

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

**Wednesday, July 16, 2008**

**Steering Committee Attendance**

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  
Lee Yokel, GOMA/DISL  
Phillip Hinesley, ADCNR Coastal Section  
Ann Weaver, NOAA Gulf Coast Services Center

**Others**

Rafael Calderon, The Nature Conservancy  
Don Wollenhaupt for Sherry Fields, National Park Service

**Current Homework**

- Steering Committee to provide recommendations to EEC or Phillip Hinesley regarding nature of handling public comments in the fall. Comments should reflect either how to conduct the input electronically or at a public meeting.
- Steering Committee to provide comments to EEC on current education draft for Action Plan II – comments are due by ~~July 31, 2008~~. Friday, July 25, 2008.
- EEC to set phone call date to review next draft of Plan II before the GOMA August meeting.
- Phillip Hinesley would contact Dr. Bill Walker for guidance on any report out or agenda items at the August GOMA meeting.
- Sharon Hayes to clarify timeline for July regarding draft Plan II comments from the AMT.
- Ann Weaver to investigate possible style guidelines for refining the draft Plan II education priorities.

**Acronyms**

AMT = Alliance Management Team  
ACT = Alliance Coordination Team  
ADCNR = Alabama Department of Conservation and Natural Resources  
EPA = Environmental Protection Agency  
GOMA = Gulf of Mexico Alliance  
EEN = Environmental Education Network  
EEC = Environmental Education Coordinator  
LADEQ = Louisiana Department of Environmental Quality  
NERR = National Estuarine Research Reserve  
NOAA = National Oceanic and Atmospheric Administration  
PITs = Priority Issue Teams

GOMA Environmental Education Network  
Steering Committee

Environmental Education Coordinator  
July 2008

## Agenda General Notes

### 1. Alliance Management Team Update

Phillip Hinesley sits on the AMT representing the State of Alabama for Barnette Lawley with ADCNR. Phillip presented information from the recent AMT meeting held in New Orleans in conjunction with an EPA Gulf of Mexico Program meeting. The AMT meeting was half a day on July 8, 2008.

- a. The AMT agenda was brief. They were presented the drafts from the PITs for Action Plan II. The discussion did not involve a lot of detail. They did briefly discuss the further planning. The AMT comments are due back to Dr. Bill Walker and will subsequently be returned to the PITS to address.
- b. A white paper proposal from Louisiana (LADEQ) introduced a potential Gulf Economy priority issue area. AMT comments are due to LA. The discussion consensus was to include in draft action plan II but not make it an official team until a later date; the AMT waiting on results of comments.

Update: It was recommended at the Federal Workgroup call on July 17, 2008 at the white paper also be vetted through the ACT for comments.

- c. A general timeline for was presented at the AMT meeting for upcoming deadlines.
  - a. July 14-August 19, 2008 AMT reviews drafts and provide comments to Dr. Bill Walker and PIT leads;
  - b. August/September 2008 Drafting Team will be convened
  - c. August 21-21, 2008 GOMA meeting will be refining of existing drafts
  - d. September 2008 will be collection of imagery for Plan II
  - e. September 8, 2008 will be submittal PIT final recommendations and refinements for Plan II
  - f. September 8 – October 8, 2008 – will be the public input period done via electronic method or public workshop
    1. The Federal partners can help but this decision will be left up to states
    2. If done electronically it may be done through NOAA on working website; need to ask Nancy Wallace for clarification
    3. Email EEC or Phillip Hinesley recommendations for how this should be handled
  - g. November 2008 the ACT/AMT will meet to discuss current draft Plan II

Update: The GOMA Federal Workgroup may also be convening in November.

- h. November 28, 2008 is the deadline to finalize the document mockup
  - i. December 15, 2008 is the final draft approval
  - j. January 2009 is the expected date of Plan II to the printer
  - k. March 2009 anticipated release of Plan II<sup>1</sup>
- d. There was discussion concerning additional partners representing interests such as non-governmental, business, academic, and NGOs.

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<sup>1</sup> This is also the anticipated date of release for the Public Awareness Campaign Strategy.

- e. They discussed the draft agenda for the August GOMA “All Hands” meeting
- f. They want PITS to come up with newspaper headlines they would like to see in next six months on accomplishments.

This report led the EEN Steering Committee into a discussion regarding messaging and other methods of soliciting information from local constituents.

- a. No direction given yet, right now going to the PIT leads with the idea.
- b. A discussion with the EEN Steering Committee noted that Bridget Washburn (Alliance Educator) had talked to PIT team leads about key PIT messages. It was suggested these might be helpful. Bridget was currently reviewing her materials and it might be possible in the future for her to let the Steering Committee review her materials or receive a presentation on the information.
- c. Ann Weaver noted that NOAA was having a staff meeting. One of their many agenda items would include a budget discussion and continued support of the GOMA second plan. This discussion might also include messaging and Washburn’s work might be useful.
- g. Tabitha Stadler noted they had a GOMA education meeting in Florida with about 10 in attendance. It was mostly an internal meeting in the Naples area and related to their EPA GMP grant activities. By default, other priority issue team people were there. The meeting was valuable with communication needs.
  - a. It was suggested that state education leads have state meetings to encourage communication and report out what their states are doing.
  - b. This type of meeting could discuss how to support Alliance (example: the AL public outreach task force).
  - c. Maybe a goal for the State Education leads would be for them to bring to the EEN Steering Committee what is going on in each state. This would help take the group to the next level and help to connect things around the Gulf.

## 2. Alliance Blueprint Planning Update

- a. The EEN Steering Committee has a current deadline of July 31, 2008 to review the existing education draft.
- b. The EEC asked if there was a need to hold an additional call just on the current draft. It was viewed that it would be valuable to refine the document yet another time before arriving in August. The current draft was quite deep with a lot of questions to be answered. It was also questioned when we would receive additional guidance and comments from the AMT. Sharon Hayes offered to clarify this issue.

Update: Sharon Hayes spoke with Phil Bass who works directly with the AMT. He said that comments from the AMT to the PIT teams will be received by July 25<sup>2</sup>, and PIT teams are asked to incorporate as much of that feedback as they can by August 8, 2008 and resend the edited report(s) back to Bill Walker and Phil Bass. Teams may continue to work on improving the plans by August 21st, when they will report on their work in Corpus Christi. On the 21st, the AMT is asking for a report-out that has the

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<sup>2</sup> In lieu of this date, the EEC has bumped up the comment period to July 25, 2008 to allow more time to accommodate all information before collectively reviewing the materials in a conference call.

20,000-foot view (the VERY BIG PICTURE) of the actions being recommended for Action Plan II, and any concerns that we have about finishing Action Plan I.

- c. The EEC said she would schedule a call to review the next draft of the plan. It would attempt to incorporate comments received to date. Those able to make the call would try to do so.
  - a. There was also discussion regarding the consistency of the elements within the document. A need to establish internal style was noted to make the document structurally more sound and systematic. Ann Weaver would ask Brent Ache about any style guides available from NOAA for use.

Update: Several notes, Ann Weaver identified one brief document which might be useful. Tabitha Stadler suggested we try to develop some of our own styles. Lee Yokel asked on the FWG call if there was a style guide to which they answered this would be covered when 'one voice' editing begins. It is possible that the EEN could initiative what this style looks like and this topic will continue to be investigated.

- d. Whatever document is available by August 19, 2008 will be discussed on the afternoon of the EEN agenda.

### 3. August 19-21, 2008 Corpus Christi, Texas meeting

A draft agenda has been developed for the education portion of the upcoming GOMA meeting in August. The two primary issues will be addressing the education priorities for the second action plan and the EEN structure and communication methods.

- a. Address EEN structure – Tara Schultz and Sharon Hayes offered to help as needed on the morning of the 19<sup>th</sup>.
- b. The EEC will try to work the Tuesday schedule so that the start time is later in the morning.
- c. The Tuesday afternoon timeframe will be flexible, allowing the group to leave earlier or later as time warranted during the Plan II discussion.
- d. Phillip Hinesley reported that Wednesday morning there would be a brief update for each PIT. A format would be specified:
  - 1. brief update no more than 5 slides and will get a template;
  - 2. status of actions, numbers pie graphs, success stories, & deliverables;
  - 3. action plan II update
  - 4. total of only 10 minutes
- e. There was a discussion about Thursday's agenda and whether there would another report out from the PITs. The agenda seemed vague currently.
  - 1. Recommended report outs with no more than 3 slides and limited time. Phillip Hinesley would email Dr. Walker for guidance
  - 2. Everyone was reminded of the Corpus Christi bay cruise at 6PM on Wednesday night.

### 4. EEN Website Update

The EEC reported that a small workshop was held in June to begin storyboarding the education website for the Alliance. NOAA SPO hosted the work.

- a. The NGI was hosting the site and acquiring [www.gulfallianceeducation.org](http://www.gulfallianceeducation.org). The gulfalliance tag could be used for sites as well such as gulfalliancewaterquality and similar.
- b. The USGS continues to play a major role and is revamping some of its materials to be more functional with the website. They have a big back log of materials to go into the clearinghouse. The online name will change to 'digital online library' as some people are confused with clearinghouse.
- c. Content is needed to populate the site and a request will be made at the Corpus Christi meeting and other times for material.

A discussion was also held over some concerns regarding multiple Alliance websites. It was felt that numerous Alliance websites could have a detrimental effect on the alliance brand. Too many sites could dilute the brand and efforts. It was noted everyone [Alliance wide] should be working together. The note was made that some feel strategically, it is too hard to manage one or two sites. There should be ways to overcome this and work together to make this a priority. This is a larger Alliance issue and web presence should be an issue for all Alliance levels to have involvement. This is an issue to take to the ACT for the AMT's consideration.

5. Fall Public Meeting – See 1.C.f above.

6. State Education Standards

This topic was brought up in each of the seven meetings around the Gulf. It has been pushed back on the agenda during each call. A general discussion was opened as to how to address this topic of environmental education and individual state standards.

- a. It was mentioned that how to address this may come out in draft plan discussion. Putting on plan something general would allow each state to address specific needs to incorporate environmental education standards. This way each state could define what it means for them.
- b. It was suggested to make this a topic for the August meeting. It was also noted that in a previous call the Seven Essential Principles of Ocean Literacy had been recommended for use. Perhaps there was a way to get teachers to incorporate this into curriculum without education standard changes. The EEC would review the draft agenda for the August GOMA meeting and try to introduce the discussion then.

7. Other Comments –

- a. There was a request to hear a brief presentation from Robyn Schoessel and Bridget Washburn on what they heard from interviewing GOMA people around the Gulf.

8. Next Meeting:

- a. No call August – face to face at GOMA All Hands meeting Corpus Christi, TX August 19-21, 2008.
- b. Regularly scheduled call – September 10, 2008 1:00PM CDT, Gulf of Mexico Program conference line: Call-In Number 866-299-3188 Code 228-688-1172#

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

## Corpus Christi, Texas

### **DRAFT Agenda** **Very Tentative Schedule – Draft Proposed Items**

#### **Tuesday, August 19, 2008**

- 9:00-12:00            EEN Steering Committee to discuss EEN structure
- 12:00 – 1:30            Lunch
- 1:30 – 4:30            Review Goals and Action for Action Plan II

#### **Wednesday, August 20, 2008**

- 9:00 – 12:00            All-Hands Report Action Plan I Successes
- 12:00 – 1:30            Lunch
- 1:30 – 5:30            Priority Issue Team Breakout
- 1:30-3:30            Action Plan I Updates  
                         Florida Alliance Educators  
                         EEN Website  
                         UUP  
                         Public Awareness Campaign DISL  
                         Other?
- 3:30 – 5:00            Environmental Education Network Structure  
                         Organizational review  
                         Restructuring  
                         Responsibilities
- 5:00 – 5:30            Summarize Meeting  
                         Verify report out information to PITS  
                         Identify next steps

#### **Thursday, August 21, 2008**

- 9:00 – 12:00            Priority Issue Teams Report Out