

NOAA NATIONAL SEA GRANT

NEWS



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NOVEMBER/DECEMBER 2008

BREAKING NEWS—

Upcoming Deadlines:

December 29: Sea Grant "In the Spotlight" submission due (see "Communications")

January 9, 2009: Performance Measure 1 (return on investment) due to Sami Grimes (see "Breaking News," below)

February 20: Knauss Fellowship Applications to NSGO (see "Fellowships")

February 20: NMFS/Sea Grant Fellowship Applications to NSGO (see "Fellowships")

FY 2008 Sea Grant Stories Appearing in NOAA Publications & Outreach

Thank you for sending the NSGO your news stories! Here are just some of the ways we've targeted your Sea Grant news submissions and impacts within NOAA for FY 2008. Please continue sending your information to:

oar.sg.news@noaa.gov.

- NOAA Home Page: Total = 4 stories & news releases
(the first year for us—a big deal) Visit: http://www.noaa.gov/features/resources_0908/marinedebris.html
- NOAA World Stories: Total = 15
(The first *NOAA World* came out in April & we have been included in all but 1 issue) Visit: <http://www.noaaworld.noaa.gov/>
- Executive Management Team Report (EMT) to VADM: Total = 20
- VADM Lautenbacher Newsletters/Updates: Total = 3
- William Brennan Newsletters/Updates: Total = 1

- Hot Items submissions: Total = 412
Sea Grant is #1 by far.

Return on Investment/Ecosystem Research Program Performance Measure Needed for Incoming Administration

Sea Grant programs report on three performance measures as part of the annual reporting process through the National Information Management System. Then, each quarter, the National Sea Grant Office (NSGO) reports on the three performance measures to NOAA and to the Department of Commerce (DOC). Annually, the NSGO also provides NOAA, DOC and the Office of Management and Budget (OMB) information (from the measures) about what Sea Grant *anticipates* to complete in the next fiscal year, and what the program *actually* accomplished in the prior fiscal year. OMB updates these accomplishments towards the performance measures on www.expectmore.gov for the public to see how well we are doing. With a new administration arriving next month and a high demand for information on return on investment, all programs are strongly urged to report on this information.

The three Performance Measures are listed below. Performance Measure #1 demonstrates the most significant impact:

1. **Return on investment from the discovery and application of new sustainable coastal, ocean, and Great Lakes products.**
2. *Cumulative number of coastal, marine, and Great Lakes issue-based forecast capabilities developed and used for management.*
3. *Percentage of tools, technologies, and information services that are used by NOAA partners/customers to improve ecosystem-based management.*

For 2008, Sea Grant reported the following for Performance Measure #1:

# of Businesses Created	# of Jobs Created	# of new Products commercialized	# of Patents	New Investments or return on investment from new products developed (\$M)
22	94 Created; 1,176 Retained	43	2	\$50.9M

This is valuable information demonstrating significant impact from a program that received \$57.1M in FY2008. However, **the numbers above account for only one third of the Sea Grant programs. We need to hear from all Sea Grant programs.** Below, are several examples of solid, well-evidenced Measure 1 information including numbers and textual documentation:

- Five separate corporate entities have now invested more than \$5 million in facilities for production and food usage of fish meat isolates, in facilities located in Alaska, Oregon, Louisiana, Georgia, and Connecticut, plus offshore

facilities in Trinidad, Peru, Iceland, Netherlands, and Viet Nam. The Sea Grant researcher's work has been as a consultant to these corporations in the equipping and operation of these facilities.

- 900 Jobs Retained - Sea Grant developed Aquatic Invasive Species (AIS) Hazard Analysis and Critical Control Point (HACCP) to help aquaculture and baitfish businesses prevent the introduction and spread of AIS through their operations. Sixty baitfish wholesalers have participated in Sea Grant's training and have developed and implemented HACCP plans for their operations. Because they use this approach to deal with the viral hemorrhagic septicemia virus via certification, they have been able to remain in business and deal with other AIS at the same time.
- The Bluefin Robotics Corporation was founded in May of 1997 as a spin-off from Sea Grant's Autonomous Underwater Vehicles Laboratory. Over the years, Bluefin grew to become a world leader in AUV products designed for military, commercial (oil and gas exploration, sea floor mapping), archaeological, and other applications. By 2003 Bluefin was worth \$8.6 million and employed more than 60 people at its headquarters in Cambridge, MA and its operations facilities in Quincy, MA. In 2005, the company agreed to become a wholly owned subsidiary of Battelle, while retaining its name and operations and production facilities. Bluefin now shares in Battelle's position as a global leader in science and technology. With the national labs it manages or co-manages, Battelle oversees 19,000 staff members and invests \$3 billion annually in research, generating between 50 and 100 patent applications each year. Since joining with Battelle, Bluefin has won two Navy contracts worth \$30 million, including the delivery of 12-inch vehicles under the \$18 million Surface Mine Countermeasure Program. The company provides important revenues and high-tech employment as a creative innovator in the marine industry.

Several poor examples are:

- Scientific information used by managers, but not well documented.
- NOAA agencies will appreciate the public awareness effort provided by the Aquatic Invaders programs.
- Improved knowledge of marine environments.

We would like to update Performance Measure # 1 numbers and information to show the impact of the entire Sea Grant Program. If

your program has any contribution(s) to this measure, please submit your information to Sami Grimes (sami.grimes@noaa.gov) by January 9, 2009.

For a current list of submissions for Performance Measure # 1, visit:

http://www.seagrant.noaa.gov/other/admininfo/nsgonewsletters/return_on_investment_measure.pdf

DIRECTOR'S OFFICE

LEON CAMMEN, DIRECTOR

December/January Priorities

In anticipation of level funding and other resource limitations, the NSGO will identify the highest priorities for our office to accomplish each month. Other activities will receive less attention. The priorities for December/January are:

1. *Evaluation Criteria* finalized

2. *Implementation Plan* finalized and distributed for comment
3. *Performance Measure information* (Measure 1) and top impacts provided to new Administration (please see this call for information, above).

Climate White Paper

In December, the Climate Change Committee of the National Assembly of Sea Grant Extension Program (SGEP) Leaders in cooperation with the National Sea Grant Communications Network issued, *Outreach and Adaptive Strategies for Climate Change: the Role of NOAA Sea Grant Extension in Engaging Coastal Residents and Communities*. This paper begins to develop a comprehensive, long-term climate outreach plan by integrating NOAA at the national level with regional, state and local scales. To read the white paper, please visit:

<http://www.seagrants.noaa.gov/other/admininfo/nsgonewsletters/index.html>

China Visit

Paul Olin (CA Sea Grant) and I attended the *U.S.-China Marine Science Forum* in Xiamen, China on November 7-9 as part of the World Ocean Week 2008. The forum was a joint activity of NOAA and the Chinese State Oceanic Administration (SOA) and was designed to explore synergies between the U.S. Ocean Research Priorities Plan and Implementation Strategy and the Outline of the 11th Five-Year Marine Science and Technology Development Plan for China. The objective was to identify areas of potential collaboration between NOAA and SOA that could enhance the current Joint Working Group Protocol. What was striking was the commonality of the issues we face in the coastal zone and with ocean resources. In fact, many of the descriptions of the problems China is facing (e.g. HABs, hypoxia, overfishing), and the barriers to addressing them (e.g. the need to involve agriculture and forestry interests and inland jurisdictions) could have been almost word-for-word descriptions of the same issues here. There was great interest in ecosystem approaches to management of coastal and ocean resources. I took the opportunity to introduce them to the Sea Grant concept and we will be exploring the potential for adapting the Sea Grant model to China in the future.

Advisory Board Meeting: November 10-13, 2008



During its November meeting in Baton Rouge, LA, the National Sea Grant Advisory Board participated in the Annual Ocean Commotion event hosted by Louisiana Sea Grant. More than 2,400 students in grades K-8 attended the 11th Annual Ocean Commotion at Louisiana State University (LSU). More than 50 exhibitors, including LSU researchers, private organizations and students

from area schools, presented displays ranging from coastal and marine wildlife to the preservation of Louisiana's wetlands. At the meeting, the Board also learned about Gulf of Mexico regional efforts, heard from a variety of stakeholders, and established a "Futures" committee to lead an open-ended discussion about how to enhance Sea Grant's ability to meet the Nation's many pressing needs.

Sea Grant Association Meeting

The Sea Grant Association's fall meeting was held November 13th-14th in New Orleans, Louisiana. The NSGO's Jim Murray (Deputy Director) and Sami Grimes (Director of Planning and Assessment) attended. Murray presented on the NOAA Engagement Strategy (described below) and provided an overview of the Performance, Implementation and Evaluation (PIE) system. Grimes presented the report of the Evaluation Criteria Working Group (also discussed below). To read my follow-up information on this meeting, please visit <http://www.seagrants.noaa.gov/other/admininfo/nsgonewsletters/index.html>

Sea Grant Association Leadership Meets with William J. Brennan

On December 10th, I joined Sea Grant Association leadership to meet with William Brennan (Acting NOAA Administrator) to discuss how we can use Sea Grant's capabilities and strengths to advance our shared goals at local, state, and regional levels. Dr. Brennan highlighted this meeting in his December 15th "Message from the Acting Administrator" newsletter.

Evaluation Criteria Working Group Report Completed

This group was charged with: developing evaluation criteria for the Performance Review Panel evaluation and for site visits; providing guidance on how the NSGO should form an overall program rating based on the reviews; and, providing options for how these ratings could translate into funding. The working group included two NSGO members (Sami Grimes, Chair, and Jim Hurley), two Sea Grant Directors (Russ Moll and Chuck Hopkinson) and two Advisory Board members (Dick West and Peter Bell). The Working Group report was presented at the SGA meeting in November. I am now reviewing the report and comments from the Sea Grant Directors and members of the Advisory Board.

National Implementation Plan

When the implementation plan is completed, it will be included as an appendix to the National Sea Grant College Program Strategic Plan 2009–2013: Meeting the Challenge, making these documents one national program plan. The draft plan will be sent to the Sea Grant network for comment at the beginning of the new year. The national implementation plan will include goals and strategies from the national strategic plan as well as outcomes and performance measures.

Strategic Planning Alignment

Planning alignment, Phase I should be completed for all programs (due date was Friday, November 21st). This first step in the alignment process was to initiate discussion between the program officer and the program to help each program align with the national plan. The information you provided in Phase I will also help the NSGO understand where we are going as a national program and can help the NSGO better represent the Sea Grant program. Phase II is the next step in the alignment process. For Phase II, each program will determine which national performance measures it will support, and you will align your program's performance measures with the national measures (if they differ) and the targets relating to them. Since the National Implementation Plan is not yet complete, this phase of the alignment process will not be due until April 2009. All state planning documents will be reviewed in May 2009 by a small sub-committee of the Sea Grant Advisory Board. For details, please see my Sea Grant Association Meeting Follow-up: <http://www.seagrants.noaa.gov/other/admininfo/nsgonewsletters/index.html>

NOAA Engagement Strategy

In March 2008, NOAA's Science Advisory Board (SAB) provided NOAA with a report that calls for NOAA to "dramatically change its way of doing business if it expects to engage and serve its consumers and clients." Central to the SAB recommendations is the need for NOAA to have an Engagement Strategy and a coordinating body to carry out that Strategy. The Agency formed an Engagement Executive Committee consisting of an Extension and Training Committee (led by Jim Murray), an Education Committee (led by Louisa Koch), a Regional Collaboration Committee (led by Laura Furgione) and a Communications Committee (led by Anson Franklin). The Engagement Executive Committee will establish a NOAA-wide engagement strategy (goals and objectives) and lead and coordinate NOAA engagement assets. I will report more on this initiative in future issues.

Focus Team Chairs and Vice-Chairs Asked to Submit Advice on Regional and National Strategic Investments

Recently, I asked each Focus Team to develop two lists of potential Regional and/or National Investments. One grouping would be those that could reasonably be expected to be accommodated within our existing funding, probably on the order of \$1-3M for a period of up to 5 years. The other group would represent larger, "out-of-the-box" ideas that might take advantage of Sea Grant's many existing capabilities or might even be dependent on developing new capabilities through reinventing aspects of the program. These types of activities would be expected to require a substantially greater commitment of resources (\$10M? \$20M? more?) either from our own appropriation or in combination with contributions from potential partners. I'll need initial input by mid-January, the 14th, since the Advisory Board committee is meeting the following week. I realize this is a short time-frame, but I'm only looking for ideas, not details.

GRANTS & BUDGET

New Grants Web Site

The Acquisition and Grants Office launched a re-designed web site, <http://www.ago.noaa.gov>. The web site includes information about NOAA's acquisition and grants. Content is organized by type of user and subject. The web site will be regularly updated to keep information current and to make users aware of emerging changes in the acquisition and grants functions government-wide. This launch is the first phase of the re-design.

New Financial Form: SF-425 (replaces SF-272 and SF-269 forms)

This form is coming in the spring. A conference call is being planned for January to discuss this with members of the Sea Grant network. More details to come.

Continuing Resolution (CR)

We do not expect an appropriation until March 2009.

National Information Management System (NIMS) Update

Highlights and enhancements are as follows:

- **New url:** NIMS can now be accessed at any of the following urls:
<http://www.seagrant.nims.noaa.gov>
<http://www.Seagrant.nims.noaa.gov/login/login.aspx>
<http://140.90.71.30/NIMS/login/login.aspx>
- **New "Help" Menu:** Click on the "Help" menu to learn how to use each part of the NIMS system. Each topic can be quickly and easily accessed with the click of a mouse.
- **New "Generate Reports" Functionality:** We have released new software for Progress Reports. If your Progress Report is due to Grants Online, please give this feature a try. Instructions for generating reports are in the new "Help" menu and were sent out last week to all NIMS users.
- **Entering 2008+ Projects:** As you know, starting this year, programs are responsible for entering all 2008 and beyond omnibus project information into NIMS. Please read the instructions under the "Help" menu in order to add projects if you have not already done so.
Here is how this will work:
- 2008 project budget numbers entered into NIMS must match your Grants Online omnibus numbers.
- Once all 2008 projects are entered into NIMS and awaiting NSGO approval, please submit an e-mail through NIMS "Help/Suggestions" letting our office know that all of your 2008 projects have been submitted and are ready to be approved. The NSGO will then review and approve each project, thus completing your 2008 submissions.
- We urge you to submit your 2008 projects as soon as possible (so that you may then enter 2009 project information whenever you wish).

- 2009 projects (and all subsequent years) will be approved in NIMS once they are awarded in Grants Online.

Reminder: Grants Online Help Desk

A toll free number for the Grants Online Helpdesk is available for users outside the Washington Metro region: The phone number is 1-877-NOAA-GRT or 1.877.662.2478.

NOAA NEWS

NOAA Administrator Named

Oregon State University professor Jane Lubchenco, an internationally known marine ecologist, has been picked by President-elect Barack Obama to head the National Oceanic and Atmospheric Administration. Jane Lubchenco is a conservationist who has focused much of her research on climate change, ecosystems and marine reserves. Lubchenco, the first woman to head NOAA, is an accomplished scientist. She has won a MacArthur "genius" fellowship and is a member of the National Academies and a fellow of the Royal Society. She was also a founding principal of COMPASS, the Communication Partnership for Science and the Sea, a collaborative group that advocates for marine conservation science to policymakers. She served on the Pew Oceans Commission and the Joint Oceans Commission Initiative and has served on the boards of the World Resources Institute and Environmental Defense.

NOAA Transition Team

Transition activities for the Agency have begun. Don Beyer is leading the Department of Commerce transition team, and Monica Medina is lead for the NOAA transition team. The team met with Dr. William Brennan, acting administrator to discuss NOAA's activities and accomplishments. The transition team continued discussions with the Deputy Under Secretary, Mary Glackin, and other NOAA officials. We are very fortunate to have people on the transition team who know NOAA's mission and programs. More information about this process will be available soon.

Reminder: NOAA Administrator

Dr. William Brennan, deputy administrator, is now serving as the acting administrator of NOAA.

NOAA Aquatic Invasive Species Program Update: Ornamental Finfish

(John Primo - contractor)

John is researching the introduction of ornamental finfish (e.g., Lionfish) into the marine waters off of South Florida. This research includes:

- Garnering a baseline understanding of the different stakeholders involved in this issue and their perspectives (i.e., paths of introduction, issues/problems, prescriptions) on the introduction of ornamental fish species into the waters off of South Florida through ethnographic discussions.

- Conducting a literature review on the topic to understand the state of the science and the identified/suspected pathways.
 - Using onsite observations (pet shops, dive boats, trade shows) and conversations to ground the data.
 - Reporting my findings; making a cautious statement on the likely pathways of introduction given the science literature and stakeholder perspectives.
 - Providing recommendations on follow-up actions, management options, and, if possible, including potential outreach and education strategies.
 - If applicable, using the collected information to design and implement a survey of identified target group(s) to garner information on their knowledge and behavior as related to invasive ornamentals.
- John Primo recently traveled to South Florida for his research on the Introductions of Marine Ornamentals (11/14-18). To learn more, please contact John.Primo@noaa.gov

RESEARCH AND COMPETITIONS

Reminder: Knauss Applications

The 2010 grants opportunity for the John A. Knauss Marine Policy Fellowship (Knauss Fellowship Program) has been published and can be accessed at: <http://www.seagrant.noaa.gov/funding/rfp.html>

Applications from prospective fellows to the state Sea Grant programs are due February 20, 2009. Selected applications from the sponsoring state Sea Grant program are to be received in the National Sea Grant Office through Grants.gov no later than 5 pm Eastern Daylight Time (EDT) on April 3, 2009.

Reminder: NOAA Fisheries-Sea Grant Fellowship Applications

The 2009 grants opportunities for the NOAA Fisheries-Sea Grant Fellowships in Marine Resource Economics and Population Dynamics have been published in the Federal Register. The Funding Opportunity Number for Population Dynamics is OAR-SG-2009-2001573 and for Marine Resource Economics the number is OAR-SG-2009-2001574. Applications from prospective fellows to the National Sea Grant Office (NSGO) are due in Grants Online by 4:00 pm Eastern Daylight Time (EDT) February 20, 2009. As in years past, since the programs actually enter the applications in the system for the students, a month-earlier deadline for student's applications to Sea Grant programs (~January 20) should work well.

OUTREACH

Extension

Impact of Climate Change on the Great Lakes Ecosystem

Held July 29-31 in Ann Arbor. Jim Hurley presented on Sea Grant climate change and the Sustainable Coastal Community Development Focus

Area. The workshop was one of the initial work plan elements of the Great Lakes Sea Grant Network's NOAA Climate Program Office SARP project.

Reminder: Responding to Climate Change Training Needs

Sea Grant Extension agents and specialists need additional training to help them address new and emerging climate issues. The greatest near-term priority is climate change and its likely socioeconomic and ecological implications. At this time, we are exploring using existing as well as developing new online training modules with COMET (Cooperative Program for Operational Meteorology, Education and Training) which was established in 1989 by the University Corporation for Atmospheric Research and the National Weather Service: <http://www.comet.ucar.edu/> It is likely that other NOAA and federal agency partners, as well as nongovernmental organizations, will be involved in this effort.

Reminder: National Sea Grant Extension Academy 2009

Following the successful training of 30 Sea Grant extension professionals representing 21 Sea Grant Programs at the 2005 National Sea Grant Extension Academy, Florida's Mike Spranger has agreed to organize a second training program beginning in February 2009. More than 20 programs have pledged to send one or more of their agents/specialists. The Academy's primary training objective is to ensure that extension professionals are "...technically trained to design, implement, and evaluate effective extension, technology transfer, and education programs that meet the needs of the marine and coastal clientele groups that they serve." Please go to the website below for complete information and registration. Registration is available through 23 January, 2009. Visit:

http://www.flseagrant.org/new_items/National%20Academy/index.htm

Or, contact Mike Spranger at (352) 392-1837 (phone), or by e-mail: spranger@ufl.edu

Ralph Rayburn Beltway Brown Bag Presentation: December 4

Stephanie Showalter, Director, National Sea Grant Law Center, presented a talk titled, "Reducing Barriers and Conflicts through Legal Extension." The talk was held at the NOAA Library in Silver Spring, MD. During her visit to Silver Spring, Stephanie also met with NOAA Aquaculture staff, Coastal Management staff and General Counsel to discuss possible legal and policy research topics that would be of help to those offices. The Assembly and NSGO welcome your suggestions for future Ralph Rayburn Beltway Brown Bag topics. Hawaii Sea Grant's Darren Okimoto <okimotod@hawaii.edu> is the contact person. To learn more about other upcoming Brown Bag seminars at the NOAA Library, please visit:

<http://www.lib.noaa.gov/about/news/brownbagseminars.html>

Communications

Michigan Sea Grant Sturgeon Story Selected for Coastal Ecosystem Learning Center (CELC) Kiosk

The Sturgeon story from Michigan Sea Grant is in production right now for the CELC kiosks—a network of kiosks located aquaria across the nation. Congratulations, to Michigan Sea Grant! More information about how to submit proposals for CELC consideration will be forthcoming.

NOAA Research *In the Spotlight*: Sea Grant will provide the next “Spotlight” story, due on **December 29, 2008**. If anyone would like to volunteer to submit a story, e-mail: Amy.Painter@noaa.gov

Recent Sea Grant stories include:

September: **Connecticut Sea Grant’s Peg Van Patten** contributed “*Project Limulus* Bringing Insights to Horseshoe Crab Conservation and Sustainable Harvest.” The article discusses research and volunteer efforts to track the crabs in Connecticut and the Long Island Sound.

Please visit: <http://www.research.noaa.gov/spotlite/>

July: **Maryland Sea Grant’s Jessica Smitts** contributed “Scientists join forces for regional fisheries research,” featuring a regional project funded by the Maryland, Delaware and Virginia Sea Grant programs. Please visit: http://www.oar.noaa.gov/spotlite/2008/spot_communication.html

Hot Items: Thank you to all of those who have sent their news, articles and stories to oar.sg.news@noaa.gov (Note: Hot Items is not available to the public, but is read throughout NOAA Headquarters.) Programs whose stories have been featured over the past two months include: Alaska Sea Grant, California Sea Grant, Delaware Sea Grant, Hawai`i Sea Grant, Illinois-Indiana Sea Grant, Louisiana Sea Grant, Maine Sea Grant, MIT Sea Grant, Michigan Sea Grant, Minnesota Sea Grant, Mississippi-Alabama Sea Grant, New Hampshire Sea Grant, New York Sea Grant, North Carolina Sea Grant, Ohio Sea Grant, Oregon Sea Grant, Rhode Island Sea Grant, South Carolina Sea Grant, Virginia Sea Grant, Washington Sea Grant and Wisconsin Sea Grant. Again, thank you for your stories. Your news and successes are shared with NOAA leadership and other decision-makers, and gain valuable recognition for our overall program.

Education

2009 -2029 NOAA Education Strategic Plan Approved

We will send a link when the document is officially released.

FELLOWSHIPS

Knauss

Placement Week Information: Class of 2009 (December 8-12)

The John A. Knauss Class of 2009 Placement Week was a total success. We placed 46 fellows in the legislative and executive branches of government. For more information on the final placement of the 2009 fellows, please visit: <http://www.seagrants.noaa.gov/knauss/>

Knauss Lecture Series

Several Knauss fellows (class of 2008) have been invited to present their research projects to the NOAA community in order to promote dialogue between the fellows and the Washington DC marine policy community. All seminars are held in the NOAA Central Library SSMC#3. To learn more about upcoming Library seminars, please visit:

<http://www.lib.noaa.gov/about/news/brownbagseminars.html>

CONFERENCES/MEETINGS (involving NSGO staff)

February

- 9-13 National Sea Grant Academy (D.C.)
- 10-11 SGA meeting (D.C.)
- 10 Knauss Reception (US Botanic Gardens, D.C.)
- 11-12 National Sea Grant Advisory Board meeting (D.C.)

Phone Numbers at NSGO

Phone numbers: 301/734-1077 or 301/734-1066. Sea Grant Director: 301/734-1088 (phone); 301/713-1031 (fax). Online directory: <http://www.seagrant.noaa.gov/other/sgofficestaffdirectory.html>

Sea Grant News

November/December 2008

National Sea Grant College Program

National Oceanic and Atmospheric Administration (NOAA)

1315 East-West Highway

Silver Spring, MD 20910

301/734-1066/1077

fax 301/713-0799

<http://www.seagrant.noaa.gov>

Questions: contact amy.painter@noaa.gov