

The background of the slide features a light blue gradient with a faint, stylized image of a sailboat on the water. The sailboat is positioned in the upper right quadrant, with its sails partially visible. The overall aesthetic is clean and professional, suitable for an academic or organizational presentation.

Sea Grant Association: Function and Focus

Outline

- **What is the Sea Grant Association?**
- **What does SGA do?**
- **When does SGA do its business?**
- **SGA DC Strategy**
- **SGA Tactics and Activities**
- **Questions and Discussion**

What is the Sea Grant Association?

- **The Sea Grant Association (SGA) is a non-profit organization dedicated to furthering the Sea Grant program concept.**
- **SGA regular dues-paying members are the academic institutions that participate in the National Sea Grant College Program.**
- **SGA provides the mechanism for these institutions to**
 - **Coordinate their activities,**
 - **Set program priorities at both the regional and national level**
 - **Provide a unified voice for these institutions on issues of importance to the oceans and coasts.**
- **SGA advocates for greater understanding, use, and conservation of marine, coastal, and Great Lakes resources.**

SGA Leadership

- **Past-Presidents**
 - **Rick Devoe (SC) 2001-2002**
 - **Robert Stickney (TX) 2003-2004**
 - **Jonathan Kramer (MD) 2005-2007**
 - **Paul Anderson (ME) 2007-2009**
 - **Gordon Grau (HI) 2009-2010**
 - **Jonathan Pennock (NH) 2011-2012**
 - **LaDon Swann (MS-AL) 2013-2014**
 - **Sylvain DeGuise (CT) President-Elect**

2013 Board of Directors

- **Sylvain DeGuise (CT), President-Elect**
- **Jonathan Pennock (NH), Past-President**
- **Karl Havens (FL, PMC Chair**
- **Nancy Targett (DE), Treasurer**
- **Charles Hopkinson (GA), Secretary**
- **Penny Dalton (WA), At-Large Board Member**
- **Pamela Plotkin (TX), At-Large Board Member**
- **Paul Anderson (ME), ERC Chair (ex-officio)**

SGA Standing Committees

- **External Relations**
 - Appropriations
 - Reauthorization
 - Agency Engagement
 - NOAA R&D Report
 - NOAA Research Plan
 - Growth Committee
- **Program Mission**
 - PMs and Customer Satisfaction
- **Nominating**
- **Resources and Finance**
- **Special Events**
 - SGW
 - Awards
- **Standards and Ethics**
- **Network Advisory Council**

What Does SGA Do?

- **Represents the interests of the Sea Grant Programs before the administration (e.g., OMB, US DOC, NOAA, OAR)**
- **Works with the National Sea Grant Office and the National Sea Grant Advisory Board on operational, management, and legislative (where appropriate) issues.**
- **Participates in Sea Grant (programmatic) focus teams as vice-chairs along with National Sea Grant Office and state Sea Grant Program staff**
- **Works with External Relations Committee to formulate funding initiatives**

What Does SGA Do?

- **Retains the services of Oldaker Group to support the SGA's external affairs activities.**
- **Works with ERC to formulate funding initiatives.**
- **Works with local constituents to engage congress in support of Sea Grant.**
- **Provides congressional testimony and subject-matter briefings.**

When Does SGA Do its Business?

- **Year around via conference calls and by other remote means**
- **Convenes two meeting per year**
 - **A two-day SGA meeting in Washington, DC early spring each year**
 - **A two-day SGA meeting at a state Sea Grant Program host locale in fall each year**
- **As needed, in DC and elsewhere to deal with programmatic, budgetary, and political issues and to take advantage of administration and congressional opportunities and events**

SGA DC Strategy

Reauthorization

- **Sea Grant reauthorization in 2008**
 - Involved all three SG “legs” – GSA, SGAB, NSGO
 - Became Public Law 110-394 on October 15; highlights:
 - Revised evaluation and assessment process – removes ranking
 - National Sea Grant Advisory Board – more strategic role
 - Authorizes 5 percent annual increases to base Sea Grant budget – \$72 million for FY 2009 growing to \$91.9 million by FY 2014
 - Maintains “priority activities” – \$5 million for aquatic nonnative species, \$5 million for oyster research, \$5 million for HABs, and \$3 million for fishery extension
 - Exempts Knauss Fellowship from the matching requirement; restricts funds for fellowship class trips
- **Next reauthorization scheduled for 2014**

SGA DC Strategy

Appropriations

- **We make an “Ask”**
 - **ERC recommends funding level**
 - **We employ a variety of advocacy tactics and activities:**
 - **Programmatic requests**
 - **Dear Colleagues letters**
 - **Testimony (written and oral)**
 - **Engage Hill Caucuses**
 - **“Sea Grant Day”**
 - **Engaging partners/stakeholders (listing of 648)**

SGA Tactics and Activities

SGA strategies may include the use of several or more of the following tactics, but all focus on engaging the delegates and network:

- Individual State Sea Grant Program One-pagers**
 - Compiled into book for distribution to Hill
 - Illustrate Sea Grant's breadth and relevance
- Programmatic requests**
 - Usually due early March
 - Requires full SGA engagement
- Dear Colleague Letters**
 - Requires Hill champions
 - Activities commence in February – March

SGA Tactics and Activities (cont.)

- SGA Appropriations “One-pager”**
- Testimony – Written and Oral**
 - Request opportunity to provide in-person oral testimony before CJS Subcommittees**
 - Submit written testimony to House and Senate CJS Subcommittees – Gets SGA on the record**
 - Encourage stakeholders to submit testimony on behalf of Sea Grant**
 - Due: March – April**
- House and Senate Ocean and Coastal Caucuses – Reinvigorate and Engage**
 - House**
 - Senate**

SGA Tactics and Activities (cont.)

– Events on Capitol Hill to promote Sea Grant

- “Sea Grant Day”**
- Open house – Each program represented by a display and program director and/or staff; Members and staff come by to learn**
- Luncheon briefing – Panel presentation focused on a timely issue of national significance for which Sea Grant plays an important role**
- Engage Ocean Caucuses, stakeholders, Knauss fellows, NOAA**
- Network help with materials, outreach**
- Coordinate with SGA spring meeting**

SGA Tactics and Activities (cont.)

– Partnerships – Engage

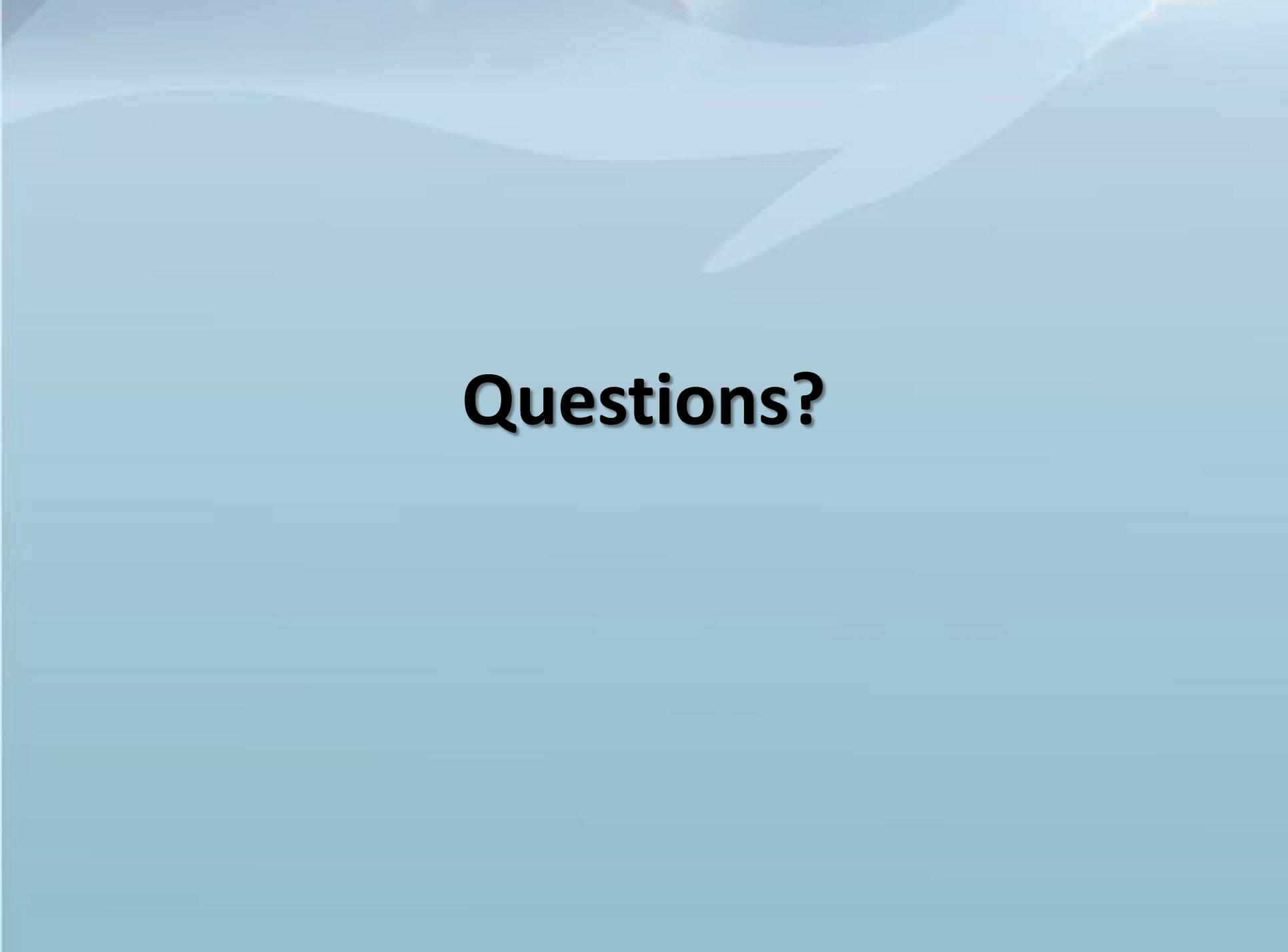
- Thoughtfully engage other “NGO” groups (ocean, atmospheric) and higher ed organizations (NASULGC, AAU) to garner broader support for Sea Grant.
- Call “all-hands” meeting/call with groups?
- Role of SGA in Friends of NOAA?

– Stakeholders – Engage

- Utilize stakeholders in most strategic and selective way possible
- Possible stakeholder engagement activities:
 - Meetings, letters, phone calls to district offices re: funding (distribution of one-pager)
 - Written or oral testimony promoting Sea Grant
 - “Sea Grant Day”

NOAA Up-reach and the Administration

- **Engaging the Administration**
 - OMB – Questioning need for multiple “coastal programs”
 - US DoC
 - NOAA leadership
- **Engage all levels of NOAA**
 - NSGO (Leon),
 - Line offices (OAR, NOS, and others), and
 - Front office (administrator)
- **Sea Grant support for NOAA**
 - OAR as well as for other NOAA programs
- **National Sea Grant Strategic Plan**
 - More closely links Sea Grant to NOAA’s mission and goals
 - Stays true to the principles that make Sea Grant unique



Questions?