

**Gulf of Mexico Alliance  
Environmental Education Network  
Steering Committee**

**Tuesday, June 24, 2008**

**Steering Committee Attendees**

Gaye Farris, USGS National Wetlands Research Center  
Linda Broussard proxy for Gaye Farris  
Brian Fluech, Florida Sea Grant  
Sharon Hayes, EPA Gulf of Mexico Program  
LaKeshia Robertson, proxy for Sharon Hayes  
Tabitha Stadler proxy for Gary Lytton, Rookery Bay NERR  
Tara Schultz, Texas State Aquarium  
Scott Jones, Galveston Bay Estuary Program  
Andre Williams for Louisiana GOMA Education, USGS/CWPPRA  
Alison Hammer, NOAA Special Projects Office, proxy for Ann Weaver  
Lee Yokel, GOMA/DISL

**Others**

Robyn Schoessel, GOMA Educator, Rookery Bay NERR  
Rafael Calderon, The Nature Conservancy

**Current Homework**

- Steering Committee to send comments on draft Action Plan II education materials to EEC by June 27, 2008.
- EEC to modify draft and deliver to AMT on June 30, 2008.
- EEC to pull cross team actions from the draft and submit to AMT on June 30, 2008.

**Acronyms**

AMT = Alliance Management Team  
ACT = Alliance Coordination Team  
CWPPRA = Coastal Wetlands Planning, Protection and Restoration Act  
EPA = Environmental Protection Agency  
GOMA = Gulf of Mexico Alliance  
EEN = Environmental Education Network  
EEC = Environmental Education Coordinator  
NERR = National Estuarine Research Reserve  
NOAA = National Oceanic and Atmospheric Administration  
PITs = Priority Issue Teams  
UUP = Underserved and Underrepresented Populations

## Agenda General Notes

### 1. Alliance Blueprint Planning Update

- a. The EEC reviewed the current draft materials for the EEN. Two documents had been forwarded to the Steering Committee for comment and continual modification. One, a list of each state's priorities and composite document which reflected materials for submission to the second action plan.
  - i. States Priorities Document – The EEC discussed the need to showcase a comprehensive document that reflected each state's specific priorities. This document could provide additional text for the second action plan, background information on the process, be a resource for other activities, and reflect local as well as national strategic planning.
    1. The EEC reviewed the document and its needs:
      - a. introduction, how meetings were held
      - b. matrix for local management plans and national/federal plans
      - c. reference list,
      - d. appendices of meeting participants and raw notes
    2. LaKeshia Robertson volunteered to help complete the document
    3. Background document will not be published so maybe states go back and look at it and say is this enough? This may capture those things that don't overlap to GOMA document; maybe use this document for more writing information
  - ii. Composite Document – First Draft of Education Priorities
    1. The EEC reviewed how the first draft had been developed. Small groups within each state cleaned up their priorities. A small group within the EEN drafted the composite priorities. The EEC was now asking for comments.
    2. The first comment was in how the document was synthesized. Some experienced a problem of what is a goal vs. action.
      - a. EEC noted this was a problem in the development of the first action plan.
      - b. There was no consensus to use the SMART principle so the existing structure would remain with no recommendations to the ACT or AMT.
    3. The EEC requested everyone make comments and submit them by Friday, June 27, 2008.
      - a. Lee would receive comments and address them in the current draft
      - b. Lee would send comments to the ACT/AMT on June 30, 2008 as requested. Lee would also send next draft to Steering Committee
      - c. The Steering Committee was asked to supply:
        - i. what are your most favorites, highest priorities
        - ii. select doable actions

- iii. fill in where discussion is needed and message descriptions if not adequate
    - 4. There was some general discussion on the document. It was noted, given the quick turn around on the document, which everyone needed time to look at it.
      - a. Regarding the Goal and Actions for economic valuations – agreed that these are important but as written may not be appropriate for the EEN.
      - b. Noted that communication and information regarding economics was important as opposed to doing them – needed to rewrite to reflect more about education; get the information out – info goes to the public.
      - c. Questioned who is the target for this action? Is necessary to raise the profile of economic value of different sectors such as environmental education, eco-tourism, habitats, etc. to justify their activities.
      - d. The EEC would share ED-4 with the appropriate team; EEN would help re-write for education.
        - i. rewrite for education
        - ii. send for cross team issue consideration
      - e. The Rookery Bay NERR model communities idea was discussed as a cross team issue. It was noted it needed more clarity and the groups wanted it in the action level.
        - i. rewrite and flesh out specific action and sub-actions
        - ii. send for cross team issue consideration
  - iii. General Statement In reach vs. Outreach
 

There was formative discussion regarding the overall purpose of the EEN. How does it serve the rest of GOMA? It is a funnel or central point for disseminating GOMA information? This should be noted as an action that involves in reach across PITs vs. outreach for the EEN.

    - o Sending information to public for awareness
    - o EEN disseminates information from other teams
    - o Perhaps make this introduction information in next plan
  - b. June 30, 2008 is the deadline for the first draft.
    - i. Additional review will be sought
    - ii. Additional guidance will come from the AMT/ACT
  - c. Additional timetable will be developed - July Review and August Review
2. August 19-21, 2008 Corpus Christi, Texas meeting
- a. Agenda changes – a suggestion was made to add a session to Tuesday morning the 19th for a structure/communication discussion. This would involve only the Steering Committee.

- i. A request to report on the Science and Media Conference was made and will be worked into the agenda
  - ii. The Alliance Educators will get with the EEC to schedule appropriate times for their reporting in the agenda
- b. Attendance – The EEC put out a call to ask who was attending so that participation could be tracked for reservation purposes.

### 3. Fall Public Meeting

- a. Update – report to ACT & AMT
  - i. The EEC noted that the recommendations made by the Steering Committee had been communicated to both the ACT and AMT. Discussion within both groups resulted in two possible public comment venues.
    1. States that felt they needed public comment meetings would handle this within their own state.
    2. States that didn't have a need for meetings would vet the draft action plan via the web. It was requested that those states undertaking an electronic review process work together to gain consistency.
- b. Next Steps – Wait to hear from state leadership what we will do next.

### 4. State Education Standards – postponed again due to time constraints in the call.

### 5. Other Comments

Greg Ira was trying to pull together a group of GOMAEEN and/or UUP participants for an information meeting at NMEA. Anyone wishing to participate please contact Greg.

### 6. Meeting Schedule

- a. Wednesday, July 16, 2008 1:00PM CDT (modified to accommodate June date)
- b. Face to Face August 19-21, 2008 Corpus Christi, Texas
- c. Wednesday, September 10, 2008 1:00PM CDT (regularly scheduled time)

### 7. Adjourn

To view other Priority Issue Team Activities: <http://www2.nos.noaa.gov/gomex/>