



One NOAA Seminar: Sea Grant 101



Nikola Garber, PhD
Assistant Director
November 13, 2008

RIP CURRENTS
Break the Grip of the Rip!

IF CAUGHT IN A RIP CURRENT

- ◆ Don't fight the current
- ◆ Swim out of the current, then to shore
- ◆ If you can't escape, float or tread water
- ◆ If you need help, call or wave for assistance

SAFETY

- ◆ Know how to swim
- ◆ Never swim alone
- ◆ If in doubt, don't go out

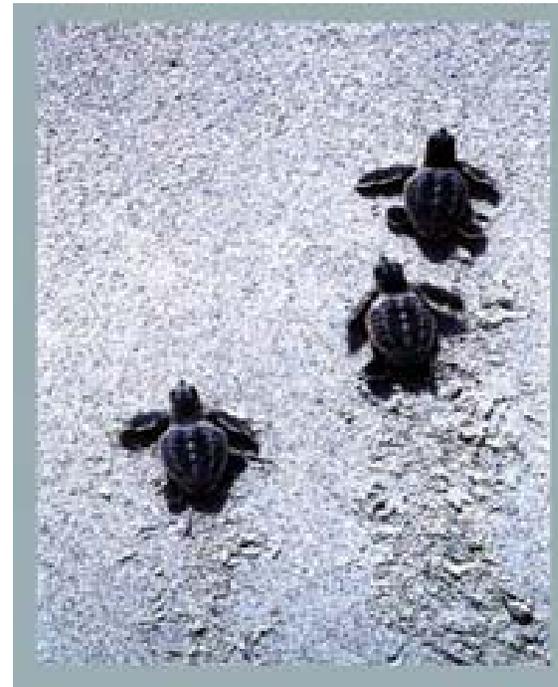
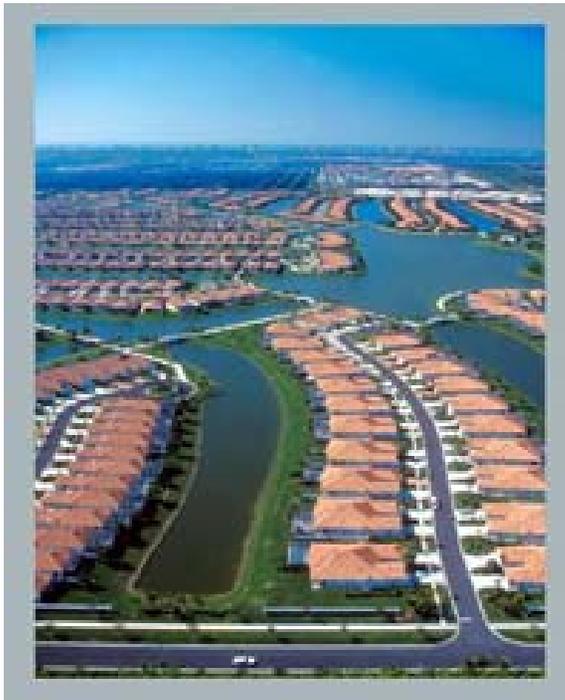
More information about rip currents can be found at the following web address:
www.fishbase.org/sea/grant



Sea Grant's Mission



“Enhance the practical use and conservation of coastal, marine and Great Lakes resources to create a sustainable economy and environment”





What is Sea Grant?



- **“One Sea Grant”** – a true federal-university partnership supporting NOAA’s mission
- National, regional, and local priorities
- Local and regional implementation



Sea Grant National Office



National Sea Grant Office (NSGO):

- Provides **grants to 32** Sea Grant programs
- Mandated to **manage federal *and* match** dollars
- Limits **costs of administration** to **5%** of **appropriations**
- Oversees **program evaluation** via process
- Manages **funding competition** for National Strategic Investments
- Manages **Knauss** and other Fellowship programs
- Provides **national leadership** for Research, Education, Extension, Communications and Fiscal networks



Sea Grant Advisory Board



The Sea Grant Advisory Board:

Is a legislated FACA committee appointed by the Secretary of Commerce





Sea Grant Association



Sea Grant programs are represented by the
Sea Grant Association (SGA)

SGA is a non-profit membership of
universities that house Sea Grant
programs





What Does Sea Grant Offer to NOAA?



Engagement with universities

Stable national infrastructure including about **600 permanent university employees** – on the ground in every coastal county in the U.S.

Ability to draw on more than **3,000** scientists, engineers, public outreach experts, educators and students from more than **300 institutions**

Support of **350-400 research projects** annually including **400 graduate students** and **300 research FTEs**

Connections with 4500+ partner organizations



Sea Grant's Niche



Sea Grant provides **relevant** and **timely** information

- Research is based on urgent needs of coastal managers and residents
- Place-based science

Sea Grant is **well-respected** & consistent

- Permanent, full-time extension agents on the docks & beaches – trusted by coastal residents and businesses
- Long-term investments

Sea Grant gets information to users

- Outreach network puts research results to use





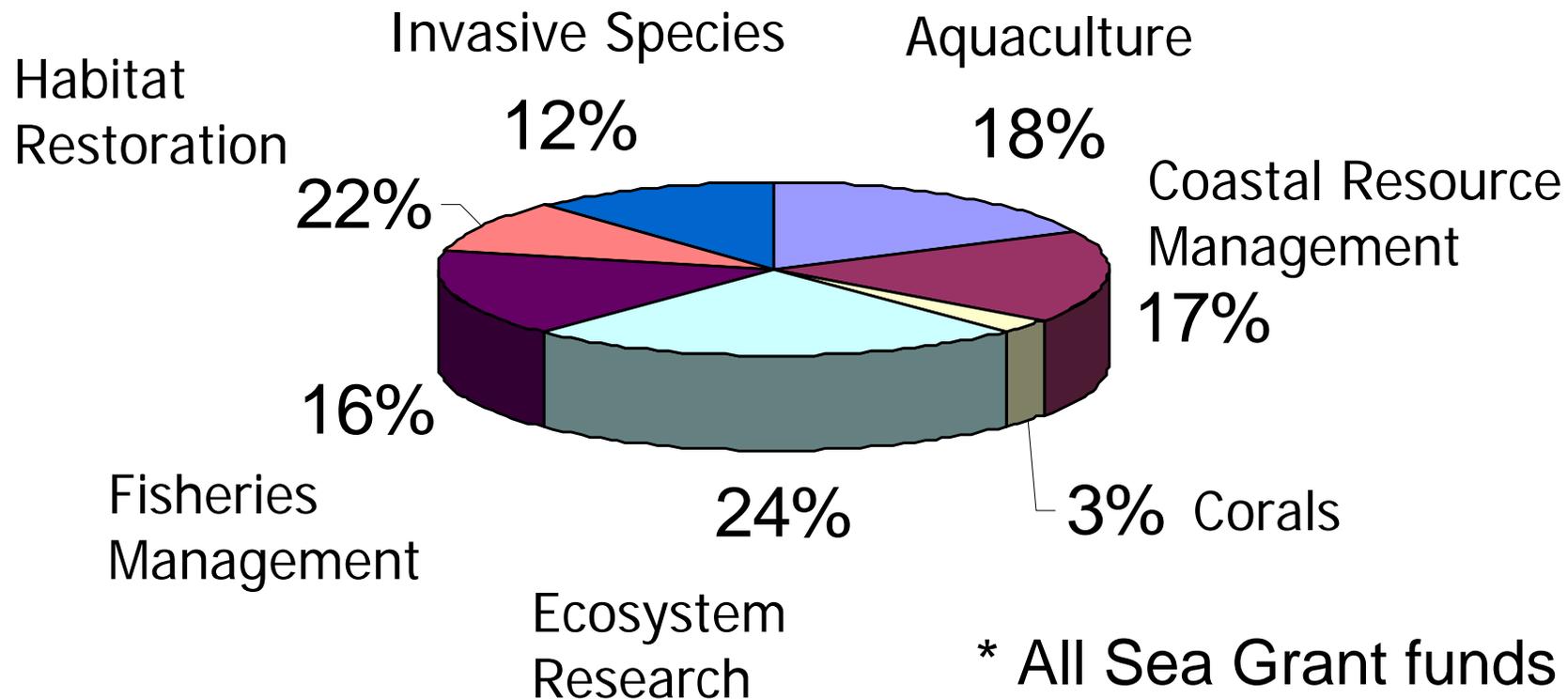
Sea Grant Funding



- FY08 Appropriation - **\$57M**
- Matching funds - **\$32M** (*estimate*)
- Funds from other agencies managed by NSGO and state programs - **\$65M** (*estimate*)
- NOAA's investment of \$57M yields a **\$150M+** program



Sea Grant Funding By NOAA Matrix*



* All Sea Grant funds assigned to Ecosystem Research Program



Sea Grant Regional



Regional Research and Information Planning

- These are regional plans – not Sea Grant plans for the region, not regional plans for Sea Grant
- Eight regions started summer 2006, three more in 2008
- “Buy-in” is the key – bringing others into the process
 - Local and regional stakeholders, state government
 - Fishery management councils, regional observing associations, CZM



What is Sea Grant Outreach?



The Sea Grant Outreach Community* consists of:

- 28 Marine Education specialists
- 340 Extension staff/specialists
- 90 Communications specialists



*denotes FTE equivalents, not individual people



Sea Grant Education



Goal: Enhance marine and aquatic literacy

The Sea Grant Educators Network promotes marine literacy through:

- Curriculum development
- After school programs
- Teacher continuing education
- Summer programs



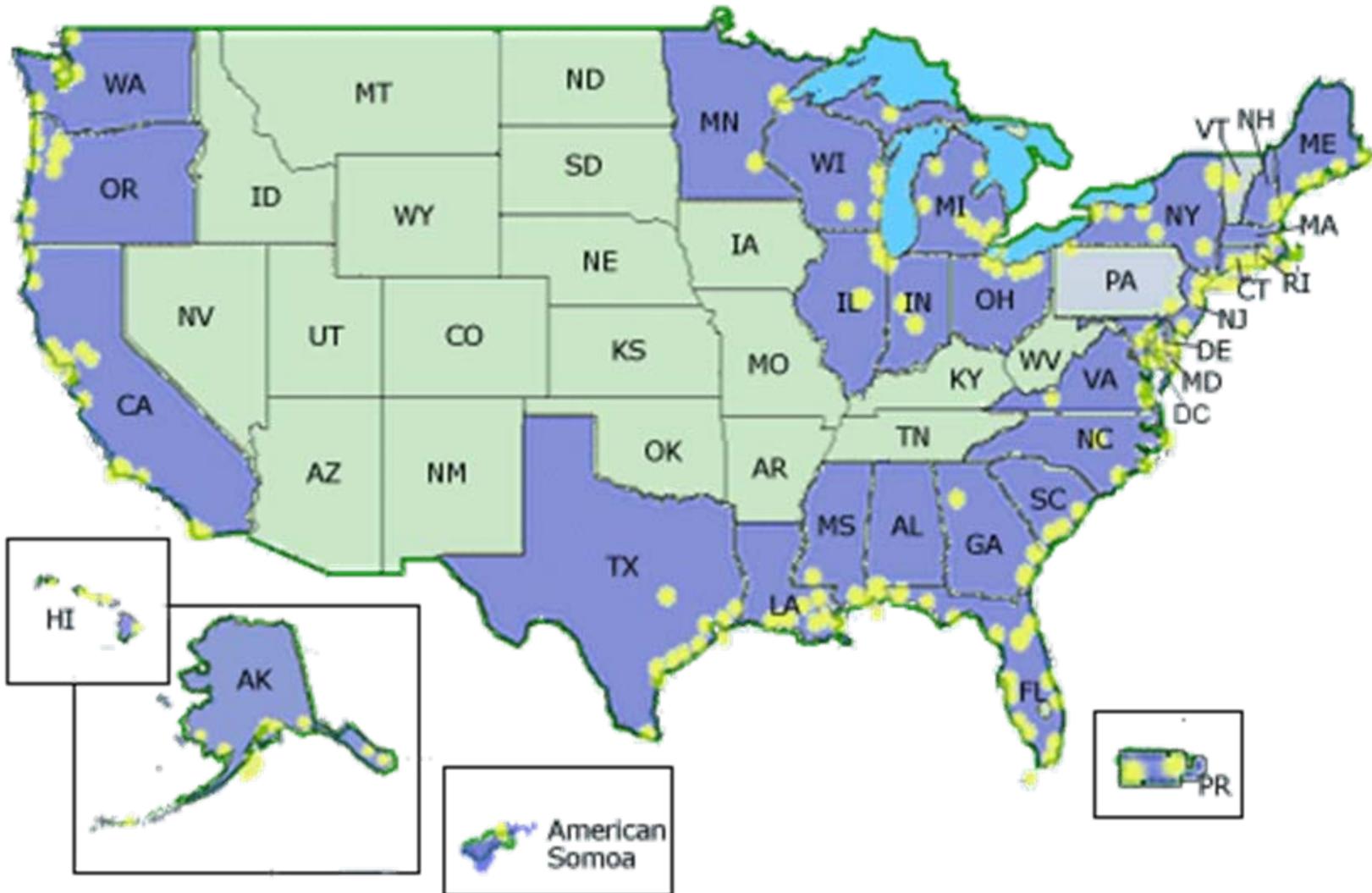
Sea Grant Extension



- The Sea Grant Extension Network is *unique* within NOAA:**
- Made up of 360 agents & specialists
 - University employees – 75% Masters, 25% PhD
 - Most are community-based
 - Provides effective, *two-way communication* between producers and users of information
 - Practical mechanism for getting information out of laboratories
 - Communicates user needs to scientific community
 - Translates complex scientific information for decision-makers and citizens



360 Sea Grant Extension Agents Cover the Coast





What Makes Sea Grant Extension Effective?



- Non-advocacy
- Presents alternatives & provides all viewpoints
- University-based educators – no regulatory function
- Connected to key coastal clientele – trust developed through 40-year history
- Flexible programming responsive to local user needs





Sea Grant Outreach: Communications



Goal: Convey science based information to target audiences through a variety of mediums

The Sea Grant Communications Network:

- Works with researchers, educators & extension agents to provide accurate and timely information on coastal and marine issues
- Mediums used: newsletters, brochures, books, posters, news releases, web, videos, CD-roms, public programs, conferences, radio, and television broadcasts
- Over 7000 titles have been received by the Sea Grant Library since 2000 with over 2 million digital downloads to date



Sea Grant Strategic Planning 2009-2013



Healthy Coastal Ecosystems

- Sound science to support ecosystem-based management
- Widespread use of ecosystem-based approaches to managing land, water, and living resources in coastal areas
- Restored function and productivity of degraded ecosystems

Sustainable Coastal Development

- Healthy coastal economies
- Coastal communities that make efficient use of land, energy, and water resources
- Informed coastal citizenry with tools to balance multiple uses and achieve environmental sustainability



Sea Grant Strategic Planning 2009-2013



Safe and Sustainable Seafood Supply

- Sustainable supply of safe seafood
- Healthy domestic seafood industry
- Informed consumers who understand sustainable harvesting, health benefits of seafood consumption, and seafood safety

Hazard Resilience in Coastal Communities

- Widespread understanding of the risks of living, working, and doing business along the coasts
- Community capacity to prepare for and respond to hazardous events
- Effective response to coastal disasters

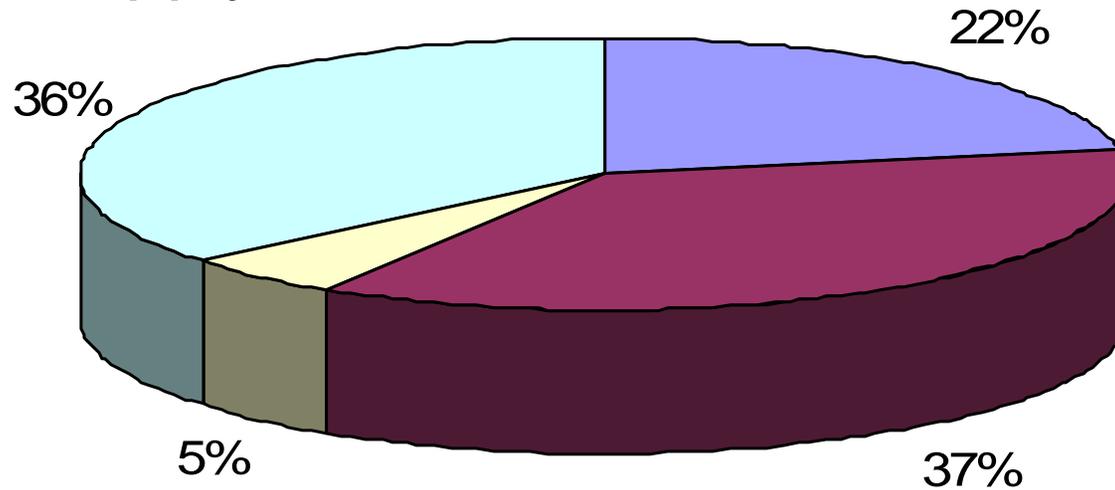


Funding Percentage by Sea Grant Focus Areas



Safe and Sustainable
Sea Food Supply

Sustainable Coastal
Development



Coastal Community
Resiliency

Healthy Coastal
Ecosystems



Sea Grant Partnerships



In resource-limited environments, partnerships are key to meeting our mission

All levels are critical: local, state, regional, federal

Within NOAA: NMFS, NWS, OAR, NOS, Climate Program, and other coastal programs and laboratories

At the National level, some other agencies include:

- EPA (Smart Growth, Coastal Community Development, Great Lakes Office)
- Coast Guard, USFWS (Invasive species, ballast water)
- FEMA



Partnership with FEMA



Sea Grant has extension agents in every coastal county
Post-Katrina FEMA disaster assistance employees were
assigned to Plaquemines Parrish, LA



FEMA and Sea Grant teamed up to assist
the marine-dependent industries
(commercial fishing)

As a result, Plaquemines was the only Parrish
to be ready for business by the opening
shrimp season 2006

LA Sea Grant working with FEMA and Texas
Sea Grant following Hurricane IKE



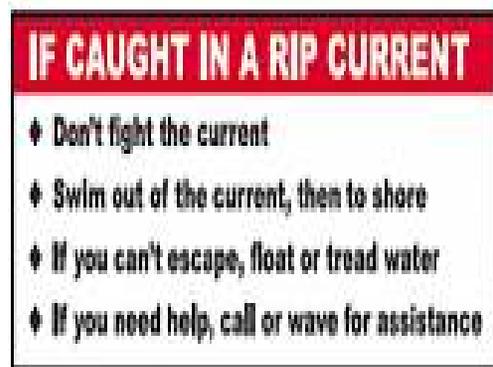
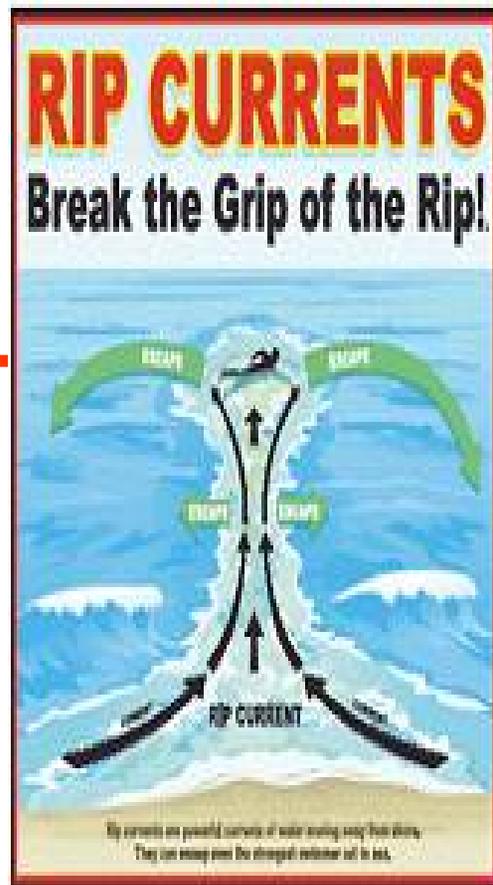


Rip Current Campaign

Sea Grant partners with Weather Service and the U.S.L.A.

The public education campaign includes a national brochure, beach signs (which are being widely disseminated nationwide, and are also available in Spanish), and public service announcements

The partners are now working to target teenagers (the most common victims) through a variety of media and strategies
www.ripcurrents.noaa.gov





Questions?



www.seagrant.noaa.gov

or

Nikola Garber

nikola.garber@noaa.gov

(301) 734-1079