

**Gulf of Mexico Alliance
Education & Engagement Team
2019 All Hands Team Agenda
June 10 – 13, 2019**

Goals

- Update the EE Team on GOMA activities
- Hear from partners on their programs
- Discuss the Embrace the Gulf campaign
- Take next steps on actions for the Working Groups
- Provide opportunity to engage Marine Debris Cross-Team Initiative

Sunday, June 9, 2019

3:00pm – 6:00pm Registration Open Gulfview Lobby

**Monday, June 10, 2019
Pre-Meetings and Special Sessions**

7:00 – 5:00	Registration	Gulfview Lobby
8:00 – 5:00	Gulf of Mexico Monitoring Community of Practice	Gulfview Salon III and IV
12:30 – 4:30	Esri Drone2Map Workshop	The Burrow
1:00 – 4:30	Microplastics Training	Dogwood
1:30 – 4:00	Paddle the Gulf Meeting	Live Oak III
5:30 – 8:30	Tools Café and GOMA Reception	Gulfview Salon I

PRIORITY ISSUE TEAM & CROSS-TEAM MEETING LOCATIONS

Coastal Resilience	Gulfview Salon I
Data and Monitoring (joint session)	Gulfview Salon II
Data and Monitoring	Live Oak I-III
Education and Engagement	The Burrow
Habitat Resources (and joint session)	Gulfview Salon II
Water Resources	Gulfview Salon IV
Wildlife and Fisheries	Gulfview Salon III
Wildlife and Fisheries (joint session)	Gulfview Salon II
Conservation, Restoration, and Resilience	Gulfview Salon II
Ecosystem Services Assessment	Salon II
Marine Debris	Salon I

Tuesday, June 11, 2019

7:30	Registration, coffee, networking	Gulfview Lobby
8:00	Get to Know GOMA	Gulfview Salon III and IV
9:00	Opening Plenary	Gulfview Salon I and II

10:00 Break

10:30 Plenary Continues

12:00 LUNCH (on your own)

1:30 Priority Issue Team Meetings Begin (Concurrent)

1:30 – 2:15 Education & Engagement Team Introductions & Update The Burrow

Objective: To set the context for EE Team discussions during the meeting by reviewing EE Team function, what we've accomplished and what to do to complete APIII.

- Gulf Star Program
- Embrace the Gulf Campaign
- Working Group Activities

2:15 – 3:00 GOMA Priority Issue Team Updates

Objective: To hear from other Alliance Priority Issue Teams on their key programs and activities.

- Data and Monitoring
- Water Resources
- Ecosystem Services Assessment
- Wildlife and Fisheries
- Habitat Resources

3:00 – 3:30 BREAK

3:30 – 4:00 GOMA Priority Issue Team Updates Continue

4:00 – 5:00 GulfCorps with Jeff DeQuattro (TNC) & Stephanie Mathes (The Gulf Corps Network)

Objective: To learn about this program, hear case studies and success stories, and engage in open discussion on collaborative opportunities.

Wednesday, June 12, 2019

7:30	Registration, coffee, networking	Gulfview Lobby
8:00 – 8:30	“Lead with the Tiny Cow” Crafting More Effective Visual Storytelling	Salon I

Objective: David Garraway, Director of the Mississippi State University Television Center, shares ten tips for better photos and videos to show your story in presentations and social media

8:30 – 10:00 Education & Engagement Team Meeting Continues The Burrow
EE Team Partner Showcase “Show and Tell”

Objective: EE Team Members will share key projects and programs

- Oyster Shell Recycling – Mark Berte, Alabama Coastal Foundation
- Thinking Outside the Tacklebox: Incorporating Community-Based Social Marketing Methods to Create a Fishing Line Recycling Program – Cynthia Clevenger, Galveston Bay Estuary Program
- The Coastal Bend Watershed Resilience B-WET – A Replicable Model for Grades 3-10 - Leslie Peart, Texas State Aquarium
- EPA Gulf Division Update (formerly Gulf of Mexico Program) – Jeanne Allen, EPA
- Nurdle Patrol – Kelly Dunning, Mission-Aransas National Estuarine Research Reserve

10:00 – 10:30 BREAK

10:30 – 11:00 Education & Engagement SLAM Session

Objective: On a first come first serve basis, Team members will give a 3-minute overview of a program, project, activity, or another shareable item. Sign-up cards will be available prior to the session.

11:00 – 12:00 Embrace the Gulf 2020 Campaign

Objective: To discuss engagement with the campaign during 2020 to include overview, partner expectations, and examples.

- Overview & Expectations
- Paddle the Gulf – Activity Example
- 365 Messages – Social Media Example
- New Activity or Co-Branding

12:00 LUNCH (on your own)

1:30 Education & Engagement Team Meeting Continues

1:30 – 3:00 Working Group Breakouts

Objective: Break into the EE Team’s three working groups to review the status, update activities, and finalize remaining actions for Action Plan III.

- Priority Issue Team (PIT) Working Group – led by Steve Ashby, Northern Gulf Institute (NGI)
- Awareness Working Group – led by Jamie Letendre, Florida Dept. of Environmental Protection
- EE Network Working Group – facilitated by Jeanne Allen, EPA Gulf Division

3:00 – 3:30 BREAK

3:30 – 4:00 Working Group Reports & Next Steps

4:00 – 5:00 Professional Development – Best Practices for Going Live on Social Media

Objective: David Garraway, Director of the Mississippi State University Television Center, will give a general overview of live video platforms on social media and provide shooting tips for going live.

Thursday, June 13, 2019

7:30 am Registration, coffee, and networking

8:30 – 10:00 Marine Debris Cross-Team Initiative

Salon I

Objective: The EE Team will meet with the Marine Debris Cross-Team Initiative. This morning session will involve project presentations, review of actions for the Governors' Action Plan III, and a special topic presentation on marine debris prevention.

10:00 – 10:30 BREAK

10:30 – 12:00 Marine Debris Cross-Team Initiative Continues

Facebook Live: Leave Only Footprints via Texas State Aquarium 10:30 – 11:00

<https://www.facebook.com/TXStateAquarium/>

12:00 LUNCH (on your own)

1:30 Sustainability Initiatives

The Burrow

Objective: The EE Team with the Marine Debris Cross-Team Initiative will dedicate the rest of their meeting time to learn about sustainability and ecotourism through environmental and interpretive programming. We will be getting a head count earlier in the week to plan for the walking tour.

- The Lodge - Chandra Wright, Director of Environmental and Educational Initiatives
- Gulf Coast Center for Ecotourism and Sustainability – Travis Langen, Executive Director
- Signature Experiences – Phillip Hinesley, Nature Tourism Specialist MASGC
- Walking Tour – The Lodge and/or Interpretive Center

This will conclude our meeting. Safe travels.