Action Items from Panel Meeting April 6-7, 2004

Prior to the publication of the Ocean Commission Report, Dr. Schubel and Mr. Robinson will write a draft response using bullets contributed by Panel members.

After the Ocean Commission Report is published, Dr. Schubel and Mr. Robinson will finalize the Panel’s response and coordinate it with the Sea Grant Association.

Dr. Schubel will send Admiral West and Ms. Carroll a copy of the Panel’s reply to the Ocean Commission Report.

Ms. Alden will send the Communications Review Report to Sea Grant directors.

Panel members are to send comments regarding the Communications Review Report to Ms. Alden, and Drs. Schuler, and Schubel. Dr. Schubel will distribute those comments to the Executive Committee.

Dr. Stickney will collect and unify comments about the Communications Review Report from Sea Grant Association members and forward them to Ms. Alden.

Dr. Schuler will collect and unify comments about the Communications Review Report from the National Office staff and forward them to Ms. Alden.

During the July Leadership Retreat, the Executive Committee will develop a document concerning methods to achieve the three strategic goals presented by Mr. Robinson. That document will be circulated to Panel members for their comments.

Dr. Knauss will provide Panel members’ input regarding the strategic goal document to the Executive Committee before the November meeting.

Drs. Baird, Schubel, Schuler and Mr. Robinson are to write a letter to Dr. Abel concerning development of a long range vision for the Sea Grant Program by former Sea Grant directors and Panel members (pioneers). The letter will invite Dr. Abel to develop a discussion that he and another pioneer will lead at the November meeting. Their travel will be funded by Dr. Baird.
Opening of Meeting (Dr. Bell)

Introductory Remarks

- Drs. Baird and Schuler received tokens of appreciation for their support of the Panel
- Leadership of Sea Grant through difficult times
- Drs. Schubel and Stickney also received tokens of appreciation
- Motion made to accept the nominations committee slate of Executive Committee candidates
  - Chair - Dr. Schubel
  - Vice Chair - Mr. Robinson
  - Member-at-Large - Dr. Friday
- Motion was seconded and passed
- Dr. Bell passed the gavel to the new Panel Chair Dr. Schubel
- Dr. Kudrna will stay on the Panel for another six months
- Dr. Schubel thanked the NSGO support staff for its panel-related work
- Dr. Baird proposed the following resolution

Whereas: during the past two years, the National Sea Grant Review Panel has contributed
significantly to ensuring the enactment of the Sea Grant Act of 2002 and to enhanced governance, programmatic performance in the National Sea Grant College Program

**Be it Resolved:** that the National Sea Grant Review Panel, hereby, with great pleasure and sincere appreciation, acknowledges the leadership and many significant contributions made by Dr. Peter Bell during his tenure as Panel Chair.

- Motion made to accept Dr Baird’s resolution, it was seconded and passed

**Approval of Minutes and Agenda**
- Motion made to approve the minutes from the November Panel meeting, it was seconded and passed
- Agenda changes were approved

**Executive Committee Report (Dr. Kudrna)**
- As Member-at-Large of the Executive Committee, Dr. Friday’s duties are to
  - communicate Executive Committee activities to other Panel members
  - write the Panel’s annual report to the Administration
- Members of the Administration were unable to meet with the committee
- Committee discussed
  - draft policy concerning Panel representation at PAT reviews
  - Communications Review Report
- Committee briefed by Drs. Baird and Schuler

**Director, National Sea Grant Office (NSGO) (Dr. Baird)**
- The FY 04 budget and proposed FY 05 request are not good news for Sea Grant
- Sea Grant received two unfunded mandates ($2.3M out of a budget of $61.9M)
  - fish extension
  - Hawaii invasive species (first earmark for a specific individual)
- Panel should continue educating
  - OMB staff
  - DOC (Ted Kassinger new DOC Deputy Secretary)
- Some traction on the Hill to increase Sea Grant’s budget mainly for
  - new programs
  - small programs
- NOAA
  - committed to budget formulation through the matrix
  - some consolidation will occur within OAR
  - Sea Grant needs to partner with and engage other NOAA entities
strong NOAA interest in Sea Grant extension capabilities

regionalization remains an opportunity

key to Sea Grant’s future success is expansion of nationally focused programs

Sea Grant Strategic Plan is about to go to press

Biennial Report will be available shortly

the Ocean Commission (OC) Report is about to come out

contains two strong statements about Sea Grant

response to the report will consume much time

Dr. Baird is assisting in the NOAA response

Panel should help in Sea Grant’s response to the report

Sea Grant directors should work with their governors to respond

- Discussion of OC Report

- communicators can help directors write replies

  - provide governors with examples of Sea Grant accomplishments in their state

  - take accomplishments from case studies collected during PAT reviews

- education network working with NMEA to develop a response

**Consideration of Communications Review Report (Ms. Alden)**

- Members of the Communications Review Committee

  - Ms. Alden - Chair (Panel)

  - Mr. Stephan (Panel)

  - Ms. Painter (NSGO)

  - Ms. Krauk (NSGO)

  - Ms. Broussard (Texas Sea Grant)

- Dr. Baird charged the committee to strategically review for cost effectiveness

  - Sea Grant *Abstracts*

  - National Sea Grant Library (NSGL)

  - National Sea Grant Media Relations position (NSGMR)

- Dr. Bolognese, National Association of State Universities and Land Grant Colleges (NASULGC), chaired two technical panels that reviewed *Abstracts* and NSGL

- General recommendations:

  - define a national communications program

  - establish a National Communications Program Director

  - establish a National Communications Program Advisory Committee

  - review the program through the four-year PAT process

  - coordinate closely with SGA communications activities

- *Abstracts* findings

  - little oversight, no competitive bidding and production not computerized

  - not targeted to the right audience

  - Web has made it obsolete
• Abstracts recommendations
  S cease publication by start of FY 2005
  S channel some Abstracts’ funding to the NSGL
  S replace Abstracts with a stratified notification service through the NSGL

• NSGL findings
  S well run
  S under managed, supported by the URI Library system and NSGO
  S real need for archive and Web access
  S oversight and advocacy are lacking from NSGO
  S Website is underdeveloped
  S compliance of network in submitting materials is a major problem

• NSGL recommendations:
  S increase funding by using some funds released by discontinuation of Abstracts
  S increase staffing
  S establish a NSGL Advisory Committee
  S enforce network material submission requirements (perhaps through PATs)
  S upgrade computer hardware and software

• Discussion of NSGL recommendations
  S archives use was questioned
  S cost of creating and maintaining a solely electronic library should be studied
  S online submission from programs is needed
  S match funds not required in current grant, may have to require match in future grants

• NSGMR findings
  S currently dormant
  S formerly funded through SC Sea Grant, housed at the National Press Club
  S effective management is essential
  S complaints
    • disconnect with SGA advocacy staff
    • products not useful to SGA

• NSGMR recommendations
  S Sea Grant needs a media relations function, an independent purveyor of news
  S position should be reestablished by beginning of 2005
    • hire a National Media Relations Director and an assistant
    • locate Director’s office in a Washington, DC, non-government office
    • NSGMR Director should interact with NSGO, SGA, and NOAA Public Affairs

• Establish three interlocking advisory committees
  S National Communications Advisory Committee
  S NSGL Advisory Committee
  S NSGMR Advisory Committee (executive committee chair manages NSGMR Director)

• NSGL and NSGMR Advisory Committee members should be on National Communications Advisory Committee
• At least one overlapping member should be on NSGL and NSGMR Advisory Committees
• National Communications Director should be a member of both advisory committees
• National Advisory Committee should meet at least once a year
• Discussion
  • different expertise is needed for members of NSGL and NSGMR advisory committees
  • reporters should be on NSGMR committee
  • the National Communications Advisory Committee could be a Panel subcommittee to satisfy FACA regulations
  • cooperation between the NSGMR Director and the SGA is critical
• Panel members have 30 days to send comments to Ms. Alden, Drs. Schuler, and Schubel who will distribute them to the Executive Committee
• Ms. Alden will send the Communication Review Report to Sea Grant Directors
• Dr. Stickney will provide Ms. Alden with one set of unified comments from the SGA
• NSGO will also submit comments
• Timing of the final report is important, therefore, a motion was made to entrust the Executive Committee to accept the revised Communications Review Report on behalf of the entire Panel
• The motion was seconded and approved
• Dr. Schubel called Rick Devoe, the Abstracts contract manager, to tell him that the contract would not be renewed and to inform the Shepherds of that decision

Dr. Richard Rosen Assistant Administrator, OAR

• Introduction
  • interacts with Dr. Baird continually
  • hopes to attend PAT review in the fall
  • a range of Sea Grant activities could be a model for NOAA and OAR
• OAR Research Review Team
  • will submit a draft report in May
    • posted in the Federal Register
    • open to public comments for a month
    • comments from the Panel welcome
  • tasked with creating:
    • 20-year plan for NOAA Research
    • short range plan for next five years
      • will focus on the four NOAA mission goals
      • should be available by the end of the month
      • would like feedback from the Panel
  • possible recommendations
    • create a NOAA research czar with responsibilities for research across NOAA
    • restructure laboratories; perhaps on a regional and global level
    • emphasize the importance of extramural research to NOAA’s mission
OMB has questioned use of outside research for NOAA Sea Grant can help make the case for extramural research

• continue Review Team’s charge to find research redundancy in NOAA
• Final thoughts about restructuring OAR
  S reintroduce a Director of Laboratories and Institutes who has budget control
  S create a new Office of Program Development and Evaluation
  S Dr. Baird will report to the AA of OAR

**PAT Manual Changes**

Motion made to accept changes to the PAT Manual, it was seconded and passed

**Adjourn**

Motion made to adjourn the meeting, it was seconded and passed
Panel Members Present: Robin Alden, Peter Bell, Robert Duce, Elbert Friday, Ross Heath, Manuel Hernandez-Avila, Geraldine Knatz, John Knauss, Frank Kudrna, Nathaniel Robinson (Vice Chair), Jerry Schubel (Chair), Jeffrey Stephan, Judith Weis, John Woeste

Panel Member Absent: James Arrington

Ex-Officio Panel Members: (NSGO) Ronald Baird; Francis Schuler (designated Federal official); (SGA) Robert Stickney

NSGO Staff: Megan Agy, Emory Anderson, Susan Borda, Madeline Carter, Elizabeth Day, Jonathan Eigen, Kola Garber, Sami Grimes, Jamie Krauk, Amy Painter

Other Attendees:
NOS: Jamie Hawkins
CORE: RADM West, Ellen Yoder
Marine Outboard Motors Association of America: Mary Lou Livingood
SGA: Jennifer Greenamoyer
House Committee on Science Staff: Amy Carroll

Panel Strategy Discussion (Mr. Robinson)

• Surveyed members for recommendations about the Panel’s strategic direction
• Three strategic Panel goals derived from survey
  S achieve Sea Grant’s $103M appropriation by
    • involving Sea Grant’s partners with a clear, sharp message
    • developing an overall strategy and time line to reach $103M
  S advance Sea Grant’s mission, work and agenda through external and internal activities
    • external – communicate Sea Grant’s accomplishments
    • internal – use Bryne, Duce and Toll policy documents
  S assist the NSGO improve its capability and effectiveness
    S justify Sea Grant’s budget and its role in the national agenda
    S educate Congress, NOAA and OAR about Sea Grant’s impacts, role and changes
    S pursue regionalization
• During the July Leadership Retreat, the Executive Committee will develop a document to circulate to Panel members concerning methods to achieve the three strategic goals
  S SGA and major partners must be part of the planning process
goals two and three should support goal one

Dr. Knauss will provide Panel members’ input to the Executive Committee before the November meeting

- Four actions for the Panel were recommended
  - adopt a two-year strategic direction framework containing the three goals
  - determine and pursue an implementation process for strategic planning and direction
  - review and revise the Panel’s Procedures Manual to support implementation
  - discuss and determine the mechanism for responding to the OC Report (discussed and determined earlier in the meeting)

Jamie Hawkins (Deputy Administrator, National Ocean Service [NOS], NOAA)

- Future directions of NOS
  - expand and integrate observation systems to understand national scope of problems
    - make data available as soon as possible
    - role for Sea Grant
  - develop 24-7 high circulation models for U.S. coasts (long term goal)
  - unveil a Harmful Algal Bloom (HAB) Gulf Coast forecasting system
    - Web-based and accessible
    - Sea Grant can help inform public about system
  - inland watersheds are increasing in importance to NOAA
  - restoration science is a growing need
  - Dr. Hawkins wants to foster a good working relationship with Sea Grant
  - NOS is working with Sea Grant
    - Office of Response and Restoration habitat project
    - Sanctuaries project is leveraging Sea Grant outreach and education
- Discussion
  - NOS/Sea Grant are sharing port specialists in the Great Lakes and Charleston
  - Coastal Services Center is good vehicle for a Sea Grant connection
  - NOS, Sea Grant, and EPA port liaisons need to work together
  - security during Code Orange alerts restricts research projects

Sea Grant Association Report (Dr. Stickney)

- During March SGA meeting, 40 Congressional offices were visited
- SGA will develop a response to the OC Report
- Brief theme team reports were presented at meeting
  - Aquatic Nuisance Species is a new theme area – Dr. Reuter is the co-chair
  - theme team leadership will be examined every three years
  - additional funding is needed for more theme team papers
- First of a “brown bag” series was held in NOAA library
subject was TEDs and BRDs led by Gary Graham of Texas Sea Grant
feedback on seminar was positive
Assembly may present three or more seminars each year

- Program directors having PATs last year made presentations at the meeting
- Directors want to receive narrative responses to the PATs and the NSGO’s “super grade”
- No date set for next SGA meeting in the fall; spring meeting to be held March 7-8, 2005
- Leadership Retreat will be held in Long Beach, late July
- PPPP has been renamed Committee on Sea Grant Planning

New Panel Business

Response to Dr. Abel’s Letter (Drs. Baird, Schubel, and Schuler)

- Dr. Abel has requested a written response from the Panel about a suggestion made to him at Sea Grant Week that former directors and Panel members develop a long range vision for the Sea Grant program
- Drs. Baird, Schubel, and Schuler and Mr. Robinson are to write a letter to Dr. Abel concerning development of a long range vision for the Sea Grant Program by former Sea Grant directors and Panel members (pioneers). The letter will invite Dr. Abel to develop a discussion that he and another pioneer will lead at the November meeting. Their travel will be funded by Dr. Baird.

Advisory Committee Participation and PAT Reviews (Dr. Woeste)

- Openness, fairness, and objectivity are essential conditions for the Panel’s conduct of its PAT responsibilities.
- The Panel developed the following guidelines for its membership at PAT reviews
  - Panel members, other than those on the PAT, should not participate in program reviews
  - Panel members who are cooperators or clientele of the reviewed programs may participate in the specific session/section relevant to their programmatic involvement along with other clientele/program participants
  - Regarding service on program advisory committees, Panel members serving on institutional advisory committees must excuse themselves from all Panel deliberations and votes involving the institution or program
- The Panel acknowledges the value of personal understanding of the issues and programs encompassed in the National Sea Grant Program
- At the same time, the Panel is mindful of its responsibilities and wishes to fulfill them in a manner that will enjoy fully the trust and support of the cooperating institutions, their constituent and the general public
- A motion was made to codify the guidelines for Panel members at PAT reviews, the motion was seconded and passed
Old Panel Business

Panel Committees Will Report at Future Full Panel Meetings
• Executive Committee, chair Dr. Schubel
  S Mr. Robinson is vice chair
  S Dr. Friday is the Member-at-Large
  S Drs. Bell and Knatz are past chairs
• Nominating Committee, chair Dr. Knatz
  S is a standing committee
  S has a new chair appointed or reappointed chair every two years
S Panel Membership Committee, chair Dr. Friday
  S legislation has extended Panel membership for a year
  S Drs. Weis, Kudrna, and Mr. Stephan to be on the committee
• Science and Technology (S&T) Committee, chair Dr. Heath
  S committee not too active the past few years due to lack of funding
  S outside members from SGA and NOAA are on the committee
  S proposed future projects for the committee include
    • a retrospective on invasive species
    • engaging the NOAA matrix through S&T programs
S committee needs to be reactivated
• Program Evaluation Committee, chair Dr. Kudrna
  S reactivate committee at end of current PAT cycle
  S committee to track, study, provide input, and inform Panel about NRC Report
  S Drs. Hernandez-Avila, Weis, Friday and Mr. Stephan are committee members
• Minority Serving Institution (MSI) Committee
  S delete MSI committee from the roster; its role assigned elsewhere in NOAA
  S add new Ad Hoc Committee on Program Diversity, chair Dr. Woeste
    • committee will work with the SGA to promote education of minority students
    • Dr. Knatz will assist the committee
• Technology Transfer Committee, chair Dr. Bell
  S funds not available for two programs
    • Technology Fellows
    • Technology Advances
  S under matrix, transferring technology to NOAA is important
  S with input from Dr. Bell, committee duties and members to be revisited at next meeting

Panel Liaisons Will Report on an Ad Hoc Basis at Full Panel Meetings
• Communications, liaison Mr. Stephan
• Extension, liaison Dr. Kudrna to be replaced at next meeting by Dr. Woeste
• Education, liaison Dr. Arrington to be replace by Dr. Ross in June 2005
• Communications Review, liaisons Ms. Alden and Mr. Stephan, dissolve after review
• International Programs, liaison Dr. Hernandez-Avila
  Executive Committee moved, seconded and passed that International Programs become a new committee
  Chair of new committee is Dr. Hernandez
  members of committee are Drs. Bell, Duce, Knauss, and Weis
• Sea Grant Week Planning Committee 2005, liaison Dr. Woeste
• Aquaculture Theme Team, liaison Dr. Weis
• Biotechnology Theme Team, liaison Dr. Duce
• Coastal Communities Theme Team, liaison Mr. Robinson
• Coastal Hazards Theme Team, liaison Dr. Friday
• Digital Ocean Theme Team, liaison Dr. Bell
• Ecosystems Theme Team, liaison Dr. Weis
• Marine and Aquatic Science Literacy Theme Team, liaison Dr. Woeste
• Fisheries Theme Team, liaison Ms. Alden
• Urban Coasts Theme Team, liaisons Drs. Kudrna and Knatz
• Seafood Science and Technology Theme Team, liaison Mr. Stephan
• Aquatic Nuisance Species Theme Team, liaison Dr. Weis
• NOAA Research Senior Council, liaisons Drs. Schubel, Dr. Weis, Kudrna (transitioning to Mr. Robinson)
• NOAA Science Advisory Board, Drs. Knatz and Schubel (Drs. Friday and Bell will attend local meetings)

**NSGO Updates**

**Knauss Fellowships (Ms. Garber)**
• Class of 2004 consists of 33 fellows
  10 work in the Legislative Branch and require matching funds
  23 work in the Executive Branch
• Joint August class trip to Alaska
• Federal Register notice for the Class of 2005 is posted
  includes an increase in salary for health insurance
  Dr. Knauss will serve on the panel that selects fellows for the Class of 2005
• Mr Robinson will serve on the panel conducting a study of the Knauss program

**Ms. Agy**
• NOS/NMFS Response and Restoration proposals are due in April
  local programs work with offices in the region and state
  one proposal to be funded this year
  workshop to look at restoration
• Ms. Agy immersed in NOAA matrix matters
Rear Admiral Richard D. West (CORE)

- President of CORE since 2002
- Previously an oceanographer and navigator with the Navy
- CORE formed 10 years ago as an advocate of ocean science education
- Has 76 members with three more being processed
- Staff of 21 people
- Consists of five major programs
  - National Oceanographic Partner Program
  - Census of Marine Life
  - Ocean Research Interactive Laboratory
  - National Ocean Science Bowl
  - Centers for Ocean Sciences Education Excellence (COSEE)
- Implementation of the OC Report is most important current CORE goal
- Federal support of ocean research is $630M
- 94 percent of the public doesn’t understand oceans
- RADM West a member of the OAR Research Review Team
- Healthy NOAA is needed to take advantage of the OC Report
- Panel can help CORE increase Sea Grant’s appropriation and improve NOAA’s health by
  - Proving to Congress that Sea Grant is not a closed, restricted program
  - Working with CORE partners such as NASULGC
- Location within DOC a problem for NOAA, 62 percent of its appropriation goes to NOAA
- Dr. Schubel will send RADM West a copy of the Panel’s reply to the OC Report

Ms. Carroll, Staff, House Committee on Science, Subcommittee on Environment, Technology and Standards

- She is new to NOAA, replaced Eric Webster
- Included on the subcommittee’s agenda are
  - OC Report with hearings on May 5
  - NOAA Organic Act (NOAA requested to write outline)
  - OAR Research Review Team Report
- NOAA budget is healthy, particularly on the “dry side”
- NOAA Organic Act will help with OMB and Congress
- Subcommittee focusing on National Institute of Standards and Technology (NIST)
- Great Lakes Restoration Bill is being watched closely
- Invasive Species Research Bill may be reduced
- HAB Bill is being negotiated, Sea Grant outreach is in the bill
- Discussion concerning Sea Grant’s work under reauthorization
- Requirement of five PAT categories with boundaries is difficult
- Unfunded mandates impact individual program funding
Sea Grant is open and competitive and is not a closed system
S sustained funding is critical to the outreach infrastructure
• Dr. Schubel will send Ms. Carroll a copy of the Panel’s reply to the OC Report

NSGO Update (cont’d)

Fish Extension and Other Matters (Dr. Anderson)
• Fish Extension
  S expected $3M in 2003 of additional funding that was not received
  S received only $2M in additional funding in 2004
  S held competition for new agents in January of 2004
    • received 23 regional coordination proposals, selected 18
    • regional balance was good
    • will fund more projects if Sea Grant receives additional funding
  S mandate calls for regional coordination with NMFS and other agencies
  S NMFS could not supply additional funds
• Other Matters
  S progress made on all action items from the fall NMFS/SGA meeting
  S mechanism in place for fisheries regional level communication
• Discussion
  S Dr. Anderson is due to retire before the next Panel meeting
  S the Panel recognized Dr. Anderson for his
    • contributions to Sea Grant
    • bridge building with NMFS

Education (Dr. Day)
• The educators’ network meets regularly and is working on a strategic plan
• Sea Grant educators testified during the OC hearings
• CORE and Sea Grant partner in the COSEE effort
• NOAA has created a new office, Office of Education and Sustainable Development
• Dr. Day involved in NOAA’s matrix management process

Budget (Mr. Eigen)
• The FY 2004 Sea Grant appropriation of $62.4M was reduced 1.05 percent due to Congressional recessions
• $250K earmarked for Hawaii
• $2M topical earmark for fisheries extension

Wrap-up (Dr. Schubel)
• The Panel will meet November 17-18, 2004
• Sea Grant Week will be held June 5-8, 2005 in Maine
• Mr. Robinson was appointed Acting Panel Chair in Dr. Schubel’s absence
• Discussion about Sea Grant being a closed, restricted program
  S statistics can prove that Sea Grant is an open program
  S universities supported by Sea Grant and NSF are basically the same
  S that information needs to made available to Congress in hard numbers
• program openness problem may not be related to competitive research
  S programs complain their allocations are unfair because they came late to the network
  S this is the issue most heard on the Hill

Adjourn

Mr. Robinson made a motion that the meeting adjourn, it was seconded and passed