

## **Gulf of Mexico Alliance Education & Engagement Team 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

### **Monday, June 11, 2018**

Pre-Meetings & Travel

### **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 Education & Engagement Team Introductions & Updates**

1:00 – 1:30 Introductions & Agenda Overview

Angela Underwood, Weeks Bay National Estuarine Research Reserve

1:30 – 2:00 Education & Engagement Team Update

Lee Yokel, Dauphin Island Sea Lab

2:00 – 3:00 Gulf Star Project Updates

- Tracking Trash  
Dauphin Island Sea Lab, Rachel Gamble
- Watershed Monitoring with Underserved High School Students  
Mobile Baykeeper, Rebecca Domangue
- Marine Debris Education & Prevention  
Barataria Terrebonne National Estuary Program, Alma Jackson Robichaux
- Marine Debris Video Project

**3:00 – 3:30 BREAK**

### **3:30 – 5:00 NAS Industry Engagement Project – 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.

<https://gulfofmexicoalliance.org/announcements/events/2018-hands-meeting/>

3:30 – 3:45 NAS Project Review to Date

3:45 – 4:30 Visit St. Pete Clearwater [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com)

Leroy Bridges, Vice President Digital Communication with the Visit St. Pete Clearwater

4:30 - 5:00 Q&A, Next Steps

**5:00 Tools Café & Reception**

Be sure to visit T22: Reaching Beyond the Science to Positively Impact Society

**Wednesday, June 13, 2018**

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

**8:30 – 10:00 NAS Engagement Session Continued**

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

8:30 – 8:45 Review

8:45 – 9:15 "A Beginners Guide to Merging Science Communication and Phone Apps"

Phillip Lee, NAS Fellow EPA Gulf of Mexico Program

9:15 – 9:45 GCOOS Beach Product

Chris Simoniello, Education and Outreach Coordinator, Gulf of Mexico Coastal Ocean Observing System

9:45 – 10:00 The GOMA Portal

William Nichols, Data & Monitoring Team

**10:00 – 10:30 Break**

**10:30 – 12:00 Session Continues**

10:30 – 11:30 "Let's hit the beach: Changing public perception of environmental issues through targeted marketing" – Q&A to follow

Alison Zeringue, Director of Account Management, Search Influence

11:30 – 12:00 Next Steps

**12:00 – 1:30 LUNCH on your own**

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

William/Demens Room

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

<https://gulfofmexicoalliance.org/announcements/events/2018-hands-meeting/>

## **Thursday, June 14, 2018**

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

### **8:30 – 10:00 Embrace the Gulf Campaign**

Objective: To conduct a complete review of the campaign and how to engage it.

8:30 – 8:45 Welcome Back

8:45 – 10:00 Overview Embrace the Gulf  
Jamie Letendre and Lee Yokel

### **10:00 – 10:30 BREAK**

### **10:30 – 12:00 Embrace Breakouts**

Objective: The EE Team will separate into small groups to develop their own possible campaign engagement actions, brainstorm, consider partnering opportunities, and get input from the group.

10:30 – 11:30 Brainstorming and feedback in small groups

11:30 – 12:00 Report Outs

### **12:00 – 1:30 LUNCH on your own**

### **1:30 – 5:00 Education & Engagement Team Working Group Breakouts**

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

Option – Interested EE Team members may choose to attend the Cross-Team Initiative Meeting  
Conservation, Restoration, and Resilience Planning. St. Pete Ballroom II/III

1:30 – 1:45 Instructions

1:45 – 3:00 Working Group Engagement

Priority Issue Team Working Group – Lead by Steve Ashby, NGI

Awareness Working Group – Lead by Jamie Letendre, FLDEP

Network Working Group – Lead by Melissa Collier, MDEQ

3:00 – 3:30 Report Outs & Adjourn

**Thank You!**