

Form Rev. 10.3.14

\*Please refer to the Reporting Policy for all reporting due dates and requirements.

**1. Program Number:** See, Reporting Policy at III (C) (1).

14120111-H

**2. Project Title:** See, Reporting Policy at III (C) (2).

PWS Herring Program – Outreach and Education

**3. Principal Investigator(s) Names:** See, Reporting Policy at III (C) (3).

Hayley Hoover

**4. Time Period Covered by the Report:** See, Reporting Policy at III (C) (4).

1 February 2014 to 31 January 2015

**5. Date of Report:** See, Reporting Policy at III (C) (5).

February 2015

**6. Project Website (if applicable):** See, Reporting Policy at III (C) (6).

[Http://pwssc.org/research/fish/pacific-herring/](http://pwssc.org/research/fish/pacific-herring/)

**7. Summary of Work Performed:** See, Reporting Policy at III (C) (7).

Several incidents impacted the delivery of outreach materials. The principal investigator had a baby at the beginning of the 2013 and was on maternity leave for several months. She returned to work part time to complete products and then resigned in November 2013. Other members of the education department resigned about the same time or reduced their hours, which led to a search for new education personnel and a decision about how to meet the deliverables. Staff has been brought on in 2014 to complete the education deliverables and Hayley Hoover has been identified to take the lead on the HRM education and outreach component. An education coordinator was brought on at the beginning of this fiscal year, 2015, after yet more turnover occurred in 2014.

During the summer of 2013 the PWSSC made a major revision to its website. This required us to put effort to rebuilding the herring portion of the website. This effort continued through January 2015. Web edits were done in conjunction with the development of project profiles. All empty links that were on the HRM page have been filled. Keeping the web site up to date is of great importance because it connects the project's findings to a wide audience. The PWSSC also reviewed their approach and format for the *Field Notes* radio programs. It is now in an interview format instead of a narrative format. *Field Notes* interviews were conducted at AMSS this year and will be edited and on the air by the end of the March.

**8. Coordination/Collaboration:** See, Reporting Policy at III (C) (8).

This project coordinates with the other projects within the HRM program to get materials for the various education and outreach projects. There is also coordination with the outreach projects of the Gulf Watch Alaska program. The investigator that is the lead for HRM outreach is also the lead for GWA outreach.

Table 1. Status of project deliverables for this reporting period

<b>Deliverable/Milestone</b>	<b>Status</b>
Develop/update <i>Project Profiles</i> based on surveys & herring data analysis	Three <i>Project Profiles</i> completed, June 2015
Participate in Principal Investigator update and outreach meeting	Meeting held in Anchorage, January 2015
Evaluate oceanography and herring <i>Discovery Room</i> program	<i>Discovery Room</i> sessions held and evaluated May 2014
Delivery of <i>Community Lectures</i> and <i>Field Notes</i> complete for FY14	Three <i>Community Lecture</i> were given. <i>Field Notes</i> were not completed.
Written outreach materials complete for FY14	Four articles in <i>Delta Sound Connections</i> and one in the <i>Breakwater</i> were published, May 2014. <i>Project Profiles</i> complete, December 2014
Deliver <i>Summer Field Program</i>	Summer programs were not delivered.
Submit semi-annual report	Completed August 2014
Continue implementing <i>Discovery Room</i>	Herring components have contented to be implemented in <i>Discovery Room</i> activities.
Develop <i>Field Notes</i> program based on fall surveys	This has not yet occurred. The <i>Field Notes</i> programs have been given a priority status for the beginning of FY14.
Attend Alaska Marine Science Symposium	Completed

**9. Information and Data Transfer:** See, Reporting Policy at III (C) (9).

Revised the HRM web page on the PWSSC website with articles in the *Delta Sounds Connections*, *Breakwater*, and *Project Profiles*.

**10. Response to EVOSTC Review, Recommendations and Comments:** See, Reporting Policy at III (C) (10).

Science Panel Comments Hoover & Pegau. Outreach 14120111-H

“The Science panel appreciates the progress made on local outreach. One of the simplest ways to do this is to keep the website updated, because it is the portal to the outside world. However, we also

recommend that investigators work with the outreach program to craft presentations that could be delivered at various venues (e.g., schools, Science Pubs). There was a comment in the proposal that there has been some difficulty getting PI's to commit to outreach efforts due to logistics. The location of the PI's should have little impact on their ability to participate in outreach efforts. Involvement of PI's in outreach activities can extend the reach of the program and improve the public's appreciation of what is being accomplished. We also encourage the outreach program to call and interview PI's to get information that would be beneficial to the outreach efforts."

*In regards to the web page, many updates have been made and will continue to be made into the future. Staff agrees that this is a widely accessible tool that should be kept up to date at all times. As Cordova is a very small town there are no specific 'Science pubs' at staff's disposal. However the Tuesday Night Community Lecture Series hosted by the USFS serves as an alternative to share the program's findings with the local community. Staff will continue to look for new avenues to present findings. Logistics no longer seem to be an issue. Staff will continue to pursue PI's diligently. Paul Hershberger made a trip to Cordova this fall to give a guest lecture, recordings for Field Notes were conducted at AMSS in Anchorage, and two guest lectures are tentatively scheduled for March.*

**11. Budget:** See, Reporting Policy at III (C) (11).

Budget Category:	Proposed FY 12	Proposed FY 13	Proposed FY 14	Proposed FY 15	Proposed FY 16	TOTAL PROPOSED	ACTUAL CUMULATIVE
Personnel	\$2,800.0	\$16,300.0	\$16,800.0	\$18,900.0	\$22,900.0	\$77,700.0	\$ 23,410
Travel	\$1,400.0	\$1,800.0	\$3,600.0	\$2,500.0	\$2,000.0	\$11,300.0	\$ 4,107
Contractual	\$400.0	\$2,000.0	\$800.0	\$2,100.0	\$1,000.0	\$6,300.0	\$ 3,198
Commodities	\$7,000.0	\$1,400.0	\$1,900.0	\$1,900.0	\$1,100.0	\$13,300.0	\$ 7,832
Equipment	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
Indirect Costs (will vary by proposer)	\$3,500	\$6,500	\$6,900	\$7,600	\$8,100	\$32,600.0	\$ 11,564
<b>SUBTOTAL</b>	<b>\$15,100.0</b>	<b>\$28,000.0</b>	<b>\$30,000.0</b>	<b>\$33,000.0</b>	<b>\$35,100.0</b>	<b>\$141,200.0</b>	<b>\$50,111.0</b>
General Administration (9% of	\$1,359.0	\$2,520.0	\$2,700.0	\$2,970.0	\$3,159.0	\$12,708.0	
<b>PROJECT TOTAL</b>	<b>\$16,459.0</b>	<b>\$30,520.0</b>	<b>\$32,700.0</b>	<b>\$35,970.0</b>	<b>\$38,259.0</b>	<b>\$153,908.0</b>	
Other Resources (Cost Share Funds)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	

COMMENTS:  
 This summary page provides an five-year overview of proposed funding and actual cumulative spending. The column titled 'Actual Cumulative' should be updated each fiscal year to provide information on the total amount actually spent for all completed years of the project. On the Project Annual Report Form, if any line item exceeds a 10% deviation from the originally-proposed amount; provide detail regarding the reason for the deviation.

The pregnancy and subsequent departure of the former principal investigator and department turnover has led to this project being underspent. At the end of FY13 Hayley Hoover was identified as the new lead on the project and has been instructed get the project fully up to date. It has taken Hayley some time to transition into the program and figure out where the last investigator left off. Hayley anticipates catching up on spending this fiscal year because of increased efforts to catch up on deliverables.

