

DRAFT – Subject to Change

Gulf of Mexico Alliance Education & Engagement Team Skeleton 2018 All Hands Team Agenda

June 11 – 15, 2018

Goals

- Update the EE Team on GOMA activities
- Take next steps on actions for the Working Groups
- Continue the NAS partner discussion and conduct training for the Team
- Provide opportunity to engage Marine Debris Cross-Team Initiative

Tuesday, June 12, 2018

7:30 – 9:00 Registration, coffee, networking
8:00 – 9:00 Get to Know GOMA Breakfast
9:00 – 12:00 Opening Plenary
12:00 – 1:30 LUNCH on your own
1:30 – 3:00 Introductions & Updates

Objective: To set the context for discussions by reviewing where we have been, what we hope to accomplish, and what we will need to do in the coming months.

- Introductions
- Agenda Overview
- EE Team Update
 - Working Groups
 - Gulf Star
 - Dauphin Island Sea Lab
 - Mobile Baykeeper
 - Barataria Terrebonne National Estuary Program
 - Video Project

3:00 – 3:30 BREAK
3:30 – 5:00 NAS Project Continues – Tourism Engagement

Objective: To review what has occurred to date with GOMA's NAS capacity building grant for the EE Team, hear from new partners, and continue the discussion.

- NAS Project Review to Date
- Presentation #1 TBD Pending

5:00 Tools Café & Reception

Wednesday, June 13, 2018

7:30 – 8:30 Registration, coffee, networking

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8:30 – 10:00 NAS Session Continued

Objective: Review previous day's work and learn about electronic ways to engage target audiences.

- Review
- App Development, A Beginners Guide to Merging Science Communication and Phone Apps
Phillip Lee, NAS Fellow EPA GMP
- Target Marketing 101, Alison Zerinque with Search Influence
- TBD

10:00 – 10:30 Break

10:30 – 12:00 More NAS

Objective: Break into small groups to continue work on themes or actions that related to tourism and EE.

- Online Beach Product, Chris Simoniello, GoM Coastal Ocean Observing System (GCOOS)
- Presentation TBD
- Next Steps
- GOMA Portal TBD

12:00 – 1:30 LUNCH on your own

1:30 – 5:00 Marine Debris Cross-Team Initiative

Objective: EE Team to participate in this cross-team session.

Thursday, June 14, 2018

7:30 – 8:30 Registration, coffee, and networking

8:30 – 10:00 Embrace the Gulf Campaign

Objective: EE Team to work together on the campaign. A complete review of the campaign and how to engage it: website, gathering messages, calendar items, social media, co-branding, and activities.

10:00 – 10:30 BREAK

10:30 – 12:00 Embrace Breakouts

Objective: The EE Team will break into groups to develop their own possible engagement actions, brainstorm, and get input from the group.

12:00 – 1:30 LUNCH on your own

1:30 – 5:00 Working Group Breakouts

Objective: To continue making progress on APIII. Working groups will assess their status, review and update their Tier II documents, and discuss next steps.

Option – Team members interested may attend Cross-Team Initiative Meeting Conservation, Restoration, and Resilience Planning.