

National Sea Grant Advisory Board (NSGAB) Fall Meeting
November 3-4, 2015
Meeting Minutes

Hilton Hawaiian Hotel
2005 Kalia Road
Honolulu, HI 96815

Tuesday, November 03, 2015

OPEN TO THE PUBLIC 8:00 AM-5:00 PM HST

Roll Call:

Dale Baker, Paulinus Chigbu, Rosanne Fortner, Judith Gray, Brian Helmuth, Amber Mace, Michael Orbach, Nancy Rabalais, Rolland Schmitt, Richard Vortmann, Richard West, Nikola Garber (*ex-officio*), Sylvain DeGuise (*ex-officio*)

National Sea Grant Office (NSGO): Jim Berkson, Joshua Brown, David Chorney, Jonathan Eigen (Designated Federal Officer), Elizabeth Rohring

Other Attendees: Devaney Cherie, MS-AL Sea Grant; Penelope Dalton, Washington Sea Grant; Tim Downs, MIT Sea Grant; Edward Gordon Grau, Consultant for the NSGAB; Jennifer Hinden, National Sea Grant Office Contractor, Acentia; James Hurley, Wisconsin Sea Grant; Darren Lerner, Hawaii Sea Grant; Craig McLean, National Oceanic and Atmospheric Administration (NOAA) Office of Oceanic and Atmospheric Research (OAR); Jen Merrill, Delaware Sea Grant; James Murray, Consultant for the NSGAB; Lynn Wardwell, Maine Sea Grant; Joel Widder, Sea Grant Association; and Kathy Bryant, Starshine, Yiju Huang, Karman, and Ariana Kim from the Office of Senator Brian Schatz

Introductions, review agenda, approval of minutes, etc. (R. Schmitt, Chair, NSGAB)

March 2015 Draft Minutes

Motion by Dr. Rabalais to approve the March 2015 draft minutes with recommended changes that will be sent by the NSGAB to Ms. Hinden.

Dr. Mace 2nd, unanimous approval.

Motion Approved.

NOAA Research Update & Discussion (Craig McLean, Assistant Administrator, NOAA Research)

Mr. McLean discussed a possible marketing plan for Sea Grant. The public increasingly relies on NOAA's products and no one knows that better than Sea Grant Extension.

Q&A/Comments: Dr. Orbach asked what the NSGAB can do to be more useful to the NSGO and/ or to Mr. McLean. Mr. McLean replied the NSGAB can make the rest of NOAA aware of how great Sea Grant is, as you provide your feedback to NOAA through the chain of command, and by describing to Dr. Sullivan where you see how Sea Grant can be maximized.

Dr. Grau noted it would be beneficial for NOAA to brainstorm how Sea Grant is important to NOAA. Mr. McLean thinks it would be a great thing to add to the marketing plan. Where he really sees the gap is in awareness of what Sea Grant is and how it works. There are some people in NOAA who don't know what line office Sea Grant is in. He thinks we can close those gaps by mobilizing Sea Grant veterans. The notion would be to increase the engagement of the utility of Sea Grant where Sea Grant can be funded by other programs such as Coastal Services, National Ocean Service (NOS), National Marine Fisheries Service (NMFS), and National Weather Service (NWS).

Dr. Murray asked Mr. McLean to elaborate on the idea of a marketing plan and whether or not there is a need for the NSGAB. Back in 1999, the NSGAB had a committee chaired by John Byrne that developed a really excellent report "A Mandate to Engage Coastal Users". There are institutional issues that need to be revisited. He feels the marketing plan can building on the report that was done long ago. Mr. McLean noted there is a high value in looking at similar products. There is currently a critical period in the staffing of the NSGO. Mr. McLean feels senior voices of the SGA and NSGAB along with the AA in unison should engage other line offices.

National Sea Grant College Program (NSGCP), Director's Update (Nikola Garber, Acting Director, NSGCP)

Handouts: Sea Grant Appropriations & Program Officer Roles

Referred Reports for reading: Building Partnerships in NOAA-Byrne Report; Response, Integration Team Report; Sea Grant Research Report; Harvard Ledge Study.

Q&A/Comments: Admiral West noted pass-through money is the way to grow. Mr. Eigen noted the NSGO does not always accept overhead costs for pass-through money with the anticipation of building a partnership in the future. Some funds take a lot of work, and they want to encourage others to go through the NSGO. Dr. Garber added that the NSGO brings in \$140K a year in overhead for the John D. Knauss Marine Policy Fellowship Program.

In response to the Intergovernmental Personnel Agreement (IPA) discussion, Dr. DeGuise noted it is a heavy commitment on the programs to send their staff to the NSGO because they are also low on staffing. He suggested the NSGO look into the possibility of IPA's working part-time. It would be more ideal to have them work 2-3 days a month on a topic and develop relationships. It's very unlikely someone can commit a year or two. It would be better to define tasks rather than a time frame.

Sea Grant Association Update (Sylvain DeGuise, President, Sea Grant Association)

Comments: Admiral West noted the Science Research Council (SRC) came up with a future study to discuss what the NOAA OAR's role is 20 years from now. The SGA, NSGAB, and NSGO are all looking into the future of Sea Grant, and it needs to be in line with the study, and to make sure Sea Grant's capabilities are included.

Sea Grant 50th Anniversary Update (M. Orbach, NSGAB)

Dr. Orbach and Mr. Schmitt are representatives from the NSGAB. The Sea Grant 50th Anniversary will kick off in Washington, D.C. in March 2016. There will be a series of events involving the Hill and NOAA, followed by monthly themes.

The Knauss reception will include high level officials and Sea Grant Ambassadors. Representative Frank Pallone and Senator Brian Schatz were recommended as possible speakers as Sea Grant played a major role in their career. The monthly themes are as follows: March 2016 - The First 50 Years of Sea Grant, April 2016 - Knauss Marine Policy Fellowship, May 2016 - Community Resilience, June 2016 - Coastal Tourism, July 2016 - Water Resources, August 2016 - Graduate Education, September 2016 - Healthy Coastal Habitats, October 2016 - Aquaculture and Seafood, November 2016 - Workforce Development, December 2016 - Sustainable Development, January 2017 - "K to Gray" Education, February 2017 – Climate, and March 2017 - The Next 50 Years of Sea Grant.

A few things the committee is working on: showcasing Sea Grant trainees and Knauss fellows on where they are now, a 5-7 minute video, a congressional resolution, and a presidential proclamation addressing Sea Grant.

Comments: It was suggested that the group approach the National Marine Sanctuaries to showcase Sea Grant and have a speaker, a display at the Smithsonian Folklife Festival, and a national press release. Dr. DeGuise noted that West End Communications did a 71 page report on how Sea Grant can improve their communication and includes press contacts. Dr. Fortner suggested doing a series of stories on how Sea Grant has impacted a community or a life.

Reauthorization (N. Garber, NSGCP; R. Schmitt, NSGAB; S. DeGuise, SGA)

The S. 764 Reauthorization bill was replaced with Planned Parenthood. It is now under H.R. 1900 and being represented by Congresswoman Brenda Lawrence in Michigan. The Reauthorization bill has not been changed since replaced by the Parenthood Act. The goal is to correct the perception that is a Democratic bill. This is a bi-partisan bill in the Senate and that is the goal in the House Resources Committee.

Biennial Report to Congress (R. Fortner, NSGAB)

It is required that the NSGAB report to Congress every two years on the state of Sea Grant. The document lets the legislators know what's important to Sea Grant and where the program areas are meeting their responsibilities.

The proposed Sea Grant Reauthorization amends the language to production of this report at least every 3 years. It was suggested that the new report reflect Sea Grant's 50th Anniversary theme and what's been accomplished since inception.

Sea Grant Visioning/Sea Grant Roadmap (N. Garber, NSGCP; R. Schmitt, NSGAB; S. DeGuise, SGA)

During the last joint NSGAB and SGA meeting, the need to maintain the viability of Sea Grant was discussed. There was general support when that concept was put forward. The NSGAB and SGA need to look at the next 10 to 20 years, rather than the normal 4-year Strategic Plan. Sea Grant has brought forward the many great topics looking into the future that include climate change, weather, sea level rise, coastal resiliency, El Niño, and El Niña.

The Visioning Committee would have representation from the NSGAB, NSGO, and SGA. The goal is to have a draft by the March 2016 meeting and a final product in 2017. The audience of the document is NOAA, Congress, and Sea Grant partners and stakeholders. The document should discuss where Sea Grant will be 20 or so years from now and how to do it once a vision has been reached. The roadmap can come after the vision is accepted.

Comments: Dr. DeGuise noted if Sea Grant is going to engage in a campaign within NOAA, it would be nice to know where the committee is going in January before the President's budget is out.

Dr. Murray suggested stakeholders be involved in the comments, as well. This is an ally for selling and promoting Sea Grant's vision. Mr. Schmitt and Dr. Garber will collect suggested names of stakeholders.

Program Implementation & Evaluation (PIE) (N. Garber, NSGCP)

Admiral West suggested the NSGAB conduct a PIE II Committee to re-review the process and bring recommendations back to the NSGAB.

Comments: The Board agrees that the site visits should be incorporated into the review process. There is also a concern with the frequency of reviews and it was suggested that the reviews be conducted every three years and the PIE cycle be extended to 5 years. It was noted that the SGA has been discussing the process and also have recommendations.

Motion by Admiral West that he chair the PIE II Committee to review both the PIE and SRT processes.

Dr. Orbach 2nd, unanimous approval.

Motion approved.

Strategic Planning 2018-2021 (N.Garber, NSGCP)

Dr. Garber is looking for volunteers to be a part of the National Strategic Planning Committee to discuss whether or not the process should stay the same or change. The final draft NSGP should be complete by FY16 so that programs could put out their requests for proposals. Dr. Garber suggested an FY 18-19 plan followed by a 4-5 year plan.

Q&A/Comments: Dr. DeGuise noted that the evaluation process is not a concern, but calling for proposals for the next two years and not knowing what you are doing for the next 4 years is a problem, because it has to be relevant with the Strategic Plan. It will be discussed during the SGA meeting the following day.

Dr. Hurley suggested giving the SGA more time at Sea Grant Week. Dr. DeGuise suggested the committee think more along the lines of visioning rather than mandating a big exercise. Mr. Eigen noted the NSGO is considering a two year tabling of long term strategic planning and extend the current plan 2 years with minor updates where necessary and really go forward with long term strategic planning and visioning.

Dr. Garber suggested moving forward with a visioning committee and PIE II Committee to look at both of these processes with a draft final by the 2016 March Meeting. After the report, the Strategic Planning Committee will update or massage the current Strategic Plan with any updates for a 2 year period, and then the State programs can update their Strategic Plans. Following that the NSGO would do a full fledged 20-23 strategic planning process.

Dr. Grau suggested constituting theme teams. Dr. Garber replied theme teams help with ideas for focus areas which could feed off of visioning and that's a lot of information that could go into the Strategic Plan. It helps lessen the burden of the few people making up the review team. Dr. Mace noted if the theme teams feed into the Strategic Plan it needs more buy-in and engagement. We can fill this time with the engagement we said we didn't get last time and discuss how we want to engage.

Dr. DeGuise suggested the Program Mission Committee to have a discussion on how that could work, what could be the steps and timing and what could be the process that would influence the next Strategic Plan and report in March before the process is laid out.

Chair, Vice-Chair, Member-at-large Vote (R. Schmitten, NSGAB)

The Nominating Committee nominated for Chair, Mr. Dale Baker, and Dr. Amber Mace for Vice Chair pending no other nominations. No other nominations were brought forward. The NSGAB will vote on the Member-at-large position during the spring 2016 meeting.

Mr. Vortmann motioned to approve the nominations put forth by the Nominating Committee, as is. Dr. Rosanne Fortner 2nd, unanimous approval. Motion Approved.

National Ocean Sciences Bowl (R. West, NSGAB)

A brief overview was given on the National Ocean Sciences Bowl (NOSB) and the issues with the recent budget and how it has hurt the programs that fund the NOSB. Admiral West proposed the NSGAB look at a more formal relationship with Sea Grant and the NOSB, and see how Sea Grant can play a role in continuing this event. Admiral West wants Sea Grant to support the NOSB if they go to the Hill, etc. He wants solidity within the NOSB budget line and match it. A reasonable budget for the NOSB to run is \$1.2M a year, and the current budget is less than \$1M.

Admiral West motioned that Dr. Fortner chair the committee with his assistance to review the NOSB and how Sea Grant can participate with no assurance of funding. Dr. Helmuth offered his assistance. Dr. Nancy Rabalais 2nd, unanimous Approval. Motion approved.

Public meeting recessed until 8:00 am Wednesday, November 4, 2015.

Wednesday, November 4, 2015

OPEN TO THE PUBLIC 8:00 AM-12:00 PM HST

Roll Call:

Dale Baker, Paulinus Chigbu, Rosanne Fortner, Judith Gray, Brian Helmuth, Amber Mace, Michael Orbach, Nancy Rabalais, Rolland Schmitten, Richard Vortmann, Richard West, Nikola Garber (*ex-officio*), Sylvain DeGuise (*ex-officio*)

National Sea Grant Office: Jim Berkson, Joshua Brown, David Chorney, Jonathan Eigen (Designated Federal Officer)

Other Attendees: Penny Dalton, Washington Sea Grant; Edward Gordon Grau, Consultant for the NSGAB; Jennifer Hinden, National Sea Grant Office Contractor, Acentia; Darren Lerner, Hawaii Sea Grant; James Murray, Consultant for the NSGAB

Public Comment Period

No Public Comments

Charge to the Board-Review of the Sea Grant Extension-NOAA Liaison Positions (Dale Baker, NSGAB)

An overview of the charge was given. A conclusion of the review was not reached. The main goal is to standardize the agreements and discuss how to expand them further. Currently, there is a lack of knowledge on the need for these positions, as well as, the uncertainty of federal funding. It was discussed that the agreed upon cost each section pays is very ad hoc although newer agreements have been negotiated in the recent years.

Comments: Dr. Brown noted, the person in the position is responsible for finding funding to pay for part of their salary and it weighs heavily on their ability to perform.

Dr. Murray noted Sea Grant should put aside National Strategic Investment Money (NSI) money to help market Sea Grant. Sea Grant can lay out their outreach needs and put together an agreement. The NSGAB agreed the final product should be marketed within NOAA.

Mr. Schmitten concluded the conversation noting the committee will have their finished product to present to the NSGAB at the March meeting.

Globalization of the Sea Grant Model (R. Vortmann, NSGAB)

The purpose of the discussion is to look at options of expanding the Sea Grant model around the world. There needs to be legal clarity on the legislative language in the Sea Grant Legislation as to what Sea Grant can and can't do globally. For the short term the Globalization Committee will seek to invite Korea

to attend the March/October Meeting to discuss their relationship with Sea Grant and how other countries can participate legally.

Q&A and Comments: Mr. Schmitten noted NOAA has an Office of International Affairs Assistant Director who would be a great person to talk to on promoting the Sea Grant model.

Mr. Eigen noted the international language has been taken out of Sea Grant's Legislation, but the regular bill limits where we are supposed to do our work. This includes the US Coastal Zone, territories and high seas. We can't work in other governments' territorial waters.

Dr. Grau noted he has a lot of connections with Japan, and he has suggested using something close to the Sea Grant model. They are very interested, but have the same issue Sea Grant faces with funding. One idea to get around that is to have a Sea Grant conference at the Tokyo University Science and Technology Center to involve Sea Grant, Korea, and Japan. Also, there is a new graduate school of science and technology that has expressed interested in developing a Sea Grant like outreach program.

Dr. Helmuth noted that in the past 5 years he's been building an international coalition with ten different countries. They are looking for models to train scientists in other countries and branching out into the Middle East.

Dr. Murray noted Sea Grant needs to be able to learn from other countries and think of ways to have our extension agents go across the globe on sabbatical to learn about their techniques for holding back the ocean. The NSGO office can't do this alone and a relationship with the Office of International Affairs is important.

Dr. Mace noted this conversation fits well into the visioning conversation. We can bring people from other nations to program offices and the NSGO to develop changes. Mr. Darren Lerner noted he is working with folks involved with Korea Sea Grant and possibly something involving Japan.

Dr. Helmuth noted China has mentioned they wanted to bring someone in the US for a year to learn more about NOAA. They would like to sit in Silver Spring in the NOAA Climate Office. Mr. Schmitten suggested introducing them to the Sea Grant model, as well as, extension. Dr. Garber noted the NSGO is open to details.

Mr. Schmitten concluded the conversation by saying the NSGAB supports the continued discussion of globalization for the Sea Grant programs through the visioning process and targeting opportunities and seeking advice. Discussions should be dedicated at Sea Grant Week. Dr. Orbach suggested discussions with OAR International and Dr. Murray suggested speaking to Mr. Ruperto Chaparro and Dr. Karl Havens about "Shovel Ready" work with Cuba.

NSGAB Member Updates

NOAA Cooperative Science Centers (P Chigbu, NSGAB)

Q&A/Comments: Dr. Garber noted last fall Dr. Chigbu hosted the NOAA Educational Partnership Program. Dr. Garber talked about careers, NMFS and Knauss Fellowships. The NSGO is working with the NOAA office of Education on tracking students that have now become Knauss and NMFS Sea Grant fellows. Dr. Chigbu noted they have students that went through their summer bridge program that went to the University of Miami and is now a Hollings Scholar.

501C3 Committee Update (M. Orbach, A. Mace, R. Vortmann, NSGAB; & J. Eigen, NSGO)

The purpose of this committee was to get more money into Sea Grant programs at the state levels and the national level. The committee members include Dr. Michael Orbach, Dr. Amber Mace, Mr. Richard Vortmann from the NSGAB; and Mr. Jonathan Eigen from the NSGO.

Almost all state Sea Grant programs have mechanisms or some sort of 501c3 where constituents can donate directly to the Sea Grant program or specific project. The committee looked at models within the National Estuarine Research Reserve Association, the National Marine Sanctuaries Foundation, and the National Fish and Wildlife Foundation (NFWF). All models are very place based, or with NFWF which is nationally congressionally mandated. None of these models seem to be Sea Grant appropriate. Dr. Mace made the point that it's easier to get people to give to a particular project or familiar location than it is to say we are going to raise money to run the administrative office in DC.

The committee came to the conclusion that since state based programs have their own model, and the model isn't clear for the NSGO that they lie low for now. It isn't clear who would be finding the funding or doing that particular function in the NSGO.

Dr. Garber noted in the Senate Reauthorization bill that died, it was suggested that the NSGAB should do a report on looking at foundation support and how to fund more Knauss Fellows on the Hill.

Dr. Orbach noted if it does come back up again, we need to think about whether or not the NSOB needs a general foundation or if it's better to create a national NOSB foundation. Dr. Mace noted you need to have a hook, something specific like the NOSB could be something to fund raise for, but it does not make sense to have its' own 501C3. The Knauss Fellowship would be another very good specific target.

Meeting adjourned.