

Channel Islands National Marine Sanctuary

Sanctuary Education Team, a working group of the Sanctuary Advisory Council

Meeting Notes

Date: 2003 January 08

Time + Place: 6 to 8 PM; Chase Palm Park Center, Santa Barbara

1) Welcome + Introductions

> Co-Chairs: Craig Taylor + Barry Hummel, Jr.

Members Present:

Craig Taylor, Co-Chair

Barry Hummel, Diving

Kathy deWet-Oleson, Chair

Michael Hanrahan, Media

Bill Kulhanek, Yachting

Cal Meuser, Recreational Boating

Frank Sullivan, Recreational Fishing

Members Absent:

Mike Behrens, Research

Holly Lohuis, Tourism

Lori Pye, Conservation

Mary Stack, Marine Education

2) Introduction of SET Phase Two Overview

> Craig Taylor + Barry Hummel, Jr.

Craig Taylor described his background in research and his involvement with baseline monitoring for Marine Protected Areas (MPA).

He announced that the next Sanctuary Advisory Council (SAC) meeting would be Friday, January 17 in Santa Barbara at Chase Palm Park Center.

Craig also gave a heads-up about the three days of panels in February at the Marine Science Institute at the Bren School at UCSB.

Craig made the point that he thought that SET needed representation from Hispanics and K-12 teachers.

3) Presentation of background material regarding the Scoping Process and how it led to the development of the Education and Outreach Action Plan (still in draft form) developed by Sanctuary Education staff.

> Julie Bursek

Julie Bursek presented an initial product designed to inform about the marine reserves in State waters in the Channel Islands National Marine Sanctuary. Sea Grant produced the brochure, which includes drawings, test descriptions, and latitude and longitude positions of the reserves. Members present admired the look of the brochure, but pointed out errors in place names and position descriptions. (Julie reported the group findings and the brochure was reprinted and made available to the public a week later.)

She announced that although the reserves were scheduled to go into effect on January 1, 2003, the implementation of the commission ruling was being slowed by normal bureaucratic processes. California Department of Fish and Game (DFG) expects the reserves to be in place in February.

Julie passed out the new *Alolkoj*, the publication of the Channel Islands National Marine Sanctuary. The theme of this issue is “Recreation in the Sanctuary” and a featured article “A CINMS Milestone: Marine Reserves Become a Reality” is informative and helpful to users of the Sanctuary.

Craig said the members of SET might want to read about MPAs online:

<http://depts.washington.edu/mpanews/>

Craig, emphasizing the importance of SET, said that without Education + Outreach MPAs will not work.

Craig asked about the criteria CINMS Education Coordinators use to select programs and partners. Is the performance these activities quantifiable?

Julie and other members asked if this was the “best” use of SET. And, Craig said that he believes evaluation has to be a part of the process.

Chris Mobley, the new Manager of the Channel Islands National Marine Sanctuary, agreed that evaluation or outcome-based performance is Department of Commerce policy. He and others noted that SET’s role is probably broader and its mission is to function as a working group (advisors) to the Sanctuary Advisory Council. Sill, Chris noted that evaluation methods for particular strategic plans might be very useful for staff.

Bill Kulhanek thought SET’s best use is determining the message. Staff could evaluate how well the message is getting across. Barry Hummel said one could measure facts, but not stewardship. Stewardship takes time, maybe a generation to see impact. Chris said it might not take that long and that the better news is that because the young can influence their elders, stewardship can be widespread across generational boundaries.

Kathy deWet-Oleson cautioned against SET trying to evaluate curriculum of partnership programs. And, Julie noted that the process of identifying programs and partners included evidence of success in their particular working area, and that it is not in anyone’s best interest to try to reinvent the wheel.

A discussion followed about how to get across a message of stewardship, and Bill said it should be contained in something the listener wants to hear. And Barry suggested sampling user groups both before and after they experience “the message.”

The group led by Julie, Chris, and Craig discussed the need involving the Hispanic community, and the group showed concern that reaching youths is harder in standardized-test school curriculums. Increasingly, there is a need to engage this group with after-school, weekend, and vacation activities. And, Julie noted that engaging teachers may be the most effective strategy. Craig agreed. Kathy suggested that perhaps teachers could “team up” and become directly involved as members of SET, rather than as individuals. Each would represent a faction.

- 4) SET prioritizing of CINMS education issues and how they relate to each specific educational/outreach group.

Julie asked how SET is going forward with prioritizing CINMS education issues?

Craig said a good start is gathering information through individual presentations to SET designed to inform the members about issues.

Julie asked if SET wanted to maintain with marine reserves as the focus or to shift into other directions such as K-12?

Barry restated that SET was about “broad strokes”... advisors to advisors. He believes that a unified message can work in different contexts. Not marine reserves OR K-12, but BOTH, ALL.

Chris said Julie and CINMS education staff were “thinking globally and locally,” identifying issues and partnerships, and he re-noted the policy need for evaluating, which is part of a continuing process of adjustment and re-design and re-evaluation. The group noted the difficulty inherent in evaluating.

Frank Sullivan asked about how SET was going to prioritize for Phase 2? What is going to be the format for the next meeting?

Barry said that like in Phase 1, SET would create a User / Product Grid, and that all would have to be re-defined from Phase 1. The defining process will take the most time.

Cal wanted to know what SET was doing about the actual implementation of reserves slated for February?

Barry said the SET job there is done.

But Chris said that it is very important for both SET and SAC to see the results of their work on marine reserves, that what they did as advisors is being acted on. He wants both SET and SAC to be attentive and if their concerns are not being addressed, he wants to know about it.

5) Select Meeting Date

The next meeting will be Wednesday, February 26, 2003 at 6 PM in Ventura County.

Update on implementation of Marine Reserves by John Ugoretz:

"The Channel Islands Marine Protected Area (MPA) regulations were sent to the Office of Administrative Law (OAL) on Friday, January 24. OAL can take up to 30 working days to review the regulation package. The regulations become effective 30 days after approval and filing. Thus, we expect the regulations to be implemented between mid-March and early April.

We have placed a notice on the Channel Islands section of our web site regarding the regulations.

It can be found at:

www.dfg.ca.gov/mrd/channel_islands/index.html

(note the "_" between channel and islands)"

Sanctuary Education Team (SET) is a Working Group of the Sanctuary Advisory Council (SAC) of the Channel Islands National Marine Sanctuary (CINMS). A description of SAC and SET is below. For further information, please visit the website of the Channel Islands National Marine Sanctuary:
<http://www.channelislands.noaa.gov>

The Sanctuary Advisory Council

December of 1998 marked the beginning of a new era in management for the Channel Islands National Marine Sanctuary. Since that time, the Sanctuary Advisory Council has been working successfully to enhance Sanctuary management by bringing valuable community advice, expertise and concerns to the table for management consideration. The Council provides a public forum for consultation and deliberation and offers community-based advice to the Sanctuary Manager. This is a community-based participatory process that assures continued public input to management decision-making, while at the same time expanding public awareness about the Sanctuary and challenging marine resource management issues. Specifically, the Council's objectives are to provide the Sanctuary manager with advice on:

- * Protecting natural and cultural resources, and identifying and evaluating emergent or critical issues involving Sanctuary use or resources;
- * Identifying and realizing the Sanctuary's research objectives;
- * Identifying and realizing educational opportunities to increase the public knowledge and stewardship of the Sanctuary environment; and
- * Assisting to develop an informed constituency to increase awareness and understanding of the purpose and value of the Sanctuary and the National Marine Sanctuary Program.

The Council has also approved formation of the following standing working groups:

- * Fishing Working Group
- * Conservation Working Group

- * Military Working Group
- * Ports and Harbors Working Group
- * Sanctuary Education Team

Working Groups

Working Groups are composed of SAC members and persons outside the Council. All Working Groups are chaired by a member of the Council and function under the purview of the SAC. A number of standing Working Groups have been formed to provide the Council with ongoing input on such areas as education, fishing, conservation issues, port and harbor interests, and military activities. In addition, task-specific Working Groups are occasionally established by the Council to address specific issues, and then are disbanded once final advice is submitted to the SAC.

As with all SAC meetings, Working Group meetings are open to the public, and participation is welcomed. The list below provides e-mail links to Advisory Council and Sanctuary staff contacts for each Working Group. To inquire about a particular Working Group, contact the appropriate persons listed below.

Sanctuary Education Team (SET)

The Sanctuary Education Team role is to assist the Sanctuary Advisory Council in making recommendations to the Channel Islands National Marine Sanctuary. The SET's mission is to advance public understanding of the biodiversity, ecology, and cultural legacy that comprise this unique and diverse region and to promote stewardship of marine ecosystems.

Co-Chair: Craig Taylor

Co-Chair: Barry Hummel, Jr.

Sanctuary staff liaison: Julie Bursek

Sanctuary staff liaison: Michael Smith

Meetings and additional information: <http://www.channelislands.noaa.gov>