

Agenda

Sea Grant Association Fall Meeting

October 16-19, 2017
Embassy Suites Savannah
605 W. Oglethorpe, Ave.
Savannah, GA 31401

Local Hosts: Georgia Sea Grant, South Carolina Sea Grant

Monday, October 16, 2017

8:00 a.m.– 6:00 p.m. National Sea Grant Advisory Board Meeting (Salon A)

Sea Grant Association Committee Meetings (Salon B)

1:00 – 2:00 p.m. Networks Advisory Council (NAC) Meeting

2:00 – 4:00 p.m. Program Mission Committee (PMC) Meeting

4:00 – 6:00 p.m. External Relations Committee (ERC) Meeting

6:30 – 8:30 p.m. SGA Board, Sea Grant Leadership Meeting (Salon C)

Tuesday, October 17, 2017

7:00 – 8:30 am Breakfast – Hotel Breakfast Area
Regional/topical meetings at breakfast

8:00 a.m.–12:00 p.m. National Sea Grant Advisory Board Meeting (Salon A)

Sea Grant Association Closed Meeting (Salon B/C)

8:30 – 10:00 a.m. Sea Grant Association Closed Meeting

Sea Grant Association Open Meeting (Salon B/C)

Sea Grant Boot Camp - Engagement with Stakeholders and Decision Makers

10:00 – 10:15 a.m. Introduction – Objectives of this “Boot Camp,” **Paul Anderson**

10:15 – 10:40 a.m. Advocating for Sea Grant in Today’s Federal Public Policy and Budget Environment: Authorization, Appropriations, and the “Ask” –Programmatic Request Process
Joel Widder and Meg Thompson

10:40 – 11:00 a.m. Q/A with Federal Science Partners and External relations Committee

11:00 a.m.-12 p.m. Small Group Discussions by Regions:
Starting the Hard Work and Getting It Done!

“Regional” Table Hosts:

Northeast: **Sylvain DeGuise, Paul Anderson**

Northwest//Pacific: **Shelby Walker, Penny Dalton, Darren Lerner**

Gulf of Mexico: **LaDon Swann**

Southeast: **Rick Devoe**

Great Lakes: **John Downing, Jim Hurley**

Mid-Atlantic: **Fredrika Moser, Troy Hartley**

Suggestions for table questions for groups to discuss:

- *How to work/manage within university guidelines on congressional engagement?*

- *What makes your message impactful (stories, information, and messenger)?*

- *How do you successfully engage your advisory board (or other supporters), including industry partners to support your program?*

- *What is your staff’s role regarding efforts to engage with key stakeholders and messengers in your program? How are these roles, expectations managed and supported? What strategies and considerations are needed to avoid external stakeholder and internal team member “burnout”?*

- 12:00 – 12:15 p.m. Report Out of Best Practices/Ideas to Share
- 12:15 p.m. Buffet Lunch
- 12:30 p.m. Luncheon Speaker:
Deborah Stirling (former senior staff Senator Hollings)
- 1:30 – 2:15 p.m. Identifying and Developing Sea Grant Supporters to Deliver Our Message/Ask in Washington and in Your State
Marty Main, Associate Director, Florida Sea Grant
Shelby Walker, Director, Oregon Sea Grant
Rick DeVoe, Director, South Carolina Sea Grant
Chris Winslow, Director, Ohio Sea Grant
- 2:00 – 2:15 p.m. Break
- 2:30 – 3:15 p.m. Identifying and Developing Congressional Champions for Sea Grant **Penny Dalton**, Director, Washington Sea Grant Program
Ginny Eckert, Associate Director, Alaska Sea Grant Program
LaDon Swann, Director, MS-AL Sea Grant Program
- 3:15 - 3:45 p.m. Next Steps: What to Accomplish between October 2017 and January 2018; What to Do in January 2018 through March 2018; Then What?
Paul Anderson and **Susan White**
- 3:45 p.m. Adjourn
- 4:15 p.m. **Board busses to Skidaway Island (Hotel Main Entrance)**
- 4:30 – 8:00 p.m. Low Country Boil, Sponsored by Georgia Sea Grant
Skidaway Institute of Oceanography

Wednesday, October 18, 2017

7:00 – 8:30 a.m. Breakfast – Hotel Breakfast Area
Regional/Topical Meetings at Breakfast

Sea Grant Association Open Meeting – Business Meeting (Embassy Ballroom)

8:30 – 8:45 a.m. Call to Order (**Jim Hurley**)
Roll Call of Delegates (**Bill Wise**)
Approval of Minutes (**Bill Wise**)
Treasurer's Report (**Darren Lerner**)

8:45 – 9:00 a.m. President's Report (**James Hurley**)

9:00 – 9:30 a.m. Program Mission Committee Report (**Stephanie Showalter Otts**)

9:30 – 10:15 a.m. External Relations Committee Report (**Susan White, Joel Widder and Meg Thompson**)

10:15 – 10:30 a.m. Break

10:30 – 11:00 a.m. **Craig McLean**, Assistant Administrator, NOAA Research; Acting Chief Scientist

11:00 a.m.-12 p.m. National Sea Grant Office Update (**Jon Pennock and NSGO Staff**)

12:00 –12:30 p.m. National Sea Grant Advisory Board Update (**Dale Baker, Chair**)

12:30 – 1:30 p.m. Buffet Lunch

1:30 – 2:00 p.m. Networks Advisory Council and Network Reports
Nancy Balcom and Network Leaders

2:00 – 3:00 p.m. The Future of Planning, Implementation, Evaluation (PIE)
Jon Pennock

3:00 – 3:15 p.m. Break

3:15 – 3:45 p.m. Sea Grant and Hurricane Response
Pam Plotkin, Texas Sea Grant
Marty Main, Florida Sea Grant
Ruperto Chaparro, Puerto Rico Sea Grant

3:45 – 4:30 p.m. Program Mission Visioning and Partnerships; National Strategic Investments (NSIs)
Stephanie Showalter Otts, Program Mission Committee Chair
Jon Pennock, Director, National Sea Grant College Program

Sea Grant Association Closed Meeting (if needed)

4:30 – 5:30 p.m. Sea Grant Association Closed Meeting

5:30 p.m. Adjourn

Thursday, October 19, 2017

6:30 a.m.–5:00 p.m. Field Trip to Sapelo Island
Optional field trip to Sapelo Island (All day - - early start from hotel)

Georgia Sea Grant is offering an all-day excursion to Sapelo Island (lunch included), home of both the University of Georgia Marine Institute and the Sapelo Island National Estuarine Reserve. It is a culturally important location in that many of the residents of the small community of Hog Hammock on Sapelo are known as Gullah-Geechees and are descendants of enslaved West Africans who were brought to work on plantations.

Busses will begin loading at the hotel main entrance at 6:15 a.m. and depart at 6:30 a.m.. Please note that, because we will be taking a ferry that leaves promptly at 8:30 a.m., we will need to leave on time. **Please be at the main entrance no later than 6:30 a.m.**

7:00 – 9:00 a.m. Breakfast – Hotel Breakfast Area

9:00 a.m.– 2:30 p.m. Sea Grant Economic Evaluation Session (National Sea Grant Office; ERG)
(Salon C)

Starting in September, the NSGO began working with contractor ERG to address the challenges associated with, as well as develop recommendations for, enhancing Sea Grant programs' abilities to report reliable and consistent economic impacts. This session is one of several listening sessions ERG is holding with groups in the Sea Grant Network to understand current reporting practices, methodologies, and gather information and data needs around this issue. The session will provide both a project and economic benefits overview as well as directly discuss things such as identifying benefits, challenges and data limitations, and current data and methods being used by different programs.

Session Objectives

- Understand the purpose of this project
- Identify economic benefits associated with coastal engagement programs
- Understand current economic reporting practices, challenges, and data limitations
- Assess the completeness, accuracy and reliability of current data and methods
- Prioritize economic benefits for which we can improve monetization methods

DRAFT AGENDA

9:00 – 9:15 a.m. **Introductions** (Arleen O'Donnell, ERG, others)

9:15 - 9:30 a.m. **Project Introduction** (Charles Goodhue, ERG)

- Project objectives and timeframe
- Listening session objectives
- Economic benefits methods overview

- 9:30 - 10:00 a.m. **Economic Benefits of Sea Grant Programs: Preliminary findings – presentation and feedback** (Charles Goodhue, ERG)
- 10:00 - 10:15 a.m. **Describe Breakout Exercise and Form Groups** (Arleen and Charles)
- 10:15 - 10:30 a.m. **Break**
- 10:30 - 11:15 a.m. **Mini breakout exercise: identify problem spots for monetizing benefits in the four focus areas**
- Healthy Coastal Ecosystems
 - Sustainable Fisheries and Aquaculture
 - Resilient Communities and Economies
- 11:15 - 11:45 a.m. **Discuss results**
- Prioritize economic benefits for improved monetization methods
- 11:45 a.m. - Noon **Wrap up and Next steps**
- Noon – 1:00 p.m. **Lunch**
- 1:00 - 2:30 p.m. **Time set aside for follow-up discussions**
Potential Topics:
- Hill Visits
 - Long-term reporting
 - Attribution
 - Etc.