



2010
SITE REVIEW TEAM
BRIEFING BOOK

Agenda

National Sea Grant Site Review of the Mississippi-Alabama Sea Grant Consortium
June 8-9, 2010
Dauphin Island and Mobile, AL

Tuesday, June 8

Dauphin Island Sea Lab, Dauphin Island, AL

8:00 a.m.	Welcome Site Review Team (LaDon Swann, director, and Stephen Sempier, deputy director)
Program Management and Organization	
8:30 a.m.	Discussion between the Site Review Team and the MASGC Management Team
10:00 a.m.	MASGC Board of Directors meeting
Noon	Catered lunch with Site Review Team, Board of Directors and Advisory Council (Gambling Against Mother Nature video)
1:00 p.m.	Site Review Team presentation on purpose of site review
1:30 p.m.	Joint Board of Directors and Advisory Council meeting Annual program summary will be presented and further discussions on programmed team approach and program relevance.
3:00 p.m.	Break
Stakeholder Engagement	
3:30 p.m.	Panel discussion with extension, outreach and education (EOE) leaders
5:00 p.m.	Adjourn
5:00 p.m.	Site Review Team closed meeting
6:00 p.m.	Reception at the Estuarium: (Life on the Water Oral History)

Wednesday, June 9

International Trade Center, Alabama State Docks, Mobile, AL

Stakeholder Engagement	
8:00 a.m.	Constituent Panel 1: Panel members from Alabama and Mississippi 1. Safe and Sustainable Seafood 2. Healthy Coastal Ecosystems
9:00 a.m.	Constituent Panel 2: Panel members from Alabama and Mississippi 1. Sustainable Coastal Development 2. Hazard-Resilient Coastal Communities
10:00 a.m.	Break
Collaborative Network/NOAA Activities	
10:30 a.m.	Discussion led by MASGC director and Management Team
10:45 a.m.	Discussion led by NOAA partners via conference call
11:30 a.m.	Discussion led by regional and national partners via conference call
Noon	Working lunch for Site Review Team at Mobile hotel and Sea Grant-sponsored lunch for invited guests
1:00 p.m.	Closed session for Site Review Team
3:45 p.m.	Site Review Team meets with MASGC director
4:30 p.m.	Site Review Team meets with Board of Directors and Advisory Council (conference call)
5:30 p.m.	Adjourn

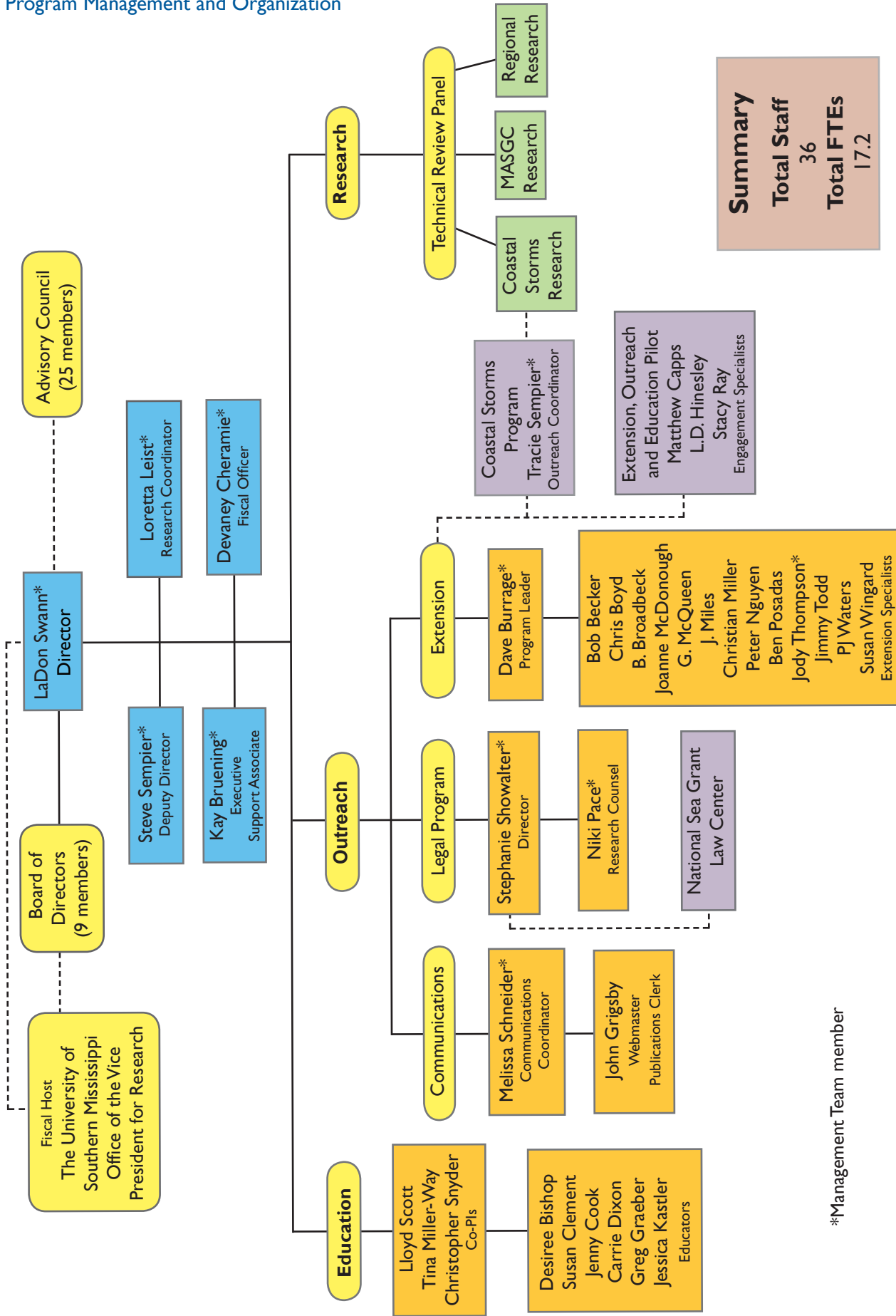
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Management Team composition and responsibilities

The Mississippi-Alabama Sea Grant Consortium (MASGC) Management Team serves as the lead entity to develop the strategic plan and meet MASGC's mission and vision to serve the Alabama and Mississippi coasts. The team members coordinate with assets throughout the MASGC network to exceed the objectives and performance measures established within the strategic plan. The Management Team participates in monthly calls to update each other on activities and identify opportunities to collaborate. Here is a partial list of responsibilities of each of the management team members:

- Director – provides vision for the overall program, presents opportunities to the management team, ensures that the program meets National Sea Grant and NOAA needs and leads the management team in meeting the strategic plan
- Deputy Director – assists the director in the above activities and gathers and synthesizes information from the management team for use by the director
- Research Coordinator – provides updates on the status of research activities from development of requests for proposals through the final reporting stage
- Fiscal Officer – provides information about the fiscal status of MASGC
- Executive Support Associate – provides logistical and travel support for meetings and is the point of contact for coordinating Advisory Council and Board of Director meetings
- Director of Education – shares MASGC-sponsored education activities from all education centers associated with MASGC
- Director, Mississippi-Alabama Sea Grant Legal Program – provides updates on the Sea Grant-related legal activities occurring throughout the United States and within Mississippi and Alabama
- Research Counsel, Mississippi-Alabama Sea Grant Legal Program – provides updates on Mississippi and Alabama activities and identifies areas to support existing MASGC extension and research and find new opportunities that leverage other MASGC capabilities
- Extension Leader – serves as the point person for overall extension programming and focuses on Mississippi activities
- Extension Leader (Auburn University Marine Extension and Research Center) – represents Alabama extension programming and activities
- Communications Coordinator – shares information about publications, press releases and media coverage and gathers information from the management team to write press releases and newsletter articles
- Coastal Storms Program (CSP) Outreach Coordinator – updates the Management Team on CSP activities including outreach and research sponsored through MASGC and the NOAA Coastal Services Center



*Management Team member

Figure 1. Mississippi-Alabama Sea Grant Consortium 2010 Organizational Chart

Amount of time MASGC staff devotes to Sea Grant

Staff Member	Title	FTE
LaDon Swann	Director	0.60
Steve Sempier	Deputy director	1.00
Kay Bruening	Executive support associate	1.00
Loretta Leist	Research coordinator	1.00
Devaney Cheramie	Fiscal officer	0.75
Communications		
Melissa Schneider	Communications coordinator	1.00
John Grigsby	Information technology specialist/publications clerk	1.00
Extension		
Bob Becker	Extension specialist	0.21
Chris Boyd	Extension specialist	0.25
B. Broadbeck	Extension specialist	0.16
Dave Burrage	Extension program leader	0.90
Joanne McDonough	Nature tourism specialist	1.00
G.McQueen	Extension specialist	0.16
J. Miles	Extension specialist	0.10
Christian Miller	Extension specialist	0.50
Peter Nguyen	Fisheries technologist	0.50
Niki Pace	Research counsel	1.00
Ben Posadas	Natural resource economist	0.08
Tracie Sempier	Coastal Storms Program outreach coordinator	1.00
Stephanie Showalter	Director of Mississippi-Alabama Legal Program	0.15
Jody Thompson	Extension specialist	0.33
Jimmy Todd	Extension specialist	0.10
P.J. Waters	Extension specialist	0.33
Susan Wingard	Extension specialist	0.10
L.D. Hinesley	NOAA communications engagement specialist	1.00
Matthew Capps	NOAA climate and resilience engagement specialist	1.00
Stacy Ray	NOAA nutrients and hypoxia engagement specialist	1.00
Education		
Desiree Bishop	Associate	0.13
Susan Clement	Associate	0.13
Jenny Cook	Educator	0.08
Carrie Dixon	Educator	0.08
Greg Graeber	Educator	0.08
Jessica Kastler	Research associate	0.18
Tina Miller-Way	Education program co-PI	0.08
Lloyd Scott	Education program co-PI	0.08
Christopher Snyder	Education program co-PI	0.15
Total	36 People	17.2 FTEs

Advisory Board and Board of Director membership and function

The MASGC Board of Directors and the MASGC Advisory Council provide input to MASGC. This is due to the consortium structure of the program. A description of the responsibilities and members of the two groups follows.

MASGC Board of Directors

Board members are vice presidents of research or people in similar positions. The MASGC Board of Directors does the following:

- Sets administrative policy that the MASGC director implements
- Monitors and approves fiscal budgets during annual meetings
- Conducts the MASGC director's performance reviews

Current membership is described as follows:

Consortium Member	Board Member	University CEO
Auburn University	Dr. Carl Pinkert, Associate Vice President for Research	Dr. Jay Gogue, President
Dauphin Island Sea Lab	Dr. George Crozier, Executive Director	Dr. George Crozier, Executive Director
Jackson State University	Dr. Felix Okojie**, Vice President for Research & Strategic Initiatives	Dr. Ronald Mason, Jr., President
Mississippi State University	Dr. David Shaw, Vice President for Research & Economic Development	Dr. Mark Keenum, President
The University of Alabama	Dr. Joe Benson, Vice President for Research	Dr. Robert E. Witt, President
The University of Alabama at Birmingham	Dr. Richard Marchase, Acting Vice President for Research	Dr. Carol Garrison, President
The University of Mississippi	Dr. Ray Highsmith, Executive Director-National Institute for Undersea Science and Technology	Dr. Daniel W. Jones, Chancellor
The University of Southern Mississippi*	Dr. Julian Allen, Assistant Vice-President of Research & Economic Development	Dr. Martha Saunders, President
University of South Alabama	Dr. Russ Lea, Vice President for Research	Dr. Gordon Moulton, President

**MASGC Fiscal Host **Board Chair*

MASGC Advisory Council

The MASGC Advisory Council plays a vital role in guiding the Sea Grant director in program operation. This council meets annually to:

1. Participate in the long-range programmatic and administrative planning
2. Provide input in the implementation of strategic plan objectives
3. Provide input on the direction of MASGC sponsored research, extension, outreach and education and the relevancy of these core programs
4. Interact with MASGC on a regular and informal basis to develop new, collaborative opportunities and projects of direct benefit to coastal businesses, residents and the environment
5. Serve as an advocate of MASGC-sponsored research, extension, outreach and education.

The 25 Advisory Council members have equal representation from Alabama and Mississippi and bring advice and diverse viewpoints to the program. The council is made up of senior officials and community leaders from the university system, federal, state and local governments, industry and the public. Sectors represented on the council include:

- Local businesses
- Charter boat industry
- Port authority
- Seafood industry
- Economic development
- Museum and visitors bureau
- University
- Non-government agencies
- State natural resources department
- National Estuarine Research Reserve
- National Estuary Program
- Federal agencies (EPA, NOAA, USACE)

Advisory Council Membership

Member	Organization
Becky Allee, Ph.D.	NOAA Gulf Coast Services Center
Vince Altese	Pickering, Inc.
Pete Barber	Alabama Seafood Association, Inc.
Tom Becker	Mississippi Charter Boat Captains Association
Steve Bosarge	Bosarge Boats and Dockside Seafood
Michael Carron, Ph.D.	Northern Gulf Institute – Mississippi State University
Lisa Desfosse, Ph.D.	Mississippi Laboratories, Southeast Fisheries Center, National Marine Fisheries Service
Dale Diaz	Mississippi Department of Marine Resources, Office of Marine Fisheries
Bryon Griffith	Gulf of Mexico Program
Judy Haner	Nature Conservancy of Alabama
Phillip Hinesley	Alabama Department of Conservation and Natural Resources
Linda Holden	Economic Development, City of Moss Point
Richard Ingram	Mississippi Department of Environmental Quality
John Jensen, Ph.D.	College of Agriculture, Auburn University
James Lyons	Alabama State Port Authority
Herb Malone	Alabama Gulf Coast Convention and Visitors Bureau
Thomas McIlwain, Ph.D.	The University of Southern Mississippi Gulf Coast Research Lab
Steve Perry	The FORUM
Susan Rees	Coastal Environmental Team, U.S. Army Corps of Engineers, Mobile District
David Ruple	MS Department of Marine Resources, Grand Bay National Estuarine Research Reserve
Buzz Sierke	GothicArch Greenhouses
Larry Simpson	Gulf States Marine Fisheries
Judy Stout, Ph.D.	Mobile County School Board
Roberta Swann	Mobile Bay National Estuary Program
Tony Zodrow	National Maritime Museum of the Gulf of Mexico

Process used to develop RFP priorities and review process

It takes about one year to develop the Mississippi-Alabama Sea Grant Consortium (MASGC) Research Program from the release of the request for preproposals (RFP) to project initiation. The process consists of a two-step technical review, a relevancy review and the development of a formal outreach and/or education plan.

RFP Research Prioritization Process

MASGC identifies the RFP priorities using its strategic plan, other planning documents and input from stakeholders and the MASGC Advisory Council (AC). To refine the list of priorities, the program solicits additional input from the AC and considers the priorities of other research funding agencies in the region.

Solicitation of Preproposals

MASGC distributes the final RFP to the nine MASGC member institutions, other academic institutions, local community leaders, non-profit/LLC interest groups and AC members. MASGC also distributes the RFP to numerous e-mail lists in Alabama and Mississippi, including the two state Water Resource Centers, the Gulf of Mexico Alliance Environmental Education Network, the Northern Gulf Institute and the Gulf of Mexico News. The MASGC communications department posts the RFP on the MASGC Web site (<http://masgc.org/funding>) and distributes it via press release.

Preproposal Process

MASGC distributes the preproposals it receives to a Research Technical Review Panel (R-TRP) for peer review. The R-TRP is composed of focus area experts from across the nation from both academic institutions and federal agencies. The terms for panel members are staggered so that there is balance with fresh perspectives and expertise and continuity of the R-TRP process and the MASGC strategic plan. Ex-officio members of the R-TRP include members of the MASGC Management Team and the program officer representing the National Sea Grant College Program.

Two members of the R-TRP review each preproposal and rate it using a standardized evaluation form. The evaluation includes the criteria described in the RFP: rationale; scientific or professional merit; expected results, applications and benefits; users, participants and co-sponsors; and investigator qualifications. The panel meets via conference call to evaluate the preproposals. Members provide comments and recommendations about the projects and decide collectively to encourage or not encourage investigators to submit their projects as full proposals. After the R-TRP call, the MASGC administrative office contacts the investigators and provides them with the R-TRP reviews, which include constructive feedback about the proposed work. The MASGC office also lets the investigators know if full proposals are encouraged or not encouraged. All investigators who submit a preproposal may submit a full proposal regardless of the R-TRP recommendation.

Process for the Full Proposal Deliberations

Two qualified scientists perform high-quality merit reviews on each full proposal. A primary and a secondary panel reviewer from the R-TRP also are assigned to review each proposal. Each proposal undergoes at least four merit reviews. All proposals are evaluated on a standard evaluation form using the same five criteria as the preproposal.

MASGC shares all full proposals, reviews, review scores and descriptive statistics of combined review scores with the R-TRP members prior to their panel meeting. During the meeting, the primary R-TRP member assigned to the proposal summarizes all comments about the proposal, and the secondary R-TRP member presents any additional comments. The R-TRP members then discuss the strengths and weaknesses of the proposal. When the discussion ends, the panel puts the proposal into one of three categories (fundable, maybe fundable and not fundable) and ranks the proposal in its category. The primary reviewer, with assistance from the secondary reviewer, writes a review summary that outlines the proposal's strengths and weaknesses and provides suggestions for improvement. After all proposals have been examined, the R-TRP discusses the overall placement of the proposal in each of the three categories. The panel then has the opportunity to move the proposal within or across categories. After following this process with each proposal, the R-TRP identifies a group of proposals as technically fundable.

Relevance Review

The MASGC Advisory Council conducts a relevancy review to help identify projects with the greatest potential for application by constituents. In this phase of the review process, the AC members review the project abstracts and rank each as high, medium or low priority based on local needs.

Final project selection is based on the external and R-TRP merit reviews, alignment with the 2009-2013 MASGC Strategic Plan priorities described in the RFP, the AC's relevance reviews and the anticipated federal and state funding level for the competition.

Investigator Response and Education and Outreach Plan

MASGC asks the investigators from projects selected for funding to respond to the comments and constructive technical or budget input that the external reviewers and R-TRP members provided. The investigators of the selected proposals are also required to meet or participate in a conference call with MASGC extension, outreach and education (EOE) personnel with expertise related to the research topic. Any other outreach and education experts the investigators request are invited to participate. The purpose of the calls is to begin development of an education and outreach plan for the research projects. The call also serves as a method to help the investigators develop at least one SMART (Specific, Measurable, Attainable, Relevant and Time-bound) objective for their projects. Each investigator submits a one- to three-page outreach plan and SMART objective(s) for each project, and the MASGC outreach and education staff reviews it. Any comments are discussed with the investigator. The final outreach plans become part of the final proposals, and the SMART objectives are incorporated into the MASGC strategic plan. The research investigators and EOE staff affiliated with the project are responsible for meeting or exceeding the SMART objective(s).

Timeline for Research Competitions

November: RFP developed

Mid-December: RFP released

Late February: Preproposals due

Early April: Pre-proposal conference call with R-TRP

Mid-April: Pre-proposal notification

Early June: Full proposal due

Mid-August: R-TRP full proposal review meeting

Mid August: Advisory Council relevancy review

Late August: Letter of Intent to National Sea Grant Office

Late August: Project selection notification sent to investigator(s)

Mid-September: Investigator(s) work with EOE staff to develop outreach plan

Late September: Investigator(s) respond to reviews, revised budgets and EOE plans

Early February: Successful projects begin

Proposal success and institutions available in states

Over the three omnibus cycles (2006-2011), MASGC received 106 preproposals, 54 full proposals and funded 21 of the proposals. In addition, 21 project development projects have been funded during this time.

MASGC has members from five Alabama institutions and four Mississippi institutions. Alabama has a total of 14 public universities and one consortium research lab and 17 private colleges and universities with research programs. Mississippi has a total of eight public universities and eight private colleges and universities with research programs.

Proposal success

Table 1a. Number of preproposals and full proposals received by MASGC and projects funded by MASGC using core research funds in 2006-07 by member institution

Institution	AU	DISL/							Non-member	Total
		USA	JSU	MSU	UA	UAB	UM	USM		
Preproposals	5	6	1	4	1	4	1	10	4	36
Full Proposals	2	3	1	1	1	3	1	8	1	21
Funded	1	1	0	0	0	1	0	2	0	5
Funded Program Development	3	0	0	1	0	0	0	0	2	6

Table 1b. Number of preproposals and full proposals received by MASGC and projects funded by MASGC using core research funds in 2008-09 by member institution

Institution	AU	DISL/							Non-member	Total
		USA	JSU	MSU	UA	UAB	UM	USM		
Preproposals	5	3	1	1	1	4	2	10	3	30
Full Proposals	3	2	0	1	1	4	1	4	2	18
Funded	2	1	0	1	1	1	1	2	0	9
Funded Program Development	0	2	3	0	1	1	1	2	4	14

Table 1c. Number of preproposals and full proposals received by MASGC and projects funded by MASGC using core research funds in 2010-11 by member institution

Institution	AU	DISL/							Non-member	Total
		USA	JSU	MSU	UA	UAB	UM	USM		
Preproposals	7	7	1	7	0	1	3	12	2	40
Full Proposals	4	4	1	2	0	0	1	3	0	15
Funded	2	1	1	1	0	0	1	1	0	7
Funded Program Development	0	0	0	0	0	0	0	1	0	1

New versus continuing projects and Principal Investigators

Table 2. New and continuing MASGC research projects and new MASGC research Principal Investigators

	2006-2007 Omnibus	2008-2009 Omnibus	2010-2011 Omnibus
New Projects	4	8	7
Continuing Projects	1	1	0
New Principal Investigators	1	6	3

Success in national competitions

Table 3. Success in national Sea Grant competitions

Competition	2006	2007	2008	2009	2010
National Strategic Investment Preproposal Submitted	3	8	N/A*	N/A*	N/A
National Strategic Investment Full Proposals Submitted	2	1	N/A*	N/A*	Pending
National Strategic Investment Funded Projects	0	0	N/A*	N/A*	Pending
Knauss Fellowship Applications	2	3	1	5	1
Knauss Fellowships Awarded	1	2	1	1	Pending

*No National Strategic Investment RFP was released.

Table 4. Success in other national NOAA funding opportunities

Funded Project	Year
National peer reviewed funding opportunities	
Gulf of Mexico Regional Research Planning	2006
Bay Watershed Education and Training Program	2009
Restoration Center Partnership (pending)	2010
National programs implemented regionally by MASGC	
NMFS Strategies to Engage the Asian Constituency	2005
Gulf of Mexico Alliance Education Coordinator	2006
Marine Debris	2007
National Marine Fisheries Bycatch Reduction (Dolphin depredation)	2007
Coastal Storms Program	2007
Extension, Outreach, and Education Pilot (Office of Education)	2009
Coastal Storms Program (pending)	2010

Regional and multi-program projects

Table 5. Total funds and states funded through MASGC affiliated regional competitions using core, regional and other NOAA-supported grant funding sources (2007-2010)*

	Gulf of Mexico Regional Research Initiative¹	NOAA Coastal Storms Program²	NMFS Bycatch Reduction³
Total Funds	\$1,806,090	\$734,479	\$59,623
States eligible	TX, LA, MS, AL, FL	LA, MS, AL	MS, AL, FL
Number of funded projects	4	11	1
Number of projects where work is conducted within state			
Texas	3	N/A	N/A
Louisiana	3	3	N/A
Mississippi	2	7	0
Alabama	1	3	1
Florida	3	N/A	1

¹ Gulf of Mexico Regional Research Initiative (2008 and 2010) is funded by the four Gulf of Mexico Sea Grant College Programs, the U.S. EPA Gulf of Mexico Program and a regional NOAA cooperative institute.

² NOAA Coastal Storms Program (2009) is a pilot project coordinated through MASGC, which funds competitive community-based and university research and outreach projects.

³ NMFS Bycatch Reduction (Dolphin Depredation) competition (2008) is administered by MASGC to fund research addressing dolphin-fishing interactions.

*Omnibus research projects in recent cycles (2006-2007 and 2010-2011) also included co-investigators from other states (AR and NC). The National Sea Grant Law Center funds projects throughout the United States since 2006.

Distribution of funds

All funding values reflect the February 1, 2006, through January 31, 2010, time frame.

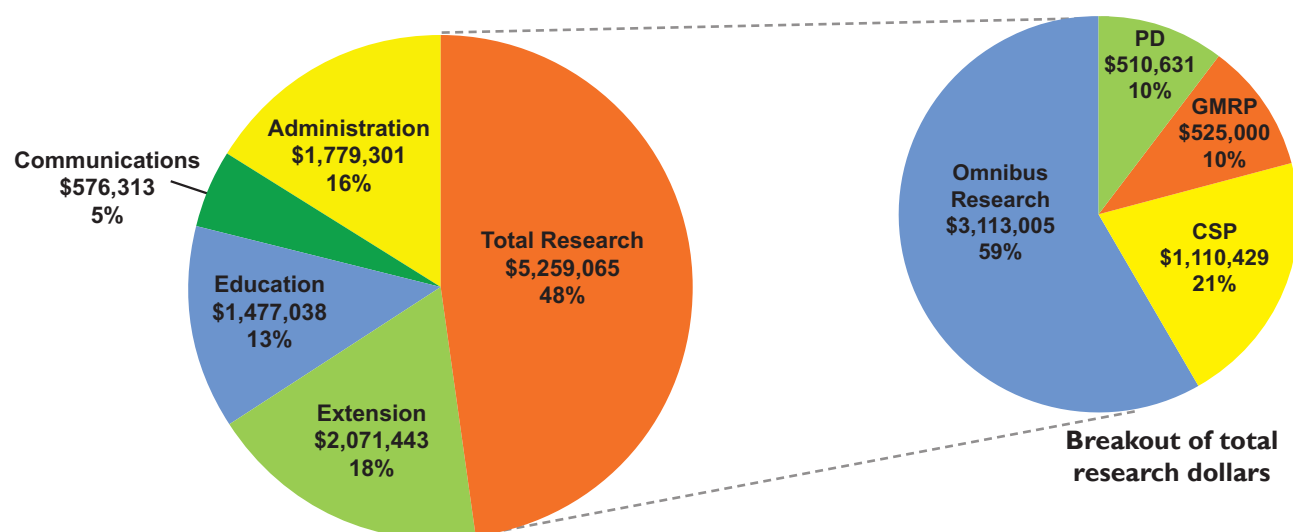


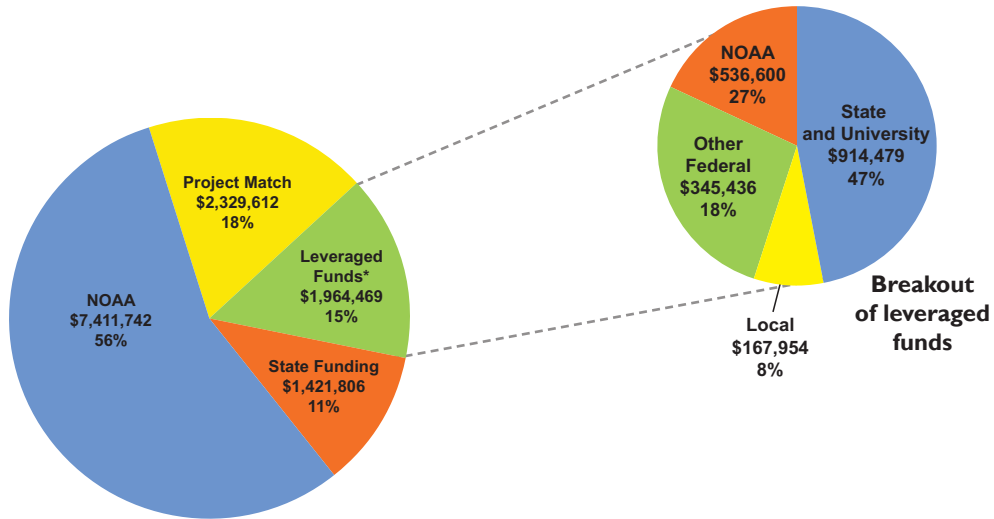
Figure 2. MASGC total distribution of funds by category (core, external federal and match sources) 2006 through 2010. Total: \$11,163,160.

Table 6. MASGC Distribution of core, external federal funds and match by year and percent of funds that are core (2006-2009)*

	2006	2007	2008	2009	Total
Research					
Omnibus	33%	27%	29%	24%	28%
CSP	0%	1%	11%	24%	10%
GOM Regional Planning	7%	8%	3%	2%	5%
Program Development	5%	5%	4%	4%	5%
Total Research	45%	41%	47%	54%	48%
Extension	20%	22%	18%	15%	18%
Education	12%	14%	15%	12%	13%
Communication	6%	6%	5%	5%	5%
Administration	17%	18%	15%	14%	16%
Total Distribution	\$2,529,238	\$2,484,665	\$2,923,734	\$3,225,523	\$11,163,160
Total Core	\$1,951,942	\$1,907,191	\$2,055,902	\$2,020,304	\$7,935,339
Percent Core Funds	77%	77%	70%	63%	71%

*The National Sea Grant Law Center (NSGLC) is not included in the above table. Funds passed through the MASGC for the NSGLC were \$1,480,094 in 2006, \$495,000 in 2007 and \$465,000 in 2008. Beginning in 2009 the NSGLC became a standalone program and is being reviewed separately by the National Sea Grant College Program.

Leveraged funds



*Leveraged funds are additional funds that are managed by or within the direct influence of MASGC and have not been passed through the National Sea Grant College Program. These funds include other NOAA, federal, state and local funds that provide additional support to the MASGC core programs and research projects. Examples include sponsorships, registration fees, private donations and funding from partners.

**MASGC total funding by source (\$13,127,629) includes core, external federal and matching funds (\$11,163,160) plus leveraged funds (\$1,964,469).

Figure 3. MASGC total funding by source 2006 through 2010. Total: \$13,127,629.**

Funds by focus area

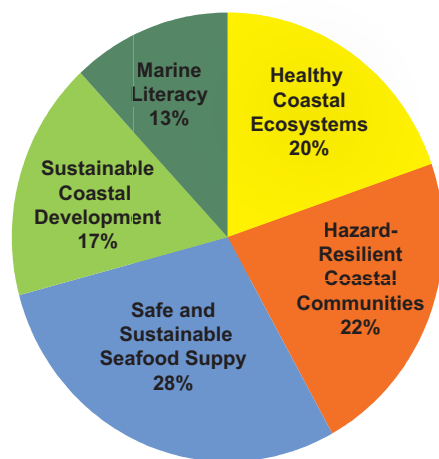


Figure 4. MASGC core, external federal and match by focus area 2006 through 2010

Leadership by staff on boards and committees

MASGC team members have held 217 leadership and committee positions since the previous site review. Examples include:

International, National and Regional

Alliance of Natural Resources Outreach and Service Programs Board of Directors (Boyd)

Coastal and Estuarine Research Federation – Education Committee (Miller-Way)

Gulf Coast Ocean Observing System (Regional IOOS)

- Board of Directors (Walker)

- Education and Outreach Committee (Scott, Walker)

- Products and Services Committee (S. Sempier, Walker)

Gulf of Mexico Alliance

- Coastal Community Resilience Priority Issue Team (Capps, S. Sempier, T. Sempier, Swann)

- Environmental Education Priority Issue Team (Swann, Walker)

- Nutrients and Nutrient Impacts Priority Issue Team (Ray, Swann)

- Mississippi Representative (Walker)

- Data Management Committee (S. Sempier, Swann)

- Public Relations Committee (Hinesley)

- Social Marketing Campaign (Schneider)

Gulf of Mexico Research Plan Coordination and Implementation (S. Sempier, Swann)

Gulf States Marine Fisheries Commission Sea Grant Advisory Subcommittee (Burrage)

Joint Ocean Commission Initiative (JOCI) Science Review, Panel Member (Walker)

Marine Technology Society Law and Policy Committee, Vice-chair (Showalter)

National Coastal Storms Program, Leadership Team (T. Sempier)

NOAA Gulf of Mexico Regional Team, Engagement Lead (Swann)

Ocean Research and Resources Advisory Panel (ORRAP) Education Subcommittee (Walker)

Smithsonian Institution-Natural Museum of Natural History, Editorial Review Board member for the Ocean Today Kiosk (Walker)

State and Local

Alabama Clean Water Partnership (Miller)

Alabama Working Waterfront Study Committee, Chair (Swann)

Alabama-Mississippi Clean Marina Program Evaluation Team (Schneider)

Baldwin County Advisory Board for Invasive Species (Waters)

Bays and Bayous Symposium (biannual Mississippi-Alabama Coastal Symposium)

- Co-Lead (Swann)

- Logistics Chair (Bruening)

- Marketing Chair (Schneider)

- Program Chair (S. Sempier)

- Session Chair (Boyd, Thompson)

- Steering Committee (Boyd, Leist, McDonough, S. Sempier)

Dauphin Island Park and Beach Board member (Swann)

Mississippi Department of Marine Resources Sea-Level Action Plan, Steering Committee (T. Sempier)

Mobile Bay National Estuary Program

- Executive Committee and Science Advisory Committee (Swann)

- Coastal Habitats Training Program (Boyd)

- Habitat Coordination Team (Thompson)

- Project Implementation Committee (Miller)

Stakeholder Engagement

National Estuarine Research Reserves

Grand Bay Coastal Training Program, Advisory Board Member (Boyd)

Weeks Bay Advisory Board Member (Scott, Swann)

Weeks Bay Coastal Training Program, Advisory Board Member (Thompson)

Weeks Bay Project Applications Team (S. Sempier)

Sea Grant

National Assembly of Sea Grant Extension Program Leaders (Burrage)

National Sea Grant College Program Communications Network Steering Committee (Schneider)

National Sea Grant College Program Database Development, Reviewer (S. Sempier)

National Sea Grant College Program Fiscal Officers Network, Member (Cheramie)

National Sea Grant College Program Regional Research Planning Coordinators (S. Sempier)

National Sea Grant College Program Representation to the NOAA Education Council (Walker)

National Sea Grant College Program Research Coordinators (Leist)

National Sea Grant College Program Webmasters (Grigsby)

Panel reviewer or external reviewer for Texas, Louisiana and Wisconsin Sea Grant programs (S. Sempier, T. Sempier, S. Showalter, Walker)

Sea Grant and Gulf of Mexico Regional Collaboration Team Climate Community of Practice Workshop, Co-Chair (Swann)

Sea Grant Association External Relations Committee (Swann)

Sea Grant Association Hazard-Resilient Coastal Communities Focus Team (Swann Co-Chair, Walker)

Sea Grant Association Program Mission Committee (Swann)

Sea Grant Association Sea Grant Sustainable Coastal Community Development Focus Team (Showalter)

Partnerships

MASGC has over 400 partners, at the national, regional, state and local level. Examples of major partners include:

National

- NOAA Coastal Storms Program
- NOAA Restoration Center
- U.S. Geological Survey

Regional

- Gulf of Mexico Alliance
- GulfQuest (National Maritime Museum of the Gulf of Mexico)
- NOAA Regional Collaboration Team (National Marine Fisheries Service-Southeast Regional Office)
- NOAA Northern Gulf Institute
- NOAA Gulf Coastal Services Center
- NOAA Fisheries Galveston and Pascagoula Laboratories
- Louisiana Sea Grant College Program
- Texas Sea Grant College Program
- Florida Sea Grant College Program
- Gulf of Mexico Coastal Ocean Observing System
- Center for Ocean Science Education Excellence
- Environmental Protection Agency's Gulf of Mexico Program

State

- Alabama Department of Environmental Management
- Alabama Department of Conservation and Natural Resources
- Mississippi Department of Marine Resources
- Mississippi Department of Environmental Quality
- Alabama State Docks
- Grand Bay National Estuarine Research Reserve
- Weeks Bay National Estuarine Research Reserve
- Alabama Water Access Study Committee

Local

- Alabama Gulf Coast Convention and Visitors Bureau
- Mobile Bay National Estuary Program
- Town of Dauphin Island
- Organized Seafood Association of Alabama
- Mobile Area Chamber of Commerce
- Ocean Springs, Mississippi
- Orange Beach, Alabama
- Master Naturalist Program
- Oyster Gardening Program

Process for stakeholder engagement

The Mississippi-Alabama Sea Grant Consortium (MASGC) engages constituents by using a three-step approach. First, the investigators gather and assimilate the latest research and regulatory findings in their areas of expertise. Second, applicable stakeholder input is obtained, evaluated and integrated with existing information. Stakeholders are engaged through normal informal contacts or through more formal means, such as the MASGC Advisory Council, which meets annually. Third, outreach programs are conducted that will transfer information to the general public, agencies, elected officials and special interest groups. The investigators use their experience to guide and mentor new personnel in extension techniques for conducting outreach programs. Investigators are associated with programmatic sub-areas based on expertise and experience, but, in reality, there are regions of overlap. For example, fisheries personnel might collaborate with environmental specialists to assist with the design and location of new boat docks. Cooperation among staff and excellent working relations ensure mutual support across program areas.

The MASGC is committed to providing research-based information to the coastal community and the broader community of citizens with an interest in marine resources and coastal issues. This commitment is pursued by establishing objectives based on elements of the MASGC Strategic Plan, input from the MASGC Advisory Council, Auburn University Marine Extension and Research Center Advisory Committee, Mississippi State University Extension Service and informal feedback from constituents. In order to facilitate coordination, the MASGC administrative office and the MASGC Legal Program have monthly conference calls with the MASGC Extension Programs to discuss programming successes, failures and opportunities. These calls are structured by the MASGC administrative office to encourage joint planning and coordination of educational efforts.

The Outreach Program is further enhanced by the resources of The University of Mississippi School of Law, the Alabama Cooperative Extension System and the Mississippi State University Extension Service and their county offices throughout each state. MASGC Outreach Program staff has offices in Alabama (Mobile) and Mississippi (Biloxi, Ocean Springs and Oxford) that are maintained in partnership with Auburn University, Mississippi State University, The University of Southern Mississippi and The University of Mississippi respectively.

In addition to formal advisory committees, MASGC has frequent contact with many state and federal agencies. These day-to-day contacts provide additional programming information and opportunities. Many programming efforts are possible only because of the support from other state and federal agencies and private organizations. Cooperative efforts are extensive.

Networking with government agencies, such as the Mississippi Department of Marine Resources, the Alabama Department of Conservation and Natural Resources, NOAA Fisheries and other NOAA line offices, such as the Coastal Services Center, the U.S. Coast Guard, regional fishery management councils and other Sea Grant Extension programs allows MASGC Outreach Program staff to use a vast array of resources and assure that the most accurate and updated information is made available to their constituency. The list of cooperating agencies is too long to include here, but the agencies provide additional technical expertise, and in some cases, resources that assist the Outreach Program in reaching its goals. As an example, energy-efficiency programming targeting the production sector of the fishing industry is conducted with the direct assistance of personnel from NOAA Fisheries Pascagoula Laboratories, Texas Sea Grant, Georgia Sea Grant and the Ocean Conservancy.

It is important for the management team and outreach project personnel to be knowledgeable of the research program and individual projects undertaken and supported by MASGC. Outreach staff make every effort to maintain contact with researchers and endeavor to develop educational programs designed to identify and implement effective delivery mechanisms for research results. The Outreach Program principal investigators are ex-officio members of the MASGC Research Technical Review Panel.

A formal process has been established to link MASGC-funded researchers with the Outreach Program. Shortly after the proposal review process when successful projects are identified, the principal investigators participate in conference

calls with specific outreach personnel whose areas of expertise correspond to the subject matter of the research. This initiates the development of an outreach plan which must be included in the final version of the proposal before funds are awarded. The outreach plan must include the following elements:

- A SMART Objective to be developed for the proposal. SMART stands for Specific, Measurable, Attainable, Relevant and Time-Bound.
- Specific language describing the target audience and how they will be engaged.
- An evaluation strategy for the outreach plan.
- Any outputs to be developed based on the research. These would include publications, Sea Briefs articles, presentations to Bays and Bayous, Gulf of Mexico Alliance Priority Issue Team meetings, etc.
- Budget needs for implementing outreach plan.

MASGC uses meetings, workshops, newsletters, newspaper columns, presentations to civic groups and written materials, such as journal articles, pamphlets, circulars and booklets, to convey coastal and marine-related information to stakeholders. New methods of information delivery, such as computer-generated presentations, teleconferencing, web pages, social networking sites and satellite downlinks of appropriate programs, are utilized where appropriate. Just as important are the many personal contacts through office visits, telephone calls and letters. These contacts are most often initiated by a broad range of people who have come to rely on the MASGC for unbiased information on a variety of subjects.

Although one or two individuals are identified as leads associated with specific objectives, MASGC typically uses a “task force” approach which includes all elements (research, education, legal, extension and communications) to reach its goals. For example, programs related to habitat restoration might include a legal and regulatory review by legal personnel, demonstrations or workshops conducted by extension personnel and researchers, and development of publications, websites and media coverage by communications. Project personnel strive for continuous improvement and efficacy in educational methodologies.

Among the techniques used for this purpose are pre-test post-test client evaluations, exit surveys and dedicated questionnaires related to publications. Pre-tests gauge the knowledge level of the audience so that material can be tailored to suit their needs. Post-tests provide an indication of knowledge increases among various target audiences and exit surveys provide staff members with suggestions on program improvement to better fit clientele needs.

Constituent input obtained through surveys is usually more detailed and provides the consortium with data to confirm the overall value of specific products, tools or services. In short, MASGC places highest importance on constituent engagement by being accessible, responsive and respecting its partners.

Activities and projects with Sea Grant and NOAA partners

MASGC is committed to working at a regional level while holding true to its mission of addressing local issues. The Gulf of Mexico is a region that is well primed for successfully implementing regional programs due to extensive network collaboration, a NOAA regional team that embraces keystone partners and an established regional governance structure. MASGC works closely with the three other Sea Grant College Programs (Texas, Louisiana and Florida) in the region, the NOAA Gulf of Mexico Regional Collaboration Team, the Gulf of Mexico Alliance and the Gulf Coast Ocean Observing System. Several examples of MASGC regional activities are presented below:

Gulf of Mexico Research Plan

The MASGC and other Gulf Sea Grant College Programs coordinated the development of the Gulf of Mexico Research Plan (GMRP). The coordinator of this effort is the deputy director of the MASGC. This plan has been used by 14 different organizations, which have included the results of this effort in their strategic plans and/or requests for proposals. This process involved people from throughout the region including:

- More than 260 universities, government agencies, businesses, NGOs and other organizations
- More than 1,500 people completed at least a portion of the survey to identify the most important research needs.
- Over 20,000 years of professional experience was represented in the survey results.
- Approximately 300 people participated in five regional research planning workshops.



Sea Grant Regional Research Initiative



The four Gulf of Mexico Sea Grant college programs have successfully conducted and funded regional research competitions that addressed regional priorities – coastal resilience and climate adaptation. The first competition included each Sea Grant college program committing \$100,000 for the two year projects. Building on the success of the initial set of projects a second competition was held and included each Sea Grant program committing \$150,000, plus contributions by the U.S. Environmental Protection Agency Gulf of Mexico Program and NOAA's regional Cooperative Institute (Northern Gulf Institute). These efforts have resulted in over \$2 million dollars worth of research and outreach that will benefit the Gulf of Mexico coastal communities.

NOAA Restoration Center Partnership Application for Gulf of Mexico Sea Grant Programs

In addition, the Gulf of Mexico Sea Grant directors submitted an application to the NOAA Restoration Center (RC) for a partnership to conduct and assess restoration efforts in the Gulf of Mexico. The RC partnership is in the final review process. If funded, year one will consist of identifying and prioritizing hydrological restoration sites in the region and the Gulf of Mexico Sea Grant extension network will work closely with coastal communities to collect this information.

NOAA Gulf of Mexico Regional Collaboration Team and NOAA Extension, Outreach and Education Pilot Project

MASGC works closely with NOAA's Gulf of Mexico Regional Collaboration Team. MASGC is the extension, outreach and education lead for the regional team and is a full member of the regional team. The MASGC is piloting an extension, outreach and education (EOE) regional pilot through NOAA's Office of Education, the National Sea Grant College Program and the National Maritime Museum of the Gulf of Mexico (GulfQuest). This program was one recommendation from NOAA's Science Advisory Board and focuses on assessing and improving NOAA's engagement with constituents throughout the Gulf of Mexico. The successes of this project will be used on a national level at the completion of the pilot. In addition, the EOE project is focusing on two important regional topics, which are nutrient input and impacts and climate.

Climate Community of Practice

MASGC, the Gulf Sea Grant College Programs, NOAA's Gulf of Mexico Regional Collaboration Team and other federal, state and local partners are assembling a Community of Practice (CoP) to bring extension, outreach and education (EOE) experts together to identify how to help coastal communities address the potential economic, social and ecological impacts of climate change around the Gulf of Mexico (GOM). Initially, the CoP will focus on sea-level rise (SLR) by fostering communication and place-based solutions to address the impacts of SLR. The project will provide decision makers with reliable information and science-based guidance regarding both the level of risk to their coastal communities and strategies they can promote to effectively adapt to the rising sea level. This project will establish a long-term community of practice among EOE professionals in the Gulf region that will ensure continued dialogue and information exchange on SLR and other climate-change and coastal-hazard-related issues.



Gulf of Mexico Alliance

The Gulf of Mexico Alliance (GOMA) is the regional governance program developed by the five Gulf of Mexico governors. There are six priority issue teams (PITs) and various committees that support GOMA actions. MASGC staff members participate in three of the PITs (coastal community resilience; nutrients and nutrients impacts; and environmental education) and the Data Management Committee. MASGC is the lead on several of the GOMA priority actions. These priorities are also incorporated into the MASGC strategic plan, which demonstrates MASGC's commitment to GOMA. In addition, MASGC has received funding support from the U.S. Environmental Protection Agency Gulf of Mexico Program to complete some of the GOMA activities.



Coastal Storms Program

The NOAA Gulf of Mexico Coastal Storms Program (CSP) helps communities become more resilient to hazards by providing assessment and communication tools, up-to-date information and mini-grant competitions for local community projects. MASGC is currently coordinating the pilot project for Mississippi, Alabama and Louisiana and for the first time in the history of the CSP will continue beyond the original pilot time frame and expand to cover all five U.S. Gulf of Mexico states.

2003 PAT Recommendations

Recommendation: The Board of Directors should change policy to establish a state appropriation for MASGC in Alabama (as in Mississippi) and directly fund projects.

Action: A \$250,000 Alabama appropriation was authorized, and appropriations have ranged from \$80,000 to \$250,000, based on state budgets.

Recommendation: Add stronger, more priority area representation for Technical Review Panel members, particularly in marine natural products chemistry.

Action: The TRP has strong technical expertise in all four focus areas. In addition, MASGC uses its advisory council to evaluate relevancy.

Recommendation: Include industrial participation for marine natural products/advanced technology projects; PIs should seek additional non-Sea Grant support.

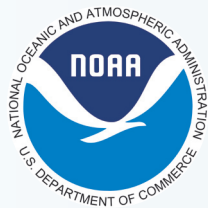
Action: During the 2003-2008 strategic plan and the 2009-2013 strategic plan, marine natural products was not identified as priority area.

Recommendation: Hire an associate director for research at a 50-percent FTE level or higher. The associate director's subject area expertise should complement disciplinary strengths of the director and other staff.

Action: Lou D'Abramo was initially hired. Steve Sempier, now the deputy director, has degrees in marine science while the director is a social scientist.

Recommendation: Expand the Advisory Committee expertise to advise the SG Law Center or establish a separate advisory committee for the National Sea Grant Law Center.

Action: The National Sea Grant Law Center has a separate advisory council and is no longer evaluated as part of MASGC.



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MASGP-10-017

This publication was supported by the National Sea Grant College Program of the U.S. Department of Commerce's National Oceanic and Atmospheric Administration under NOAA Grant NA06OAR4170078 and the Mississippi-Alabama Sea Grant Consortium.