

FY16 PROJECT PROPOSAL SUMMARY PAGE
Continuing, Multi-Year Projects

Project Title: PWS Herring Research and Monitoring: Outreach & Education

Project Period: February 1, 2016 – January 31, 2017

Primary Investigator(s): Hayley Hoover, Education Specialist, PWS Science Center (PWSSC)

Study Location: Prince William Sound (PWS)

Project Website (if applicable): <http://pwssc.org/research/fish/pacific-herring/>

Abstract*: The *Outreach & Education* project is designed to enhance the PWS Herring Program research activities by showcasing their relevancy, broadening their applicability and extending their impact to people in the community. PWSSC educators will work with PWS Herring Research and Monitoring principal investigators (PI) and project collaborators to prepare public education materials that communicate the purpose, goals and results of the research program to “non-scientist” audiences and stakeholders in communities in and beyond the spill affected area.

Outreach and education products will extend and transfer Pacific herring and marine ecosystem information to inform the public of local research activities and improve their ecological and ocean science literacy.

The specific objectives of this proposal, which includes the outreach and education components of the PWS Herring Research and Monitoring Program, are to:

- 1) Disseminate PWS herring research information and lessons learned in this program to individuals, groups, policy makers, resource managers and institutions in PWS, including the effected fishing community.
- 2) Extend and transfer PWS herring research-based outreach and education products to general audiences in and beyond the spill affected areas of PWS.
- 3) Integrate community involvement into the planning and sampling programs through citizen science opportunities and public workshops

Estimated Budget:

EVOSTC Funding Requested* (must include 9% GA):

FY12	FY13	FY14	FY15	FY16	TOTAL
\$16.5K	\$30.5K	\$32.7K	\$36.0K	\$38.3K	\$153.9K

Non-EVOSTC Funds to be used:

FY12	FY13	FY14	FY15	FY16	TOTAL

**If the amount requested here does not match the amount on the budget form, the request on the budget form will be considered to be correct.*

Date: August 14, 2015

I. EXECUTIVE SUMMARY

The **Outreach & Education** project is designed to enhance the PWS herring research activities by showcasing their relevancy, broadening their applicability and extending their impact to people in communities in and beyond the spill affected areas of PWS. Outreach products and education activities will extend and transfer herring and ecosystem information to inform the public of local research activities and improve their ecological and ocean science literacy. Both formal and informal approaches to science education are used.

The PWSSC education group has experience developing and implementing a diverse array of public outreach and educational activities through its *Headwaters to Ocean* program. Educators will work closely with PWS herring research principal investigators and project collaborators to prepare and distribute public education materials that communicate the purpose, goals and results of the research program to “non-scientist” audiences and stakeholders in communities in and beyond the spill affected area.

The Science Panel asked if this effort was coordinated with that of Gulf Watch Alaska. The PI of this project also does some outreach for Gulf Watch Alaska as well. This allows close communication between the outreach efforts of the two programs. The Science Panel also expressed a concern about how the projects relate to each other. Much of the previous outreach efforts focused on the individual projects and we will look at emphasizing the connectivity between projects in the upcoming year. The synthesis that was completed last year will help facilitate highlighting programmatic connections.

Table 1. The informal or formal education approaches (**bold**) used to meet objectives, specific products (*italics*), and schedule and frequency/number of outreach and education products developed/delivered by our staff.

1. Written project profiles and articles for public information and use; appropriate for lay audiences for inclusion in newsletters or other science/education publications.		
<i>Delta Sound Connections</i>	15,000 copies distributed annually to residents and visitors to PWS	Contribution of articles by herring researchers FY12-16. Sponsorship and herring program feature FY13 & FY15
<i>PWSSC Breakwater newsletter</i>	emailed to 325 households/businesses in and outside of Alaska	2-3 articles per year FY12-16
<i>Project Profiles</i>	Distribution points: PWSSC, and website	Three profiles per year developed or updated FY12-16
2. Public presentations to general public audiences.		
<i>Community Lecture Series</i>	(live in Cordova, broadcast to Valdez)	Three presentations delivered by Herring researchers per year FY12-16
<i>Field Notes radio program</i>	(aired and archived KCHU public radio)	Three radio programs produced based on

		Herring projects per year FY12-16
3. Advertise and involve community members in opportunities to participate in herring research as “citizen scientists.”		
<i>Citizen Science Opportunities</i>	Provide and promote opportunities for the public to become involved in research project activities	Citizen science opportunities promoted on web and during community presentations
4. Develop and advertise web-based materials to communicate the basis, goals and results of the herring research project, and provide access to outreach and education products.		
<i>Herring Program</i> webpage: http://www.pwssc.org/herringsurvey	Basic information about each herring project can be found and links to the annual reports on the EVOSTC website.	Continue to use this as a place to make documents associated with the herring program accessible FY12-16
<i>PWSSC YouTube channel:</i> http://www.youtube.com/user/PWSSC	Podcasts (based on <i>Field Notes</i> radio programs) and video clips posted on YouTube	Continue to use popular social media to outreach information associated with the herring program FY12-16
5. Educate targeted groups in the application of research information and sampling methods.		
<i>Discovery Room</i>	5 th Grade Oceanography and Herring curriculum	6 2-hour classroom sessions/monitoring field trips delivered Oct-Apr FY12-16
<i>Outreach Discovery</i>	Stand-alone, hands-on herring and ocean science education programs for students in grades 3-12	1 program delivered to school group outside of Cordova per year FY12-16
<i>Summer Field Programs</i>	Field-based, hands-on herring and ocean science activities for participants in science and environmental camps and day programs	1 program delivered in PWSSC or partner summer program per year FY12-16

II. COORDINATION AND COLLABORATION

A. Within a EVOTC-Funded Program

This project provides outreach and education for all projects within the Herring Research and Monitoring Program. We participate on research cruises when opportunity allows. Other project investigators provide the basic materials needed through a description of their research, interviews, and other presentations. We also connect with the Gulf Watch Alaska program in areas of overlap of the two programs.

B. With Other EVOSTC-funded Projects

We participate in the Cordova Clean Harbor oversight group that is connected to the Cordova Clean Harbor project being led by the Native Village of Eyak with funding from EVOS.

C. With Trustee or Management Agencies

We work with the investigators in the HRM program from ADF&G, NOAA, and USGS to develop project profiles, *Field Notes* programs, and community lecture opportunities to provide outreach of their research.

III. PROJECT DESIGN – PLAN FOR FY16

A. Objectives for FY16

The specific objectives of this proposal, which includes the outreach and education components of the PWS Herring Research and Monitoring Program, are to:

- 1) Disseminate PWS herring research information and lessons learned in this program to individuals, groups, policy makers, resource managers and institutions in PWS, including the effected fishing community.
- 2) Extend and transfer PWS herring research-based outreach and education products to general audiences in and beyond the spill affected areas of PWS.
- 3) Integrate community involvement into the planning and sampling programs through citizen science opportunities and public workshops

B. Changes to Project Design

Turnover in the education department has made consistency in meeting objectives challenging. Hayley Hoover was hired in FY 14 to replace Lindsay Butters. It is Hayley's has focused on getting the education program caught up and on track with its deliverable objectives in FY 15. This has been a little slower than expected as she has had to learn some new skills. Specifically Field Notes required more time learning how to put audio programs together. The training and changes in the design of the Field Notes has put their production behind schedule.

The structure of the PWSSC summer programs is currently being revised. There were no summer programs delivered in FY 15, but we are hopeful that a new program will be in place in FY 16. The funding will be used to ensure that the herring materials can be incorporated into the revised summer programs.

We no longer anticipate maintaining the herring program facebook page. We will provide updates through the PWSSC blog. Blog posts are used in the *Breakwater* and can be forwarded to the PWSSC facebook page.

IV. SCHEDULE

A. Project Milestones for FY 16

Objective 1. Disseminate PWS herring research information and lessons learned in this program to individuals, groups, policy makers, resource managers and institutions in PWS, including the effected fishing community.

A continuing objective

Objective 2. Extend and transfer PWS herring research-based outreach and education products to general audiences in and beyond the spill affected areas of PWS.

A continuing objective

Objective 3. Integrate community involvement into the planning and sampling programs through citizen science opportunities and public workshops.

A continuing objective

B. Measurable Project Tasks for FY 16

FY 16, 1st quarter (February 1, 2016 - April 31, 2016)

February: *Continue implementing oceanography and herring Discovery Room
Submit annual report*

FY 16, 2nd quarter (May 1, 2016-July 30, 2016)

April: *Develop/update Project Profiles based on surveys & herring data*
 May: *Evaluate oceanography and herring Discovery Room program
Participate in Principal Investigator update and outreach meeting
Delivery of Community Lectures and Field Notes complete for FY15
Written outreach materials complete for FY15 (Delta Sound Connections,
Breakwater newsletter articles, Project Profiles)*

FY 16, 3rd quarter (August 1, 2016 – October 31, 2016)

August: *Submit Report*

September: *Continue implementing oceanography and herring Discovery Room*

FY 16, 4th quarter (November 1, 2016- January 31, 2017)

December: *Develop Field Notes radio program based on fall surveys*

V. PROJECT PERSONNEL – CHANGES AND UPDATES

None

VI. BUDGET

A. Budget Forms (Attached)

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	
Travel	\$1,400.0	\$1,800.0	\$3,600.0	\$2,500.0	\$2,000.0	\$11,300.0	
Contractual	\$400.0	\$2,000.0	\$800.0	\$2,100.0	\$1,000.0	\$6,300.0	
Commodities	\$7,000.0	\$1,400.0	\$1,900.0	\$1,900.0	\$1,100.0	\$13,300.0	
Equipment	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	
Indirect Costs (<i>will vary by proposer</i>)	\$3,500	\$6,500	\$6,900	\$7,600	\$8,100	\$32,600.0	
SUBTOTAL	\$15,100.0	\$28,000.0	\$30,000.0	\$33,000.0	\$35,100.0	\$141,200.0	\$0.0
General Administration (9% of	\$1,359.0	\$2,520.0	\$2,700.0	\$2,970.0	\$3,159.0	\$12,708.0	
PROJECT TOTAL	\$16,459.0	\$30,520.0	\$32,700.0	\$35,970.0	\$38,259.0	\$153,908.0	
Other Resources (Cost Share Funds)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	

B. Changes from Original Proposal

No budget changes are requested.

C. Sources of Additional Funding

The delivery of Discovery Room activities, the development of the *Breakwater* and *Delta-Sound Connections* documents, Outreach Discovery, and the community lecture series are also supported by a number of different contributions including \$55,000 from the Oil Spill Recovery Institute and \$10,000 from Conoco-Phillips.