

## EDUCATION FIVE-YEAR IMPLEMENTATION PLAN 2010 – 2015







## EDUCATION VISION

An ocean literate public making informed environmental decisions.

## EDUCATION MISSION

To inspire ocean and climate literacy and conservation through national marine sanctuaries.

## INTRODUCTION

This implementation plan has been developed as a companion document to the National Oceanic and Atmospheric Administration (NOAA) Office of National Marine Sanctuaries (ONMS) Education Strategic Plan 2010-2020. The ONMS Education Strategic Plan is designed to ensure education excellence in sanctuary programming, increase ocean and climate literacy in the public, and cultivate partnerships that will enhance the impact of sanctuary messages, all in order to help maximize sanctuary resource protection and overall ocean health.

This five-year implementation plan outlines the goals, objectives and strategies contained in the Education Strategic Plan 2010-2020 and highlights the individual tasks required to execute the Plan for 2010-2015. In accomplishing these tasks, the Office of National Marine Sanctuaries seeks to instill a stronger understanding of our ocean and Great Lakes treasures and empower the American public to make informed environmental decisions.

The following Education Implementation Matrix lists the goals, objectives and strategies of the plan; denotes when during the five-year implementation period these activities will occur; and lists the anticipated staff and the level of effort required to accomplish each task.

## GOAL 1

### **Demonstrate Education Management Excellence.**

#### Outcome

A skilled team of education experts with a strong reputation for developing and delivering high-quality marine education materials and programs that effectively respond to ocean and Great Lakes issues in national marine sanctuaries.

The Office of National Marine Sanctuaries Education Team informs and inspires a wide variety of audiences through its programs, materials, and outreach. In order to credibly interpret, communicate, and translate ocean science, resource management, and policy issues to the general public, a standard of excellence must be maintained. Through the following priorities and actions, the education team will work to maintain a skilled, professional staff and excel in fulfilling the Office of National Marine Sanctuaries mandate to educate through close integration with the entire sanctuary system and other parts of NOAA.

## GOAL 2

### **Enhance Ocean and Climate Literacy through National Marine Sanctuaries.**

(Aligns to Goal 1 in NOAA Education Strategic Plan 2009-2029)

#### Outcome

Increased number of ocean and climate literate people who are capable of making informed and responsible decisions that may impact the ocean and its resources.

To be truly effective, the Office of National Marine Sanctuaries' messages must have an impact outside the boundaries of the National Marine Sanctuary System. Sanctuary sites serve as living laboratories and classrooms, where we can learn about the ocean and its relationship with the climate and ourselves. By aligning local and national programs and messages to ocean and climate literacy standards, the sanctuary system and other organizations can collectively inform and inspire the public to take action to protect the health of the ocean. By integrating important standardized principles throughout the various ways we reach diverse audiences, we increase the efficacy of our message.

## GOAL 3

### **Develop and strengthen strategic education partnerships.**

(Aligns with Goal 2, NOAA Education Strategic Plan)

#### Outcome

Increased visibility of the National Marine Sanctuary System and enhanced programming through strategic and effective education partnerships.

Partnerships can be effective mechanisms in advancing the Office of National Marine Sanctuaries education goals however, the process in establishing these links can be time-consuming and difficult. Additionally, not all partnerships are as equally beneficial to all parties or of significant value to the sanctuary system. The Office of National Marine Sanctuaries Education Team sees creation of effective partnerships, both internal and external as essential ways to effectively reach multiple audiences. Through the following priorities and actions, we hope to maximize the benefit of partnerships and minimize the time and labor involved in their creation and maintenance through strategic thinking, effective communication, and intelligent design and evaluation.

## STAFFING PLAN KEY AND DESCRIPTION

The Education Implementation Matrix that follows shows the anticipated staff and level of effort required to accomplish each task in the Education Five-Year Implementation Plan. This suggested staffing plan may be revised during implementation in order to ensure the best allocation of resources to accomplish all tasks.

When a staff member is anticipated to participate in a task, one of three estimated levels of effort is listed in that task column. These levels of effort are represented by the groupings of diamond symbols explained below. The activity levels represented for groups of staff are meant to show the average activity required; some members may have more required of them and some may have less.

◇ - One diamond, staff member is in some way involved with completion or coordination of the task.

◇◇ - Two diamonds, staff member is partially engaged in executing task and must actively provide input for task completion.

◇◇◇ - Three diamonds, staff member is fully engaged in executing the task and is intrinsically responsible for task completion.

### Selected Staff Member Definitions:

**Education Team** – consists of all education staff at site, regional and national levels.

**Headquarters Education Team** – education staff members that work within the headquarters element, includes the National Education Coordinator. This term is only used when there is a need to differentiate task efforts between the headquarters staff and other education team members.

**Education Executive Council** – consists of council members selected from the four regions, members of the headquarters education team, and ex-officio members as defined by the Education Executive Council Charter.

**Cross-Cut Team Leads** – represent the leads of cross-cutting programs which are applicable to the particular task, such as conservation science or maritime heritage.

**Designated Working Groups** – involve education staff of a site, regional and national level and are formed on an ad hoc basis to address tasks such as evaluation, exhibits/signage, partnerships, technology, program integration, etc.

See **Table A** for a list of staff categories and abbreviations used in the Education Implementation Matrix.

**TABLE A:**  
Staff categories and abbreviations used in the Education Implementation Matrix.

| Staff Category                       | Abbreviation |
|--------------------------------------|--------------|
| Education Division Chief             | EDC          |
| National Education Coordinator       | NEC          |
| Headquarters Education Team          | HET          |
| Education Executive Council          | EEC          |
| Education Team                       | EDT          |
| Site Education Coordinators          | SEC          |
| Site/Regional Superintendent         | SUPE         |
| Designated Working Group             | DWG          |
| National Exhibit Coordinator/Team    | EXH          |
| Communications Team                  | COM          |
| National Web Coordinator             | WEB          |
| National Science Team                | SCI          |
| National Outreach Coordinator        | NOC          |
| National Outreach Team               | OT           |
| National Multimedia Coordinator      | NMC          |
| National Volunteer Coordinator       | NVC          |
| National Partnership Coordinator     | NPC          |
| Site Volunteer Coordinators          | SVC          |
| MERITO/Cultural Coordinators         | MCC          |
| National MOA/MOU Coordinator         | MOA          |
| Cross-Cut Team Leads                 | XCT          |
| Facilities Coordinator               | FAC          |
| National Marine Sanctuary Foundation | NMSF         |
| IT Team                              | IT           |

## Goal 1: Demonstrate Education Management Excellence

Outcome: A skilled team of education experts with a strong reputation for developing and delivering high-quality marine education materials and programs that effectively respond to ocean and Great Lakes issues in national marine sanctuaries.

|       |                                                                                                                                                                       |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|---------|--------|-------|------------------------------------------------------|-------------------------------------|
| 1.1   | Objective 1: Build and maintain a dynamic education team                                                                                                              |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
| 1.1.1 | Strategy: Maintain the Education Executive Council (EEC).                                                                                                             |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|       | Task                                                                                                                                                                  | Description                                                                                                                                                 | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |         |        |       | Status                                               |                                     |
|       | A                                                                                                                                                                     | Finalize council charter; review and update every five years at a minimum.                                                                                  | X    |      |      |      |      | X    | ◇◇◇ EEC  | ◇ SEC   | ◇ EDT  |       | Implemented, next review FY15                        |                                     |
|       | B                                                                                                                                                                     | Appoint regional members on a rotational basis.                                                                                                             | X    | X    | X    | X    | X    | X    | ◇◇ EDT   | ◇◇ SUPE | ◇ NEC  |       | Implemented, regional staff serve 2-yr terms         |                                     |
|       | C                                                                                                                                                                     | Conduct at least two EEC meetings each year.                                                                                                                | X    | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ NEC  | ◇ EDC  |       | Phone conference if lack funds for in-person meeting |                                     |
| 1.1.2 | Strategy: Provide professional development opportunities for the Office of National Marine Sanctuaries education staff at all levels (i.e. site, regional, national). |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|       | A                                                                                                                                                                     | Define needs and compile list of training opportunities.                                                                                                    |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EDT  |        |       | Begin FY11, continues through FY15                   |                                     |
|       | B                                                                                                                                                                     | Include training workshops at annual education meetings.                                                                                                    |      | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ EDT  |        |       | Begin FY11, continues through FY15                   |                                     |
|       | C                                                                                                                                                                     | Identify and partner with other organizations for training opportunities.                                                                                   |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EDT  | ◇ EDC  |       | Begin FY11, continues through FY15                   |                                     |
|       | D                                                                                                                                                                     | Review and update matrix of education team expertise to determine internal training possibilities.                                                          |      | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EDT  |        |       | Begin FY11, continues through FY15                   |                                     |
|       | E                                                                                                                                                                     | Identify new technologies and funding to improve staff communication and professional development.                                                          |      | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ EDT  | ◇◇ IT  | ◇ EDC | Begin FY11, continues through FY15                   |                                     |
| 1.1.3 | Strategy: Create and encourage exchange opportunities to other sites, regions and headquarters within the Office of National Marine Sanctuaries and NOAA.             |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|       | A                                                                                                                                                                     | Implement at least two site/headquarters/NMSF exchanges in the next five years.                                                                             |      |      | X    | X    | X    | X    | ◇◇ EDT   | ◇◇ DWG  | ◇ SUPE | ◇ EDC | ◇ NMSF                                               | Begin FY10, continues through FY15  |
|       | B                                                                                                                                                                     | Work with ONMS cross-cut teams to identify two exchange opportunities to include education priorities (research cruise, etc.)                               |      | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ DWG  | ◇ SUPE | ◇ XCT |                                                      | Begin FY11, continues through FY15  |
|       | C                                                                                                                                                                     | Work with NOAA Education Council to identify two exchange opportunities with other NOAA programs.                                                           |      |      | X    | X    | X    | X    | ◇◇ EEC   | ◇ EDT   | ◇ SUPE |       |                                                      | Begin FY12, continues through FY15  |
| 1.1.4 | Strategy: Develop a career ladder identifying different levels for education staffing and provide a professional development plan to reach those levels.              |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|       | A                                                                                                                                                                     | Provide standardized descriptions and responsibilities for positions on the career ladder, reflective of new pay-banding system.                            | X    |      |      |      |      |      | ◇◇◇ HET  | ◇ EDT   |        |       |                                                      | In progress, 3/4 complete, due FY10 |
|       | B                                                                                                                                                                     | Update career ladder and professional development plans to keep current with ONMS staffing plan.                                                            |      | X    | X    | X    | X    | X    | ◇◇◇ HET  | ◇ EDT   |        |       |                                                      | Begin FY11, continues through FY15  |
| 1.2   | Objective 2: Successfully integrate sanctuary education into ONMS, NOS and NOAA planning process and protocols                                                        |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
| 1.2.1 | Strategy: Standardize education Annual Operating Plan (AOP) reporting across sites, regions and headquarters.                                                         |                                                                                                                                                             |      |      |      |      |      |      |          |         |        |       |                                                      |                                     |
|       | A                                                                                                                                                                     | Work with ONMS Strategic Planning Team to develop education AOP guidance.                                                                                   | X    |      |      |      |      |      | ◇◇ NEC   | ◇ EEC   |        |       |                                                      | Not implemented, due FY10           |
|       | B                                                                                                                                                                     | Establish training to ensure needed information is reflected in submitted AOPs.                                                                             | X    |      |      |      |      |      | ◇◇ NEC   | ◇◇ EEC  | ◇ EDT  |       |                                                      | Not implemented, due FY10           |
|       | C                                                                                                                                                                     | Evaluate ONMS education AOP categories each year to ensure accurate staff allocations to programming and projects at the site, regional and national level. |      | X    | X    | X    | X    | X    | ◇◇ EDT   | ◇◇ SUPE |        |       |                                                      | Begin FY11, continues through FY15  |

|       |                                                                                                                                                                                                                                                                       |                                                                                                                                                |      |      |      |      |      |      |          |         |         |                                     |                                                 |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|---------|---------|-------------------------------------|-------------------------------------------------|
| 1.2.2 | Strategy: Ensure representation at all internal sanctuary Executive Team (ET), Leadership Team (LT), cross-cutting, regional, facilities, policy/management plan development, and strategic planning meetings, as well as other program-wide summits and initiatives. |                                                                                                                                                |      |      |      |      |      |      |          |         |         |                                     |                                                 |
|       | Task                                                                                                                                                                                                                                                                  | Description                                                                                                                                    | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |         |         | Status                              |                                                 |
|       | A                                                                                                                                                                                                                                                                     | Assign ONMS education representative to attend meetings                                                                                        | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  | ◇ HET   | In progress, continues through FY15 |                                                 |
|       | B                                                                                                                                                                                                                                                                     | ONMS Representatives bring forward concerns/priorities from entire education team for discussions at meetings.                                 | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  | ◇ HET   | In progress, continues through FY15 |                                                 |
|       | C                                                                                                                                                                                                                                                                     | Report back to Education Team results of meetings and initiatives.                                                                             | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  | ◇ HET   | In progress, continues through FY15 |                                                 |
| 1.2.3 | Strategy: Work to ensure site, regional, and national education implementation plans complement each other and are included in the management planning process.                                                                                                       |                                                                                                                                                |      |      |      |      |      |      |          |         |         |                                     |                                                 |
|       | A                                                                                                                                                                                                                                                                     | Tie all AOP's and work plans into regional and national implementation plans, ensuring three-way compatibility.                                |      | X    | X    | X    | X    | X    | ◇◇◇ NEC  | ◇◇◇ HET | ◇◇◇ EDT | ◇◇ SUPE                             | Begin with FY11 planning, continue through FY15 |
|       | B                                                                                                                                                                                                                                                                     | Work closely with Management Plan Review team to develop standards for education strategies in management plan review processes.               | X    | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ DWG  | ◇ SCI   |                                     | Begin in FY10 for MPRs starting in FY 11        |
| 1.2.4 | Strategy: Ensure ONMS education representation in line office and NOAA-wide programs, committees and projects as applicable.                                                                                                                                          |                                                                                                                                                |      |      |      |      |      |      |          |         |         |                                     |                                                 |
|       | A                                                                                                                                                                                                                                                                     | ONMS education planning at all levels will support goals of the NOAA Education Strategic Plan.                                                 | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  | ◇◇ HET  |                                     | Begin FY10, continues through FY15              |
|       | B                                                                                                                                                                                                                                                                     | Strengthen site, regional and HQ level education relationships with NERRs, NMFS, and Climate Office within the next five years.                | X    | X    | X    | X    | X    | X    | ◇◇◇ HET  | ◇◇◇ EDT |         |                                     | Begin FY10, continues through FY15              |
|       | C                                                                                                                                                                                                                                                                     | Investigate other site-based data initiatives, find partners, and design educational programs, such as NODE, to deliver data in the classroom. |      | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ DWG  | ◇ SCI   |                                     | Begin FY11, continues through FY15              |
|       | D                                                                                                                                                                                                                                                                     | Integrate ONMS education into other NOAA-wide education initiatives such as "NOAA Knows."                                                      |      | X    | X    | X    | X    | X    | ◇◇ EEC   | ◇◇ DWG  | ◇ HET   |                                     | Begin FY11, continues through FY15              |
|       | E                                                                                                                                                                                                                                                                     | Provide leadership and bring forward ONMS priorities at meetings such as NOAA Education Council and NOAA Communications Committee.             | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  |         |                                     | Begin FY10, continues through FY15              |
|       | F                                                                                                                                                                                                                                                                     | Report back to Education Team results of meetings and initiatives.                                                                             | X    | X    | X    | X    | X    | X    | ◇◇ EDC   | ◇◇ NEC  |         |                                     | Begin FY10, continues through FY15              |

Table is continued on the next page

TABLE A: Staff categories and abbreviations used in the Education Implementation Matrix.

| Staff Category.....                 | Abbreviation | Site/Regional Superintendent.....      | SUPE | National Outreach Team.....           | OT  | Cross Cut Team Leads.....                 |
|-------------------------------------|--------------|----------------------------------------|------|---------------------------------------|-----|-------------------------------------------|
| Education Division Chief.....       | EDC          | Designated Working Group.....          | DWG  | National Multimedia Coordinator.....  | NMC | Facilities Coordinator.....               |
| National Education Coordinator..... | NEC          | National Exhibit Coordinator/Team..... | EXH  | National Volunteer Coordinator.....   | NVC | National Marine Sanctuary Foundation NMSF |
| Headquarters Education Team.....    | HET          | Communications Team.....               | COM  | National Partnership Coordinator..... | NPC | IT Team.....                              |
| Education Executive Council.....    | EEC          | National Web Coordinator.....          | WEB  | Site Volunteer Coordinators.....      | SVC |                                           |
| Education Team.....                 | EDT          | National Science Team.....             | SCI  | MERITO/Cultural Coordinators.....     | MCC |                                           |
| Site Education Coordinators.....    | SEC          | National Outreach Coordinator.....     | NOC  | National MOA/MOU Coordinator.....     | MOA |                                           |

## Goal 1: Demonstrate Education Management Excellence (CONTINUED)

Outcome: A skilled team of education experts with a strong reputation for developing and delivering high-quality marine education materials and programs that effectively respond to ocean and Great Lakes issues in National Marine Sanctuaries.

| 1.2.5 | Strategy: National, regional, and site education plans will complement national, regional, and sanctuary cross-cut programs.                                                                         |                                                                                                                                                                                                                      |      |      |      |      |      |      |          |        |         |        |                                     |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|---------|--------|-------------------------------------|
|       | Task                                                                                                                                                                                                 | Description                                                                                                                                                                                                          | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |         |        | Status                              |
|       | A                                                                                                                                                                                                    | Work with conservation science program to develop sentinel site communication messages at international, national, regional, and local level.                                                                        |      | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EDT | ◇◇ SCI  | ◇◇ XCT | Begin FY11, continues through FY15  |
|       | B                                                                                                                                                                                                    | Work with conservation science team to convey results of condition reports to different audiences at the national, regional, and local level.                                                                        |      | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ SCI  | ◇◇ XCT | Begin FY11, continues through FY15  |
|       | C                                                                                                                                                                                                    | Work with Maritime Heritage Program (MHP) to assist development of communication, education, and outreach plan; integrate MHP initiatives into national, regional, and site education plans.                         |      | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ SCI  | ◇◇ XCT | Begin FY11, continues through FY15  |
|       | D                                                                                                                                                                                                    | Assess current and ongoing education programs related to damage and resource protection issues within ONMS, identify with resource protection managers gaps in the programs at local, regional, and national levels. | X    | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ SCI  | ◇◇ XCT | Begin FY10, continues through FY15  |
|       | E                                                                                                                                                                                                    | Work with MHP to develop constituency for ONMS cultural resource education through the Maritime Heritage Conference, visitors' centers, and other venues.                                                            |      | X    | X    | X    | X    | X    | ◇ HET    | ◇◇ EDT | ◇◇ XCT  |        | Begin FY11, continues through FY15  |
|       | F                                                                                                                                                                                                    | Participate in cross-cut meetings as established, for example Small Boat working group, Sanctuary Advisory Council, resource protection meetings, etc.                                                               | X    | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EDT | ◇◇ XCT  |        | Begin FY10, continues through FY15  |
|       | G                                                                                                                                                                                                    | Include a science session/report-out periodically on Education Coordinators' calls as well as every annual meeting.                                                                                                  | X    | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EDT | ◇◇ SCI  | ◇◇ XCT | In progress, continues through FY15 |
| 1.3   | Objective 3: Maximize all funding opportunities                                                                                                                                                      |                                                                                                                                                                                                                      |      |      |      |      |      |      |          |        |         |        |                                     |
| 1.3.1 | Strategy: Pursue strategic government relations to support progressive international, national, regional, and local funding possibilities.                                                           |                                                                                                                                                                                                                      |      |      |      |      |      |      |          |        |         |        |                                     |
|       | A                                                                                                                                                                                                    | Identify and prioritize educational projects for intra-agency, inter-agency and inter-governmental (state, local) funding opportunities.                                                                             |      | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇ EDC   |        | Begin FY11, continues through FY15  |
|       | B                                                                                                                                                                                                    | Proactively pursue intra-agency, inter-agency and inter-governmental (state, local) funding opportunities.                                                                                                           |      |      | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ NMSF | ◇ EDC  | Begin FY12, continues through FY15  |
| 1.3.2 | Strategy: Pursue independent funding opportunities in partnership with supporting foundations (i.e. grants) for international, national, regional and local education programs, tools, and products. |                                                                                                                                                                                                                      |      |      |      |      |      |      |          |        |         |        |                                     |
|       | A                                                                                                                                                                                                    | Identify and prioritize educational projects.                                                                                                                                                                        | X    | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ NMSF | ◇ EDC  | Begin FY10, continues through FY15  |
|       | B                                                                                                                                                                                                    | Identify and proactively pursue possible funding sources.                                                                                                                                                            |      | X    | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ NMSF | ◇ EDC  | Begin FY11, continues through FY15  |
|       | C                                                                                                                                                                                                    | Develop matrix of all successful grants and track out-comes where appropriate.                                                                                                                                       |      |      | X    | X    | X    | X    | ◇◇ NEC   | ◇◇ SEC | ◇◇ HET  | ◇ EDC  | Begin FY12, continues through FY15  |

|                                                                                                                                                                                 |                                                                                                                              |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|--------|----------------------|------------------------------------|------------------------------------------------|
| 1.3.3                                                                                                                                                                           | Strategy: Develop merchandising, program revenue, and sponsorship mechanisms through external partnerships.                  |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
|                                                                                                                                                                                 | Task                                                                                                                         | Description                                                                                                                                                                 | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |        | Status               |                                    |                                                |
|                                                                                                                                                                                 | A                                                                                                                            | Finalize Atlas partnership.                                                                                                                                                 | X    | X    |      |      |      |      | ◇◇◇ NOC  | ◇◇ OT  | ◇ EDT  | Complete during FY11 |                                    |                                                |
|                                                                                                                                                                                 | B                                                                                                                            | Utilize past experience to develop plan for visitor center store sales, concessions, and other activities.                                                                  |      |      | X    | X    | X    | X    | ◇◇◇ NOC  | ◇◇ OT  | ◇◇ FAC | ◇◇ NMSF              | Begin FY12, continues through FY15 |                                                |
| 1.4 Objective 4: Optimize use of emerging technologies with training opportunities for staff development.                                                                       |                                                                                                                              |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
| 1.4.1                                                                                                                                                                           | Strategy: Education working group will assess technology needs and opportunities to ensure efficient and effective operation |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
|                                                                                                                                                                                 | A                                                                                                                            | Establish an internal working group to assess and evaluate new technologies and needs for the education program.                                                            |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ IT  | ◇ NEC  |                      | Begin FY11, continues through FY15 |                                                |
|                                                                                                                                                                                 | B                                                                                                                            | Develop a matrix to match emerging technologies with education and outreach program needs.                                                                                  |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇ IT   |        |                      | Begin FY11, continues through FY15 |                                                |
|                                                                                                                                                                                 | C                                                                                                                            | Work with communications staff to develop two multi-media training opportunities to meet evolving needs of internal and external audiences (social media, podcasting, etc). |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ SEC | ◇◇ WEB | ◇◇ COM               | ◇ IT                               | Begin FY11, continues through FY15             |
| 1.5 Objective 5: Ensure ONMS education staff familiarity, understanding, and involvement in the development and planning process for facilities, exhibits and signage programs. |                                                                                                                              |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
| 1.5.1                                                                                                                                                                           | Strategy: Integrate the education team into defined process for planning visitors' centers, exhibitry, and signage           |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
|                                                                                                                                                                                 | A                                                                                                                            | Develop training for designated site staff on Procurement, Acquisition, and Construction (PAC) fund criteria.                                                               |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ EXH | ◇◇ FAC | ◇◇ COM               | ◇ SEC                              | Create in FY11, continue training through FY15 |
|                                                                                                                                                                                 | B                                                                                                                            | Compile best practices/lessons learned procedures for project planning and resources required pre and post development.                                                     |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ EXH | ◇◇ FAC | ◇ SEC                |                                    | Begin FY11, continues through FY15             |
|                                                                                                                                                                                 | C                                                                                                                            | Work with Exhibits team to develop and implement national design standards for exhibits based on experience with Best Practices.                                            |      |      |      | X    | X    | X    | ◇◇ DWG   | ◇◇ EXH | ◇◇ FAC | ◇◇ COM               | ◇ SEC                              | Begin FY13, continues through FY15             |
| 1.6 Objective 6: Support collaborative system-wide education programs based on the ONMS education team's priorities.                                                            |                                                                                                                              |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
| 1.6.1                                                                                                                                                                           | Strategy: Ensure site and region involvement in system-wide education initiatives                                            |                                                                                                                                                                             |      |      |      |      |      |      |          |        |        |                      |                                    |                                                |
|                                                                                                                                                                                 | A                                                                                                                            | Develop and implement rubric to assist in prioritizing national education initiatives.                                                                                      |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ NEC | ◇◇ SEC |                      |                                    | Begin FY11, continues through FY15             |
|                                                                                                                                                                                 | B                                                                                                                            | Prioritize potential national education initiatives based on rubric with input by education team.                                                                           |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ NEC | ◇◇ SEC |                      |                                    | Begin FY11, continues through FY15             |
|                                                                                                                                                                                 | C                                                                                                                            | Determine use of mini-grant funding on yearly basis with input from education team.                                                                                         |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ NEC | ◇◇ SEC |                      |                                    | Begin FY11, continues through FY15             |
|                                                                                                                                                                                 | D                                                                                                                            | Provide input into education National Program Priority funding request as appropriate.                                                                                      |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ NEC | ◇◇ SEC |                      |                                    | Begin FY11, continues through FY15             |

Table is continued on the next page

TABLE A: Staff categories and abbreviations used in the Education Implementation Matrix.

|                                     |              |                                        |      |                                        |     |                                           |     |
|-------------------------------------|--------------|----------------------------------------|------|----------------------------------------|-----|-------------------------------------------|-----|
| Staff Category.....                 | Abbreviation | Site/Regional Superintendent.....      | SUPE | National Outreach Team.....            | OT  | Cross Cut Team Leads .....                | XCT |
| Education Division Chief.....       | EDC          | Designated Working Group .....         | DWG  | National Multimedia Coordinator .....  | NMC | Facilities Coordinator.....               | FAC |
| National Education Coordinator..... | NEC          | National Exhibit Coordinator/Team..... | EXH  | National Volunteer Coordinator .....   | NVC | National Marine Sanctuary Foundation NMSF |     |
| Headquarters Education Team .....   | HET          | Communications Team .....              | COM  | National Partnership Coordinator ..... | NPC | IT Team.....                              | IT  |
| Education Executive Council .....   | EEC          | National Web Coordinator .....         | WEB  | Site Volunteer Coordinators.....       | SVC |                                           |     |
| Education Team .....                | EDT          | National Science Team.....             | SCI  | MERITO/Cultural Coordinators.....      | MCC |                                           |     |
| Site Education Coordinators .....   | SEC          | National Outreach Coordinator.....     | NOC  | National MOAMOU Coordinator .....      | MOA |                                           |     |

## Goal 1: Demonstrate Education Management Excellence (CONTINUED)

Outcome: A skilled team of education experts with a strong reputation for developing and delivering high-quality marine education materials and programs that effectively respond to ocean and Great Lakes issues in National Marine Sanctuaries.

|       |                                                                                                  |                                                                                                |      |      |      |      |      |      |          |        |       |        |                                                     |
|-------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|-------|--------|-----------------------------------------------------|
| 1.7   | Objective 7: Evaluate progress toward goal of meeting effective education management excellence. |                                                                                                |      |      |      |      |      |      |          |        |       |        |                                                     |
| 1.7.1 | Strategy: Utilize evaluation working group to develop methods and tools to evaluate progress     |                                                                                                |      |      |      |      |      |      |          |        |       |        |                                                     |
|       | Task                                                                                             | Description                                                                                    | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |       | Status |                                                     |
|       | A                                                                                                | Maintain evaluation working group with volunteers from the education team.                     | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EEC | ◇ NEC |        | Begin development FY10, implement FY11 through FY15 |
|       | B                                                                                                | Develop toolbox to implement programmatic evaluation internally, by partners, and user groups. | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EEC | ◇ NEC |        | Begin development FY10, implement FY11 through FY15 |
|       | C                                                                                                | Develop and implement evaluation training for education team.                                  | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EEC | ◇ NEC |        | Begin FY10, continues through FY15                  |
|       | D                                                                                                | Develop yearly evaluation report for leadership and PART review.                               | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EEC | ◇ NEC |        | Begin FY10, continues through FY15                  |
|       | E                                                                                                | Evaluate all education performance measures and revise as needed.                              | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EEC | ◇ NEC |        | Begin FY10, continues through FY15                  |

## Goal 2: Enhance Ocean and Climate Literacy through National Marine Sanctuaries

### (Aligns to Goal 1 in NOAA Education Strategic Plan 2009-2029)

Outcome: Increased number of ocean and climate literate people who are capable of making informed and responsible decisions that may impact the ocean and its resources: ocean and Great Lakes issues in National Marine Sanctuaries.

|       |                                                                                                                                                                                                                                         |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|--------|--------|--------|------------------------------------|
| 2.1   | Objective 1: Assess existing levels of integration of ocean and climate literacy principles into all programming of the National Marine Sanctuary System (ONMS)                                                                         |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
| 2.1.1 | Strategy: Identify the role of National Marine Sanctuary System (ONMS) staff in ocean and climate literacy initiatives                                                                                                                  |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
|       | Task                                                                                                                                                                                                                                    | Description                                                                                                                                                | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |        |        | Status |                                    |
|       | A                                                                                                                                                                                                                                       | Compile a list of ocean and climate literacy consortia and efforts taking place across the country at state, regional, national, and international levels. |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ HET | ◇ EDC  | ◇ NEC  | ◇ EEC  | Begin FY10, continues through FY15 |
|       | B                                                                                                                                                                                                                                       | Define ONMS Education Team potential integration.                                                                                                          |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ HET | ◇ EDC  | ◇ NEC  | ◇ EEC  | Begin FY10, continues through FY15 |
| 2.1.2 | Strategy: Finalize overall plan for integrating ocean and climate literacy principles into existing ONMS education programs and projects                                                                                                |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
|       | D                                                                                                                                                                                                                                       | Prioritize and refine ocean and climate literacy principles to engage ONMS education target audiences.                                                     | X    | X    |      |      |      |      | ◇◇◇ DWG  | ◇◇ NEC | ◇◇ EEC |        |        | Complete in FY11                   |
|       | E                                                                                                                                                                                                                                       | Set up matrix of current ONMS education programs and determine what literacy principles are fulfilled.                                                     | X    | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇ NEC  | ◇ EEC  |        |        | Begin FY10, continues through FY15 |
| 2.2   | Objective 2: Refine ONMS messages using ocean and climate literacy principles and develop a suite of tools to ensure messages are integrated into future ONMS education programs (Aligns to Outcome 1.6, NOAA Education Strategic Plan) |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
| 2.2.1 | Strategy: Develop appropriate tools and messages using key ocean and climate literacy concepts as a framework                                                                                                                           |                                                                                                                                                            |      |      |      |      |      |      |          |        |        |        |        |                                    |
|       | A                                                                                                                                                                                                                                       | Define and prioritize key audiences.                                                                                                                       |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ EDC | ◇◇ NEC | ◇◇ EEC |        | Begin FY11, continues through FY15 |
|       | B                                                                                                                                                                                                                                       | Develop matrix of target audiences for local, regional, national, and international levels.                                                                |      | X    | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ NEC | ◇◇ EEC |        |        | Begin FY11, continues through FY15 |

| 2.2.1 | Strategy: Develop appropriate tools and messages using key ocean and climate literacy concepts as a framework (CONTINUED).                                                                          |      |      |      |      |      |      |          |         |        |        |                                    |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|---------|--------|--------|------------------------------------|
| Task  | Description                                                                                                                                                                                         | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |         |        |        | Status                             |
| C     | Assess traditional and innovative tools (technology, curricula, etc.) for ONMS education programming.                                                                                               |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ NEC  | ◇◇ EEC | ◇◇ SEC | Begin FY11, continues through FY15 |
| D     | Match appropriate audiences with developed tools and messages.                                                                                                                                      |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ SEC  | ◇◇ NEC | ◇◇ EEC | Begin FY11, continues through FY15 |
| 2.2.2 | Strategy: Incorporate ocean and climate literacy concepts into all program areas through examples of ONMS science, resource protection and maritime heritage activities.                            |      |      |      |      |      |      |          |         |        |        |                                    |
| A     | Education team to provide training to ONMS team members with selected ocean and climate literacy principles.                                                                                        |      |      | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ EDC  | ◇◇ NEC | ◇◇ EEC | Begin FY12, continues through FY15 |
| B     | Work with maritime heritage, science, resource protection and other cross-cut teams to ensure integration of principles and concepts into program areas to ensure cross-communication of all teams. |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ NEC  | ◇◇ EEC |        | Begin FY11, continues through FY15 |
| C     | Match appropriate ocean and climate literacy concepts to ONMS programs.                                                                                                                             |      | X    | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ NEC  | ◇◇ EEC | ◇◇ SEC | Begin FY11, continues through FY15 |
| D     | Assess current and on going education programs related to damage and resource protection issues, work with resource protection managers to identify gaps.                                           |      |      | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ SEC  | ◇◇ NEC | ◇◇ EEC | Begin FY12, continues through FY15 |
| 2.2.3 | Strategy: Collaborate with partners to include ocean and climate literacy messages in joint programs.                                                                                               |      |      |      |      |      |      |          |         |        |        |                                    |
| A     | Identify partners with appropriate platforms for ONMS messages at site, regional, national and international levels.                                                                                |      |      | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ COM  | ◇◇ NEC | ◇◇ EEC | Begin FY12, continues through FY15 |
| B     | Develop content and venue with partners to deliver messages.                                                                                                                                        |      |      | X    | X    | X    | X    | ◇◇ DWG   | ◇◇ COM  | ◇◇ NEC | ◇◇ EEC | Begin FY12, continues through FY15 |
| 2.2.4 | Strategy: Partner with celebrities to increase the public prominence of ocean issues.                                                                                                               |      |      |      |      |      |      |          |         |        |        |                                    |
| A     | Develop a list of appropriate celebrities to convey messages.                                                                                                                                       |      | X    | X    | X    | X    | X    | ◇◇ COM   | ◇◇ NMSF | ◇◇ EDT |        | Begin FY11, continues through FY15 |
| B     | Work with the National Marine Sanctuary Foundation to approach and recruit celebrities.                                                                                                             |      |      | X    | X    | X    | X    | ◇◇ COM   | ◇◇ NMSF | ◇◇ EDT |        | Begin FY12, continues through FY15 |

Table is continued on the next page

TABLE A: Staff categories and abbreviations used in the Education Implementation Matrix.

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|--------------------------------|--------------|-----------------------------------|------|----------------------------------|-----|-------------------------------------------|
| Education Division Chief       | EDC          | Designated Working Group          | DWG  | National Multimedia Coordinator  | NMC | Facilities Coordinator                    |
| National Education Coordinator | NEC          | National Exhibit Coordinator/Team | EXH  | National Volunteer Coordinator   | NVC | National Marine Sanctuary Foundation NMSF |
| Headquarters Education Team    | HET          | Communications Team               | COM  | National Partnership Coordinator | NPC | IT Team                                   |
| Education Executive Council    | EEC          | National Web Coordinator          | WEB  | Site Volunteer Coordinators      | SVC |                                           |
| Education Team                 | EDT          | National Science Team             | SCI  | MERITO/Cultural Coordinators     | MCC |                                           |
| Site Education Coordinators    | SEC          | National Outreach Coordinator     | NOC  | National MOA/MOU Coordinator     | MOA |                                           |

## Goal 2: Enhance Ocean and Climate Literacy through National Marine Sanctuaries (CONTINUED)

### (Aligns to Goal 1 in NOAA Education Strategic Plan 2009-2029)

Outcome: Increased number of ocean and climate literate people who are capable of making informed and responsible decisions that may impact the ocean and its resources.ocean and Great Lakes issues in National Marine Sanctuaries.

| 2.2.5 | Strategy: Utilize exhibits, signage and kiosks as tools to further ocean and climate literacy messages                                                                                                                                  |                                                                                                                                                                                                                                                            |      |      |      |      |      |      |          |         |        |             |                                       |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|---------|--------|-------------|---------------------------------------|
|       | Task                                                                                                                                                                                                                                    | Description                                                                                                                                                                                                                                                | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |         |        |             | Status                                |
|       | A                                                                                                                                                                                                                                       | Contribute to NOAA-wide exhibit initiatives (e.g. NOAA Knows, etc).                                                                                                                                                                                        |      | X    | X    | X    | X    | X    | ◇◇ EXH   | ◇◇ DWG  | ◇◇ COM |             | Begin FY11, continues through FY15    |
|       | B                                                                                                                                                                                                                                       | Develop an interpretive plan to link key stories and messages with informal education institutions at the local, regional, national, and international levels.                                                                                             |      |      | X    | X    |      |      | ◇◇◇ EXH  | ◇◇◇ DWG | ◇◇ COM |             | Complete by FY12                      |
|       | C                                                                                                                                                                                                                                       | Catalogue on intranet examples of exhibit/kiosk/signage installations.                                                                                                                                                                                     |      | X    | X    |      |      |      | ◇◇◇ EXH  | ◇ IT    |        |             | Complete by FY12, update as necessary |
| 2.2.6 | Strategy: Utilize best practices guidebook for all education and outreach project tools                                                                                                                                                 |                                                                                                                                                                                                                                                            |      |      |      |      |      |      |          |         |        |             |                                       |
|       | A                                                                                                                                                                                                                                       | Finalize and implement best practices guidebook.                                                                                                                                                                                                           | X    | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ SEC  | ◇◇ COM | ◇ EXH ◇ NMC | Complete FY10, implement through FY15 |
|       | B                                                                                                                                                                                                                                       | Provide feedback to best practices team on ease of use and evaluation of success. Update guidebook as necessary.                                                                                                                                           |      | X    | X    | X    | X    | X    | ◇◇ EDT   | ◇◇ COM  |        |             | Begin in FY11, continues through FY15 |
| 2.3   | Objective 3: Develop and enhance ocean and Great Lakes stewardship opportunities through collaboration with formal and informal education groups (Aligns to Outcome 1.2, NOAA Education Strategic Plan)                                 |                                                                                                                                                                                                                                                            |      |      |      |      |      |      |          |         |        |             |                                       |
| 2.3.1 | Strategy: Work with professional education organizations at the international, national, regional, and local level to integrate ocean and climate principles into larger education initiatives                                          |                                                                                                                                                                                                                                                            |      |      |      |      |      |      |          |         |        |             |                                       |
|       | A                                                                                                                                                                                                                                       | Identify professional education organizations that could be possible partners at the international, national, regional, state and local levels.                                                                                                            |      | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EEC  | ◇◇ SEC |             | Begin FY11, continues through FY15    |
|       | B                                                                                                                                                                                                                                       | Engage identified professional organizations, e.g. National Science Teachers Association, National Marine Educators' Association, North American Association of Environmental Educators, to use ONMS examples to demonstrate ocean and climate principles. |      | X    | X    | X    | X    | X    | ◇◇ HET   | ◇◇ EEC  | ◇◇ SEC |             | Begin FY11, continues through FY15    |
|       | C                                                                                                                                                                                                                                       | Contribute ONMS education content to professional education organization publications and regional/national conferences.                                                                                                                                   | X    | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ HET  | ◇◇ SEC |             | Begin FY10, continues through FY15    |
|       | D                                                                                                                                                                                                                                       | Invite professional education organization representatives to ONMS local, regional, national, and international education programs, events, and meetings.                                                                                                  |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ HET  | ◇◇ SEC |             | Begin FY11, continues through FY15    |
|       | E                                                                                                                                                                                                                                       | Develop strategies for ONMS education representatives to participate on boards of national professional education groups.                                                                                                                                  |      | X    | X    | X    | X    | X    | ◇◇◇ EEC  | ◇◇ HET  | ◇◇ SEC |             | Begin FY11, continues through FY15    |
|       | F                                                                                                                                                                                                                                       | Contribute content and activities to partners, highlighting ocean and climate literacy concepts using ONMS examples.                                                                                                                                       |      |      | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ HET  | ◇ SEC  |             | Begin FY12, continues through FY15    |
| 2.3.2 | Strategy: Work with partners to contribute content and activities for curricular materials to increase the likelihood ocean and climate literacy concepts illustrated by national marine sanctuaries may be included in future editions |                                                                                                                                                                                                                                                            |      |      |      |      |      |      |          |         |        |             |                                       |
|       | A                                                                                                                                                                                                                                       | Develop working group to assess new curriculum delivery methods.                                                                                                                                                                                           |      |      | X    | X    | X    | X    | ◇◇◇ DWG  | ◇◇ HET  | ◇◇ EEC |             | Begin FY12, continues through FY15    |

| 2.3.2 | Strategy: Work with partners to contribute content and activities for curricular materials to increase the likelihood ocean and climate literacy concepts illustrated by national marine sanctuaries may be included in future editions of concept development. |      |      |      |      |      |      |          |  |  |                                      |                                             |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--|--|--------------------------------------|---------------------------------------------|
| Task  | Description                                                                                                                                                                                                                                                     | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |  |  |                                      | Status                                      |
| B     | Identify potential partners for development, production and distribution of curricular materials.                                                                                                                                                               |      |      | X    | X    | X    | X    |          |  |  | ◇ SEC                                | Begin FY12, continues through FY15          |
| C     | Contribute content and activities to partners, highlighting ocean and climate literacy concepts using ONMS examples.                                                                                                                                            |      |      | X    | X    | X    | X    |          |  |  | ◇ SEC                                | Begin FY12, continues through FY15          |
| 2.3.3 | Strategy: Collaborate on ocean and climate literacy campaigns.                                                                                                                                                                                                  |      |      |      |      |      |      |          |  |  |                                      |                                             |
| A     | Participate with non-profits, non-governmental organizations, ocean-related foundations and other government agencies to integrate concepts into a coordinated program, using sanctuary messages as appropriate.                                                |      |      | X    | X    | X    | X    |          |  |  | ◇ SEC<br>◇ NMSF<br>◇ EEC             | Create campaign FY12, cont. through FY15    |
| 2.3.4 | Strategy: Pursue media/multi-media opportunities to incorporate ocean and climate literacy messages.                                                                                                                                                            |      |      |      |      |      |      |          |  |  |                                      |                                             |
| A     | Work with communications/media team to convey sanctuary informal education messages (including ocean/climate principles through national marine sanctuaries) in news media outlets.                                                                             | X    | X    | X    | X    | X    | X    |          |  |  | ◇◇ COM<br>◇◇ DWG<br>◇◇ NMC           | Begin FY10, continues through FY15          |
| B     | Increase participation in environmental media/multi-media events, e.g. film festivals such as Blue Ocean, by developing matrix of potential events.                                                                                                             |      | X    |      |      |      |      |          |  |  | ◇◇◇ NMC<br>◇◇ DWG<br>◇◇ COM          | Develop matrix by FY11, update as necessary |
| C     | Develop ONMS multimedia products, to include podcasts, Google Ocean layers, films and documentaries.                                                                                                                                                            |      | X    | X    | X    | X    | X    |          |  |  | ◇◇ OT<br>◇◇ HET<br>◇◇ SEC            | Begin FY11, continues through FY15          |
| 2.4   | Objective 4: Work with the ONMS network of volunteers to help ensure public knowledge and stewardship of ocean and Great Lakes resources (Aligns with Outcome 1.4, NOAA Education Strategic Plan)                                                               |      |      |      |      |      |      |          |  |  |                                      |                                             |
| 2.4.1 | Strategy: Formalize volunteer program at national and local levels                                                                                                                                                                                              |      |      |      |      |      |      |          |  |  |                                      |                                             |
| A     | Hire a national volunteer coordinator and establish a volunteer budget.                                                                                                                                                                                         | X    | X    | X    | X    |      |      |          |  |  | ◇◇ EDC<br>◇◇◇ NEC<br>◇◇ SVC          | Complete by FY13                            |
| B     | Expand volunteer training to promote ocean and climate literacy concepts to both volunteers and the audiences they reach.                                                                                                                                       |      |      |      | X    | X    | X    |          |  |  | ◇◇ NVC<br>◇◇◇ SVC<br>◇◇ SEC          | Begin FY13, continues through FY15          |
| C     | Create models of types of volunteer education, outreach and citizen science programs that could be tailored and adopted based on needs of sites.                                                                                                                |      |      |      | X    | X    | X    |          |  |  | ◇◇ NVC<br>◇◇◇ SVC<br>◇◇ XCT<br>◇ SEC | Begin FY13, continues through FY15          |
| D     | Work with partners to enhance sanctuary and ocean messages delivered through partner and sanctuary volunteer networks.                                                                                                                                          |      |      |      | X    | X    | X    |          |  |  | ◇◇ NVC<br>◇◇ SVC<br>◇◇ COM           | Begin FY13, continues through FY15          |

Table is continued on the next page

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| Education Team                 | EDT          | National Science Team             | SCI  | MERITO/Cultural Coordinators     | MCC |                                           |
| Site Education Coordinators    | SEC          | National Outreach Coordinator     | NOC  | National MOA/MOU Coordinator     | MOA |                                           |

## Goal 2: Enhance Ocean and Climate Literacy through National Marine Sanctuaries (CONTINUED)

### (Aligns to Goal 1 in NOAA Education Strategic Plan 2009-2029)

Outcome: Increased number of ocean and climate literate people who are capable of making informed and responsible decisions that may impact the ocean and its resources.ocean and Great Lakes issues in National Marine Sanctuaries.

|       |                                                                                                                                                                                               |                                                                                                                          |      |      |      |      |      |      |          |        |        |        |                                    |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|--------|--------|------------------------------------|
| 2.5   | Objective 5: Adapt ONMS programs and products to suit evolving demographics, indigenous cultures, and different user groups (Aligns with Outcomes 1.3 and 2.1, NOAA Education Strategic Plan) |                                                                                                                          |      |      |      |      |      |      |          |        |        |        |                                    |
| 2.5.1 | Strategy: Maintain and enhance multi-cultural programming at national, regional, and site level reflective of local community demographics.                                                   |                                                                                                                          |      |      |      |      |      |      |          |        |        |        |                                    |
|       | Task                                                                                                                                                                                          | Description                                                                                                              | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |        | Status |                                    |
|       | A                                                                                                                                                                                             | Conduct national, regional, and local needs assessments for multi-cultural education.                                    |      |      |      | X    | X    | X    | ○○○ MCC  | ○○ HET | ○○ SEC |        | Begin FY13, continues through FY15 |
|       | B                                                                                                                                                                                             | Team with both formal and informal education groups to reach new user audiences.                                         |      | X    | X    | X    | X    | X    | ○○○ MCC  | ○○ HET | ○○ SEC | ○○ NOC | Begin FY11, continues through FY15 |
|       | C                                                                                                                                                                                             | Adapt/develop programs and materials to fulfill multi-cultural programming needs.                                        |      |      |      |      | X    | X    | ○○○ MCC  | ○○ HET | ○○ SEC | ○○ NOC | Begin FY14, continues through FY15 |
| 2.6   | Objective 6: Evaluate goal to ensure ocean and climate literacy have been effectively integrated into all education strategies (Aligns with Outcome 1.1, NOAA Ed Strategic Plan)              |                                                                                                                          |      |      |      |      |      |      |          |        |        |        |                                    |
| 2.6.1 | Strategy: Utilize evaluation working group to develop methods and tools to evaluate progress.                                                                                                 |                                                                                                                          |      |      |      |      |      |      |          |        |        |        |                                    |
|       | A                                                                                                                                                                                             | Utilize evaluation toolbox to implement evaluation across education programs.                                            | X    | X    | X    | X    | X    | X    | ○○○ DWG  | ○○ NEC | ○○ SEC |        | Begin FY10, continues through FY15 |
|       | B                                                                                                                                                                                             | Assess with partners any needs to amend programs to ensure ocean and climate literacy goals are addressed and evaluated. |      |      |      | X    | X    | X    | ○○ DWG   | ○○ NEC | ○○ SEC |        | Begin FY13, continues through FY15 |

## Goal 3: Develop and Strengthen Strategic Education Partnerships (Aligns with Goal 2, NOAA Education Strategic Plan 2009-2029)

Outcome: Increased visibility of the ONMS and enhanced programming through strategic and effective education partnerships.

| 3.1   | Objective 1: Create a robust strategy for education partnerships at the international, national, regional, and local levels (Aligns with Outcomes 2.1 and 2.2, NOAA Education Strategic Plan) |      |      |      |      |      |      |          |         |        |        |                                    |  |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|---------|--------|--------|------------------------------------|--|
| 3.1.1 | Strategy: Develop and implement plan to create and manage effective education and outreach partnerships.                                                                                      |      |      |      |      |      |      |          |         |        |        |                                    |  |
| Task  | Description                                                                                                                                                                                   | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |         |        |        | Status                             |  |
| A     | Define strategic and effective education partnerships.                                                                                                                                        |      | X    |      |      |      |      | ○○○ NPC  | ○○○ DWG | ○○ NEC |        | Complete by FY11                   |  |
| B     | Create rubric to evaluate current and future education partnerships; ensuring mission and goal alignment and assessment of partnerships that work for ONMS.                                   |      | X    | X    |      |      |      | ○○○ DWG  | ○○ NPC  | ○○ HET |        | Complete by FY12                   |  |
| C     | Evaluate existing partnerships using the created rubric; create formal agreements with existing partners after assessment, as appropriate or required.                                        |      |      |      | X    | X    | X    | ○○○ DWG  | ○○○ NPC | ○○ HET |        | Begin FY13, continues through FY15 |  |
| D     | Seek out new partnerships based on a gap analysis and strategic education priorities.                                                                                                         |      |      |      | X    | X    | X    | ○○○ NPC  | ○○○ DWG | ○○ NEC | ○○ SEC | Begin FY13, continues through FY15 |  |

| 3.1.2 Strategy: Streamline creation and approval process for education program Memorandums of Agreement (MOA) and Memorandums of Understanding (MOU).                        |                                                                                                                                                        |      |      |      |      |      |      |          |        |        |        |                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|----------|--------|--------|--------|--------------------------------------------------|
| Task                                                                                                                                                                         | Description                                                                                                                                            | FY10 | FY11 | FY12 | FY13 | FY14 | FY15 | Staffing |        |        |        | Status                                           |
| A                                                                                                                                                                            | Create a reference library of approved MOAs/MOUs.                                                                                                      |      |      | X    |      |      |      | ○○○ MOA  | ○○ NPC | ○○ DWG | ○○ HET | ○○ XCT<br>Create library by FY12, update as req. |
| B                                                                                                                                                                            | Define when MOA/MOUs apply and need to be created for education programs.                                                                              |      | X    | X    | X    |      |      | ○○○ MOA  | ○○ NPC | ○○ DWG |        | Begin in FY11, continues through FY15            |
| C                                                                                                                                                                            | Provide training and assistance in MOA/MOU development to ONMS education team.                                                                         |      |      | X    | X    | X    |      | ○○○ MOA  | ○○ NPC | ○○ HET |        | Begin in FY12, continue through FY15             |
| 3.1.3 Strategy: Work across ONMS and with Cross Cut (conservation science, maritime heritage, etc.) teams to expand existing partnerships to include education and outreach. |                                                                                                                                                        |      |      |      |      |      |      |          |        |        |        |                                                  |
| A                                                                                                                                                                            | Develop and incorporate approved standard language for use within partnership agreements to ensure usage rights for education and outreach purposes.   |      | X    | X    | X    | X    | X    | ○○○ MOA  | ○○ NPC | ○○ NEC | ○○ HET | ○○ XCT<br>Begin in FY11, continues through FY15  |
| B                                                                                                                                                                            | Identify education involvement in ONMS partnership planning to ensure all partnerships include education elements when appropriate (HQ, region, site). |      | X    | X    | X    | X    | X    | ○○ MOA   | ○○ NPC | ○○ NEC | ○○ XCT | ○○ COM<br>Begin in FY11, continues through FY15  |
| C                                                                                                                                                                            | Make recommendations about specific budget and personnel to help ensure the education objectives of partnerships are met.                              |      |      | X    | X    | X    | X    | ○○ NPC   | ○○ EEC | ○○ DWG |        | Begin in FY12, continue through FY15             |
| 3.2 Objective 2: Evaluate education partnership program effectiveness                                                                                                        |                                                                                                                                                        |      |      |      |      |      |      |          |        |        |        |                                                  |
| 3.2.1 Strategy: Use established baseline to assess strategic goals over time.                                                                                                |                                                                                                                                                        |      |      |      |      |      |      |          |        |        |        |                                                  |
| A                                                                                                                                                                            | Complete a review of the education partnership program every five years, amending agreements with partners as necessary.                               |      |      |      | X    | X    | X    | ○○○ NPC  | ○○ DWG | ○○ NEC | ◇ SEC  | Begin baseline in FY13, update as req.           |
| 3.2.2 Strategy: Provide means for partners to evaluate education programs.                                                                                                   |                                                                                                                                                        |      |      |      |      |      |      |          |        |        |        |                                                  |
| A                                                                                                                                                                            | Create a mechanism for partners to provide feedback, appropriate to partnership.                                                                       | X    | X    | X    | X    |      |      | ○○○ NPC  | ○○ DWG | ○○ NEC | ◇ SEC  | Create and implement mechanism by FY13           |

**TABLE A: Staff categories and abbreviations used in the Education Implementation Matrix.**

Staff Category.....Abbreviation  
 Education Division Chief.....EDC  
 National Education Coordinator.....NEC  
 Headquarters Education Team.....HET  
 Education Executive Council.....EEC  
 Education Team.....EDT  
 Site Education Coordinators.....SEC

Site/Regional Superintendent.....SUPE  
 Designated Working Group.....DWG  
 National Exhibit Coordinator/Team.....EXH  
 Communications Team.....COM  
 National Web Coordinator.....WEB  
 National Science Team.....SCI  
 National Outreach Coordinator.....NOC

National Outreach Team.....OT  
 National Multimedia Coordinator.....NMC  
 National Volunteer Coordinator.....NVC  
 National Partnership Coordinator.....NPC  
 Site Volunteer Coordinators.....SVC  
 MERITO/Cultural Coordinators.....MCC  
 National MOA/MOU Coordinator.....MOA

Cross-Cut Team Leads.....XCT  
 Facilities Coordinator.....FAC  
 National Marine Sanctuary Foundation NMSF  
 IT Team.....IT



AMERICA'S UNDERWATER TREASURES