

# **New England Ocean Sciences Education Collaborative**

## **Planning Meeting**

July 22, 2007

Gulf of Maine Research Institute, Portland Maine

### **Attendees**

John Anderson (New England Aquarium), Ivar Babb (University of Connecticut, National Undersea Research Center), Carol Baldassari (Program Evaluation Research Group), Gayle Bodge (Gulf of Maine Research Institute), Catherine Cramer (COSEE-NE), Annette deCharon (COSEE-Ocean Systems, University of Maine), Pam DiBona (COSEE-NE), Pat Harcourt (Massachusetts Marine Educators, Waquoit Bay Research Reserve), JB Kavaliauskas (Coastal Studies for Girls), Wendy Lull (Seacoast Science Center), Harold McWilliams (TERC), Sue Nourse (Massachusetts Marine Educators' Association), Beth Owen (Maine Sea Grant), Lea Paddock (Maine Environmental Research Institute), Diana Payne (Connecticut Sea Grant), Lauren Rader (Project Oceanology), Gail Scowcroft (University of Rhode Island), Billy Spitzer (COSEE-New England), Theresa Torrent-Ellis (Maine Coastal Program), Suzy Ryan (Census of Marine Life Gulf of Maine Area), Mark Wiley (New Hampshire Sea Grant)

### **Meeting Notes**

*Meeting goal: Develop an action plan for NEOSEC based on outcomes of the Ocean Literacy Summit, particularly around a collaborative product, branding, and outreach to targeted audiences for Ocean Literacy; elect NEOSEC Chairperson.*

### **A Niche for NEOSEC**

Ivar Babb presented the Branding Subcommittee's recommendation, which focuses on establishing NEOSEC as the network of record for ocean science education (OSE) programming in the region. Beth Owen, reporting on behalf of the subcommittee charged with considering establishing a central clearinghouse for OSE programming and materials, said that that subcommittee came to a similar conclusion. They suggested that a portal or some other online product that makes general ocean sciences information relevant in the region would be the best niche for NEOSEC, and a way for the Collaborative to serve the community most effectively. Attendees discussed opportunities for pursuing this, for example:

- Catherine Cramer, communications coordinator for COSEE-NE, described an opportunity for NEOSEC to team up with network science researchers to develop a central mechanism for sharing information.
- Educator-scientist facilitators gathered recently with COSEE-NE to discuss needs of their community in facilitating scientist-educator partnerships; they suggested that a central database or portal could help make connections between the two less dependent on individuals' knowledge of existing opportunities.

A subcommittee (Gail Scowcroft, Beth Owen, Mark Wiley, Diana Payne, John Anderson, Catherine Cramer, Pat Harcourt) will pursue this option with potential partners at Harvard's JFK School of Government.

### ***New Audiences for Ocean Literacy***

Wendy Lull provided an overview of subcommittee discussions regarding near-term steps that NEOSEC can take to extend the audience for Ocean Literacy. Current materials (i.e., the national Ocean Literacy Brochure) are geared specifically toward teachers in formal education. The Ocean Literacy Outreach Subcommittee brainstormed audiences and settled on the “captive” audience that visits NEOSEC member institutions like the Seacoast Science Center, New England Aquarium, and URI’s Narragansett visitor’s center. A simple message – *Visit and Discover!* – would be featured, along with just one or two sentences that illustrate the OL Principles, rather than spell them out in a list format. Attendees discussed several communications options, for example:

- A rack card to be distributed at member institutions, with a map of the region highlighting all sites.
- A banner, similar to the large-format banner produced by COSEE-NE and Census of Marine Life Gulf of Maine Area, to be displayed at each site.
- Panels to be posted near bathrooms, other “down-time” locations at member institutions.

A subcommittee (Ivar Babb, Lauren Rader, Pam DiBona, Wendy Lull, Beth Owen, Theresa Torrent-Ellis, and Annette deCharon) will continue this discussion and propose a product to the larger group.

### ***Governing Council Chair Elections***

Gail Scowcroft of University of Rhode Island’s Graduate School of Oceanography in Narragansett and Wendy Lull, President of the Seacoast Science Center in Rye New Hampshire were elected Chair and Chair-elect, respectively, of NEOSEC. Billy Spitzer will serve the Collaborative as Past Chair. Theresa Torrent-Ellis stepped forward to serve as recorder for meetings.

### ***General Comments***

JB Kavaliauskas asked whether we should consider expanding membership of NEOSEC to marine technology, ocean sciences consulting, and other professional networks. The group concluded that Summits should be held periodically to bring additional members to the network, and to rely on our product to draw others in, rather than expand the network first and then try to develop a product.

**Next Meeting: early December at University of Rhode Island, Narragansett Campus**