017, requires new processes and documentation to demonstrate environmental compliance. This session provides an opportunity for everyone in the National Sea Grant College Program to provide input on how the network will address future environmental compliance and find ways to reduce workloads related to meeting the federal regulations. This session will outline the framework for a Programmatic Environmental Assessment (EA) for the National Sea Grant College Program and explore the network's environmental compliance requirements. The session will begin with an introduction to NEPA,

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the federal grant environmental compliance requirements, the role of the NSGO and programs during the grant award process, and models of programmatic approaches. The leadership team will then lead participants in a 1-hour facilitated session to scope the breadth of Sea Grant extension, education, and communication projects and identify gaps and needs for a Programmatic EA. The 2018 Omnibus NEPA Questionnaires will be used as an initial discussion point to broadly review the types of projects throughout the network, but our goal is to ensure that the wide breadth of projects that the programs execute are included in the Programmatic EA.

During this session, participants will discuss how a proactive programmatic approach will result in more efficient environmental analyses, that involve less staff time and less red tape, stand up better to scrutiny or controversy, and ultimately provide better protection of the environment.

Session 30 Thursday, 9/20, 10:30AM -12:00PM

Informing the future of water resources programming in Sea Grant through Social Science and collaboration.

Presenters: Rebecca Briggs, NSGO
Dorn Carlson, NSGO
Stephanie Otts, MS-AL SG

Water, and water issues, are gaining more attention across the nation and NOAA, including the NOAA Water Initiative, the National Water Model, various visioning and strategic planning efforts, and multitude of ongoing research. The National Sea Grant College Program is addressing a magnitude of the fundamental issues related to water resources including, changes in water availability and water quality. In addition, Sea Grant (in coordination with the National Weather Service) has created a new liaison position dedicated to water that is located at the National Water Center. Given Sea Grant's significant network-wide investment in social science research and capacity building, the National Sea Grant Program is well positioned to continue to address water resource challenges of the nation and assist in shifting the paradigm of how we think about and plan for water. This session will provide an update on the Sea Grant Water Resources Visioning effort and showcase examples of how Sea Grant is using social science to further inform complex water issues. Additionally, participants will learn of external efforts that complement existing Sea Grant programs, including the National Water Extension Program, a recent needs assessment regarding decision support tools, and complementary efforts by our partnering Water Resource Research Institutes. Finally, this session will attempt to offer greater clarification and distinction to the numerous, related efforts currently underway, and include a facilitated discussion to identify gaps, means to evaluate success, and future actions.

Session 31 Thursday, 9/20, 1:30 - 5:00PM

Don't just plan a program, Innovate

Presenters: Chris Petrone, DE SG

Originally designed for software developers at Adobe, Adobe Kickbox is an open-source innovation process. It is a design thinking process individuals, organizations, or other groups can utilize to increase innovator effectiveness, accelerate innovation velocity, and measurably improve innovation outcomes. The eXtension Foundation has adapted Kickbox to better align the process for extension and education programs and has deployed it all over the country this winter. The driver of Kickbox is to prototype, evaluate, and iterate early "on the small scale" before going too big, too fast and failing. Workshop participants will move through 3-4 of the six step process and learn how to maximize creative ideation and begin to learn lean experimentation. Steps 4-6 require external feedback, so participants will learn these steps, but may not be able to practice them at the workshop.

Session 32 Thursday, 9/20, 1:30 - 5:00PM

Turning Coulda/Shoulda/Woulda into Could/Should/Will: The Strategic Doing Process

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Presenters: Ed Lewandowski, DE SG
Jen Dindinger, MD SG

In November 2017, Delaware Sea Grant and Maryland Sea Grant Extension co-hosted Strategic Doing 301- a 2.5-day training that focused on planning and using SD in programming to help teams start AND finish projects. The event was attended by 25 extension and administrative professionals from the mid-Atlantic Sea Grant programs. SD enables the quick formation of action-oriented teams and moves them toward innovative solutions based on shared goals while learning from each other along the way. This exciting engagement strategy is lean, agile, fast and yields replicable, scalable, and sustainable collaborations based on simple rules. Our 3-hr workshop will provide an introduction to SD principles and practices through a mock exercise facilitated by Sea Grant staff who attended the November training. It will demonstrate how to engage stakeholders in a dynamic and iterative learning process by answering four fundamental questions: What COULD we do together? What SHOULD we do together? What WILL we do together? And, what's your 30/30 (when we meet again)?

Session 33 Thursday, 9/20, 1:30 - 5:00PM

Citizen Science in Sea Grant: A Method for Community Engagement through Research

Presenters: Alyson Eberhardt, NH SG
Katy Hintzen, HI SG
Monique Myers, CA SG
Kris Stepenuck, VA SG
Maya Walton, HI SG

The first half of the workshop will focus broadly on citizen science efforts across the network, a vision for Sea Grant citizen science, and sharing best practices in citizen science for engaging community members and applying results in research. Sea Grant programs throughout the network are engaging volunteers to assist in data collection efforts. Engaging citizens in the scientific process offers advantages to scientists interested in expanding their research while at the same time offering exciting and novel opportunities to community members. In this workshop we will provide an overview of trends in citizen science and highlight existing Sea Grant citizen science programs. We will then engage in a facilitated discussion of the vision for citizen science in the Sea Grant network, including the outcomes of the Citizen Science Visioning Network. Detail about each workshop component are below: (1) Overview of citizen science - trends, potential benefits (e.g., increased engagement of community stakeholders, increased capacity for data collection, development of new information to inform research and management); (2) Lightning talks - existing Sea Grant citizen science programs (focusing on project objectives and outcomes); (3) Panel discussion - the Vision for Sea Grant citizen science, how do we move this vision forward, where does Sea Grant fit in the national citizen science movement, our potential role as a leader in local, place based citizen science research; brainstorming/troubleshooting new project ideas. The second half of the workshop will hone in on citizen science projects focused specifically on high water levels and shoreline change, including King Tides, flooding, sea-level rise, storm surge and beach profiling. Using high water levels as a case study and touchstone in citizen science we will dive into best practices, lessons learned, and strategies for overcoming common challenges. (1) Lightning talks - example Sea Grant citizen science programs on storm surge, SLR, King Tides, and beach profiling. (2) Facilitated discussion - What are the best practices? What are the lessons learned? What are some common challenges we are facing relating to data, volunteers, and information sharing? How could shared infrastructure streamline our efforts? What are the NOAA resources connected to the topics of high water levels, storm surge, SLR, and King Tides that can inform our citizen science efforts? (3) Field data collection practice - practice with data collection application (e.g., Oregon King Tides project).

Session 34 Thursday, 9/20, 1:30 - 3:00PM

The Sea Grant Legal Network- How can we help?

Presenters: Catherine Janasie, NSGLC
Terra Bowling, NSGLC

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The Sea Grant Legal Network was formed in 2009 to raise awareness of Sea Grant's law and policy programming; facilitate collaboration among those programs; and support Sea Grant law and policy efforts locally, regionally, and nationally. Legal Network members have a great deal of experience fulfilling legal information requests and developing legal research, education, and extension efforts to enhance existing Sea Grant programming. Whether your state has a legal program, a partnership with a law school, or uses the advisory services of the National Sea Grant Law Center, the Legal Network is a valuable resource for all Sea Grant professionals. We are here to help, and our work is guided by the needs of the wider Sea Grant network. Sea Grant Week provides us with an opportunity to learn about existing legal research needs and engage in conversations about the best ways to fulfill those needs. This session will provide a brief overview of the different members of the Legal Network and how to access their resources, as well as some examples of cross-region projects the Legal Network has been working on. During a portion of the workshop, participants will collaborate with Legal Network facilitators to identify existing legal questions and research needs within their state programs. Facilitators will then discuss available mechanisms to address those needs within the Legal Network, such as the advisory services of the National Sea Grant Law Center, Rhode Island Sea Grant Legal Program, and others. Some needs may be too large to fulfill through existing mechanisms, providing opportunities to discuss and guide future collaboration and external funding efforts of the Legal Network.

Session 35 Thursday, 9/20, 1:30 - 3:00PM

Economic Valuation in Action Part 1: Economic Benefits, Impacts, and Recommendations from NOAA SEA GRANT: ASSESSING THE MARKET AND NON-MARKET VALUE AND ECONOMIC IMPACTS OF COASTAL ENGAGEMENT PROGRAMS

Presenters: Alison Krepp, NSGO
Susan Holmes, NSGO
Additional Panelists, TBD

In late August the National Sea Grant Office will receive the final recommendations, resources, and tools produced by its economics contract with ERG NOAA Sea Grant: Assessing the Market and Non-Market Value of Economic Impacts of Coastal Engagement Programs. This session will be a panel discussion that will deliver an overview of the work completed and its resulting recommendations to the National Sea Grant Office for future economic impacts and benefits reporting and communication outreach. There will be a special focus on presenting perspectives from the panel members and getting feedback from attendees on the recommendations developed by ERG. This discussion will inform the National Sea Grant Office as it considers possible changes to reporting economic benefits and impacts in the future.

Session 36 Thursday, 9/20, 1:30 - 3:00PM

Aquaculture RFP's: Innovative approaches to encouraging State partnerships

Presenters: Mark Risse, GA SG

How has your state program handled the aquaculture RFP's? Are you going above and beyond to encourage submissions and to facilitate partnerships? How are you linking researchers to producers and industry leaders? The focus of this session is on how Sea Grant programs have facilitated partnerships and encouraged submissions to the NOAA Aquaculture RFP. The session will begin with an overview of submissions nationally and some generalizations about the types of projects that have been successful. This will be followed by a panel discussion led by 3- 5 states that have developed programs or innovations to encourage submissions and facilitate partnerships.

Session 37 Thursday, 9/20, 1:30 - 3:00PM

Preparing to Prepare, a hands-on session to design your own disaster plan

Presenters: Maddie Kennedy, NSGO
Nancy Balcom, CT SG

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Lisa Schiavinato, CA SG
Marty Main, FL SG
Dolan Eversole, HI SG
Darren Okimoto, HI SG
Tara Owens, HI SG
Steve Sempier, MS-AL SG
Christopher Winslow, OH SG
Dave Hansen, OR SG
Ruperto Chaparro Serrano, PR SG
Pamela Plotkin, TX SG
Heather Wade, TX SG
Aixa Alemin Diaz, NSGO

During Sea Grant Week 2016, a workshop was held to discuss how Sea Grant applies science to natural disasters such as hurricanes, HABS, tsunamis and technological disasters like oil spills. One outcome of the workshop was a report that articulated action items that, if addressed, would help move the Sea Grant network forward in preparing for and responding to acute disasters. One of the key lessons learned is that having a disaster plan prior to a disaster is critical to framing the response. This session, which builds on the workshop, Mobilizing Sea Grant Before and After Acute Disasters: Lessons Learned and Impact-Driven Opportunities to Serve, will focus on our potential roles, how we prepare, define, and implement disaster plans so that Sea Grant is in a better position to help others. This session will provide the opportunity for individuals to participate in the development of a disaster preparedness plan from a Sea Grant perspective, including communications plans and disaster recovery plans.

Session 38 Thursday, 9/20, 1:30 - 3:00PM

The Value of Voice

Presenters: Tracy Crews, OR SG
Flaxen Conway, OR SG
Linda Chilton, CA SG

To reach a deeper understanding of issues and honor the perspectives of stakeholders, it is important to find ways to gather robust data that reflect the complexity of individuals and issues. "Voice" projects can provide powerful, personal narratives that help us make sense of our changing communities, and provide valuable insight into the audiences we seek to reach. Whether guided by social researchers, communicators, or produced by students, these projects can be used to provide historical context, highlight shifting baselines, and detail important impacts through the voices of those most affected. In this session, we will explore the following: 1. Motivation (why is everyone doing this, desired outcomes, etc.); 2. Nuts and bolts (how to do this in order to get that robust data, etc.); 3. Potential and potholes you can fall into (showing tradition and change, shifting baselines, shifting memories, etc.); 4. Importance of partnership and not reinventing the wheel (story fatigue).

Session 39 Thursday, 9/20, 1:30 - 3:00PM

Mobile CyberLab: Studying People When and Where They're Learning

Presenters: Shawn Rowe, OR SG

In 2011 with funding from NSF, Oregon Sea Grant developed and installed a video-based observation system in a whole museum (the Cyberlab) to explore ways to collect large amounts of data on individual and group learning as well as to automate data analysis with large numbers of visitors. Following our successful implementation and research in the museum setting, we have piloted the development and use of a mobile Cyberlab unit to collect data at sites like science fairs, conferences, and other venues. One of the hallmarks of the mobile Cyberlab is that it allows researchers to collect large amounts of video data with low impact on the visitor or learner experience. The mobile unit contains IP cameras

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and adjacent technology to make a robust and flexible observation system that may be deployed in almost any learning context in a matter of 2-3 hours. This unit allows for the collection of A/V data in places without the capability of hosting a full server deployment as well as for small, discrete projects. It contains mobile cameras and storage capabilities, as well as a variety of installation methods to suit the location. There is also audio support as well as outdoor or extended battery options. This workshop will demonstrate the mobile unit's data collection and analysis capabilities with data collected on site earlier in the week and will engage participants in brainstorming Sea Grant network uses of the system in both research and evaluation.

Session 40 Thursday, 9/20, 3:30 - 5:00PM

So, Did You Ask Your Lawyers About that? Adaptation Planning Policy and Law at the Local Level

Presenters: Thomas Ruppert, FL SG
Lisa Schiavinato, CA SG
Nicole Faghin, WA SG
Elizabeth Andrews, VA SG
Jim Wilkins, LA SG

With exponentially increasing focus on resilience and adaptation, Sea Grant programs now hear frequently about related legal and policy concerns in their communities. In this session, Sea Grant lawyers will share three scenarios in which climate change and/or sea-level rise creates legal and policy challenges for local government. Attendees will formulate a response by the local government and the reasoning for the response; during this time, participants will be able to discuss questions with the Sea Grant lawyers. Attendees then go through a role-playing skit to share the facts and interests at play and provide the proposed "solution" they developed. This will form the basis for discussion with the audience, during which the Sea Grant attorneys will be available to share expertise and insights on the issues and questions raised. The session will allow time at the end for group discussion.

Session 41 Thursday, 9/20, 3:30 - 5:00PM

Economic Valuation in Action Part 2: Tools, Methodologies, and Best Practices for Reporting and Communicating Sea Grant Program Economic Benefits and Impacts

Presenters: Alison Krepp, NSGO
Susan Holmes, NSGO

In late August the National Sea Grant Office will receive the final recommendations, resources, and tools produced by its economics contract with ERG NOAA Sea Grant: Assessing the Market and Non-Market Value of Economic Impacts of Coastal Engagement Programs. This interactive workshop jumps right in and will prepare participants to use the tools and resources produced on this contract to meet their upcoming reporting and communication needs for economic benefits and impacts. Participants will break into small groups and 'test-drive' these tools and methodologies with the support of leads at each table prepared to facilitate discussion, answer questions, and provide hands-on assistance.

Session 42 Thursday, 9/20, 3:30 - 5:00PM

Capacity Building Programs for Community Engagement

Presenters: Katy Hintzen, HI SG
Maya Walton, HI SG
Heather Triezenberg, MI SG
Rhett Register, MI SG
Catherine Riseng, MI SG
Diane Doberneck, MI SG
Dani Dilullo, LA SG

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Jennifer Hauxwell, WI SG
Deidre Peroff, WI SG
David Hart, WI SG

Sea Grant plays a critical role fostering collaboration and communication across research, decision-makers, and communities. Our ability to bridge these different worlds is especially important during times of environmental and institutional change. This workshop will focus on successful models of capacity building for improved collaboration between the different stakeholder groups Sea Grant engages with. We will share lessons learned from three successful programmatic models developed to build outreach capacity among academic, resource management, and community partners. 1) Sea Grant Community Engaged Research Institute: Establishing a network of community-engaged researchers and practitioners in the Great Lakes. 2) Louisiana Discovery, Integration, and Application (LaDIA) Program: Bridging the divide between community and campus. 3) Kulana No'i: Building equitable partnership between researchers and community in the Hawaiian Islands. Brief presentations from each program will be followed by a discussion of Sea Grant's role in building skills and capacity for more effective collaboration across our diverse partners.

Session 43 Thursday, 9/20, 3:30 - 5:00PM

Mobilizing Sea Grant Before and After Acute Disasters: Lessons earned and Impact-Driven Opportunities to Serve

Presenters: Nancy Balcom, CT SG
Maddie Kennedy, NSGO
Lisa Schiavinato, CA SG
Marty Main, FL SG
Dolan Eversole, HI SG
Darren Okimoto, HI SG
Tara Owens, HI SG
Steve Sempier, MS-AL SG
Christopher Winslow, OH SG
Dave Hansen, OR SG
Ruperto Chaparro Serrano, PR SG
Pamela Plotkin, TX SG
Heather Wade, TX SG
Aixa Alemin Diaz, NSGO

During Sea Grant Week 2016, a workshop was held to discuss how Sea Grant applies science to natural disasters such as hurricanes, HABS, tsunamis and technological disasters like oil spills. One outcome of the workshop was a summary report that articulated action items that, if addressed, would help move the Sea Grant network forward in preparing for and responding to acute disasters. Two Knauss Fellows, Maddie Kennedy (2017) and Aixa Alemin-Diaz (2018), joined the National Sea Grant team to work towards completion of these action items. In 2017, the United States experienced natural disasters ranging from hurricanes and severe flooding to wildfires and mudslides that collectively totaled about \$300 billion in losses. Many Sea Grant programs were not only directly impacted by the events, but also stepped up to help assess impacts from these disasters and assist in recovery efforts. This session will focus on acute disasters, both natural and technological, to ensure the network is better equipped to support preparedness, and recovery issues and the connection to the Sea Grant focus area of Resilient Communities and Economies. This workshop session will provide an opportunity to hear and discuss 1) the progress made in addressing the 2016 workshop action items; 2) disaster preparedness, response and recovery lessons learned, and best practices employed by Sea Grant staff involved in the 2017 disasters; and 3) new action items for Sea Grant disaster preparedness, response and recovery.

A second proposed workshop, Preparing to Prepare, a hands-on session to design your own disaster plan, complements this workshop.

Session 44 Thursday, 9/20, 3:30 - 5:00PM

Arts Engagement in the Sea Grant Network - sharing examples and ideas

Presenters: Jamie Doyle, OR SG
Jame McCray, DE SG
Shawn Rowe, OR SG

Art is often incorporated into Sea Grant programming, and we believe there are many different benefits: that it can help people learn in different ways, that it can bring greater creativity to problem solving, that the process of making something can change perceptions, that exposure to different disciplines can challenge people and help them grow. This session will start with examples of how arts have been integrated and what the impacts are of those efforts. The majority of the time will be spent discussing and learning from each other, around two main themes: 1) Growth: How can we use arts to extend our message, engage more people in new ways, and make a difference? Can we learn from each other to share ideas and expand our approaches? 2) Impact: How can we evaluate these efforts to show impact? What is the return on investment and is this different from any other programming that struggles to assess behavior change? Everyone is invited, from people working with art- science to those merely curious.