



Education and Outreach Action Plan

Introduction

Education and outreach programs have served as cornerstones of the Sanctuary. These programs, diverse in scope, content, and geographical coverage, have increased public awareness and provided other substantial benefits to local communities statewide. The Sanctuary targets a wide array of audiences, including local school children, divers, fishers, whalewatchers, visitors, and other ocean users. Of special value in many educational and outreach activities are volunteers who contribute unique skills and enthusiasm to accomplish a wide variety of important tasks. This action plan presents strategies (Tables 6 and 7A/B and Figure 4) that will preserve the best of current education and outreach programs as well as build new, complementary programs to most effectively achieve Goal 3, *Enhance public awareness, understanding, and appreciation of humpback whales, their habitat, and the Sanctuary*. Program planning, development and implementation will be optimized through systematic assessment of program needs and opportunities, and regular evaluation of program performance.

Outcomes and Performance Indicators

EO Outcome 1: By the end of 2006, the Sanctuary will enhance the protection of its resources by increasing awareness of its stewardship mission and fostering an ocean stewardship ethic, and will do so in a more effective manner, as indicated by:

- Increased awareness of and understanding of Sanctuary goals and other key facts and messages related to humpback whale protection and sustainable ocean use as shown by periodic surveys among educators, Sanctuary users and the general public (first survey completed by the end of 2004).
- A completed Strategic Education and Outreach Plan by end of 2004.
- A completed interpretive plan and/or handbook completed by end of 2005.

EO Outcome 2: By the end of 2007, the Sanctuary will clarify and augment its volunteer program, as indicated by:

- A completed volunteer handbook by end of 2004.
- A completed volunteer plan by end of 2005.
- Increasing numbers of volunteers and hours of volunteer participation increase throughout the plan period.
- Stable or increased satisfaction levels of volunteers as shown by surveys taken throughout the plan period.

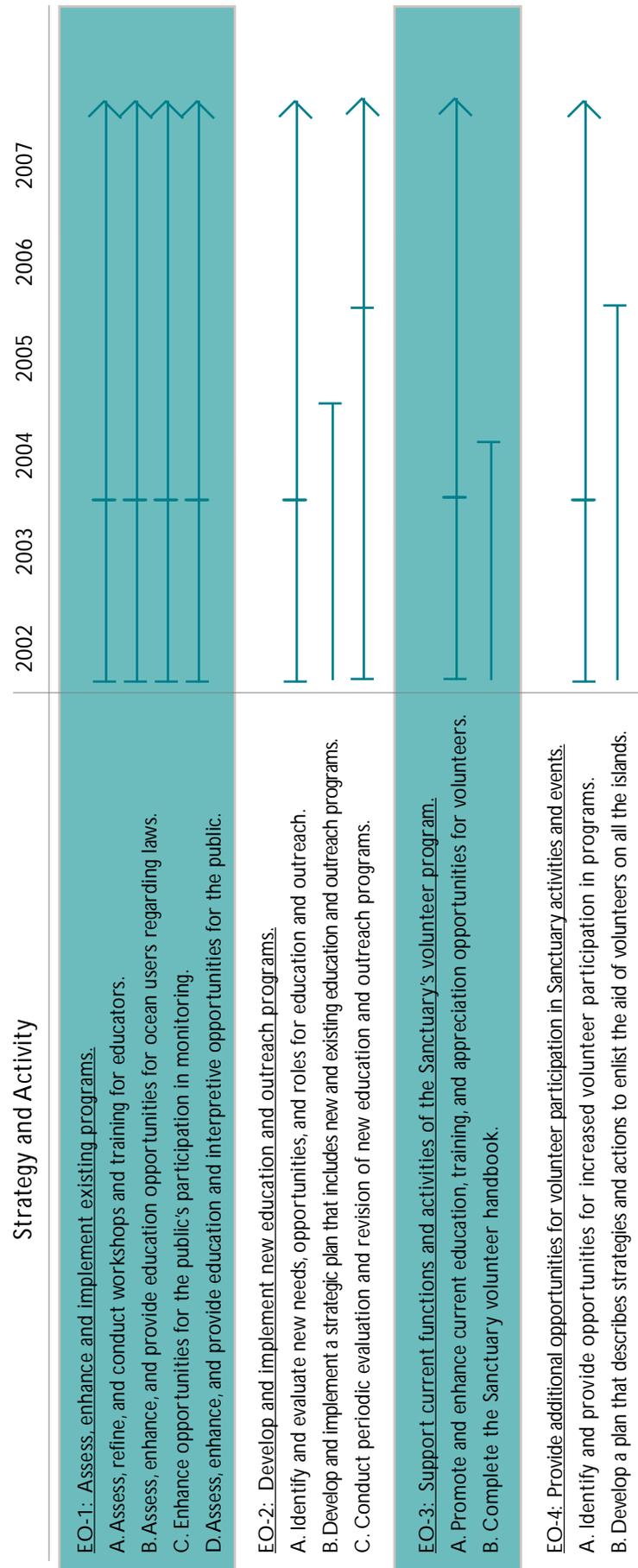


Table 6: Summary of Education and Outreach Strategies and Activities

Strategies	Activities
<p>EO-1: Assess, enhance, and implement existing education and outreach programs.</p>	<p>A. Assess, refine, and conduct workshops and training for educators. B. Assess, enhance, and provide education opportunities for ocean users regarding laws, rules, regulations, and practices. C. Enhance opportunities for public’s participation in monitoring resources and uses within the Sanctuary. D. Assess, enhance, and provide education and interpretive opportunities for the public.</p>
<p>EO-2: Develop and implement new education and outreach programs.</p>	<p>A. Identify and evaluate additional needs, opportunities, and roles for education and outreach. B. Develop and implement a strategic plan which includes new and existing education and outreach programs. C. Conduct periodic evaluation and revision of new education and outreach programs.</p>
<p>EO-3: Support current functions and activities of the Sanctuary’s volunteer program.</p>	<p>A. Promote and enhance current education, training, and appreciation opportunities for Sanctuary volunteers. B. Complete the Sanctuary volunteer handbook.</p>
<p>EO-4: Provide additional opportunities for volunteer participation in Sanctuary activities and events.</p>	<p>A. Identify and provide opportunities for increased volunteer participation in Sanctuary programs. B. Develop a plan that describes strategies and actions to enlist the aid of volunteers on all the islands.</p>



Figure 4: Timeframe of EO Strategies and Activities



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Table 7A: Estimated One Time Only Costs (in \$1000s) for EO Strategies and Activities

Strategy and Activity		Personnel	Travel	Printing	Equipment & Supplies	Contract	One-Time Only Costs
EO-1 Enhance existing education and outreach programs							
EO-1A	Conduct training for educators.	-	-	-	-	-	-
EO-1B	Enhance education opportunities for ocean users.	-	-	-	-	-	-
EO-1C	Enhance opportunities fir public in monitoring.	-	-	-	-	-	-
EO-1D	Enhance educational opportunities to the public.	-	-	-	-	-	-
EO-2 Develop and implement new education and outreach programs							
EO-2A	Evaluate new education and outreach needs.	18.8	1.5	-	-	52.5	72.8
EO-2B	Develop and implement a strategic plan.	37.5	16.0	10.0	-	50.0	113.5
EO-2C	Conduct evaluation of new programs.	25.0	2.0	-	-	30.0	57.0
EO-3 Support current activities of the Sanctuary volunteer program							
EO-3A	Enhance current opportunities for volunteers.	-	-	-	-	-	-
EO-3B	Complete the volunteer handbook.	6.3	0.5	1.0	-	-	7.8
EO-4 Provide additional opportunities for volunteer participation in Sanctuary activities							
EO-4A	Provide additional opportunities for volunteers.	25.0	10.0	2.0	-	30.0	67.0
EO-4B	Develop a plan for volunteers on all islands.	8.8	1.0	1.0	-	15.0	25.8

Table 7B: Estimated Annual Costs (in \$1000s) for EO Strategies and Activities

Strategy and Activity		Personnel	Travel	Printing	Equipment & Supplies	Contract	Avg. Annual Costs
EO-1 Enhance existing education and outreach programs							
EO-1A	Conduct training for educators.	22.5	3.0	3.0	2.0	25.0	55.5
EO-1B	Enhance education opportunities for ocean users.	22.5	3.0	3.0	2.0	25.0	55.5
EO-1C	Enhance opportunities fir public in monitoring.	22.5	6.0	3.0	10.0	35.0	76.5
EO-1D	Enhance educational opportunities to the public.	45.0	4.0	5.0	28.0	35.0	117.0
EO-2 Develop and implement new education and outreach programs							
EO-2A	Evaluate new education and outreach needs.	11.3	0.8	-	-	26.3	38.3
EO-2B	Develop and implement a strategic plan.	11.3	4.0	2.5	-	12.5	30.3
EO-2C	Conduct evaluation of new programs.	3.8	0.3	-	-	3.8	7.8
EO-3 Support current activities of the Sanctuary volunteer program							
EO-3A	Enhance current opportunities for volunteers.	60.0	1.0	-	2.0	35.0	98.0
EO-3B	Complete the volunteer handbook.	-	-	-	-	-	-
EO-4 Provide additional opportunities for volunteer participation in Sanctuary activities							
EO-4A	Provide additional opportunities for volunteers.	3.8	1.3	0.3	-	3.8	9.0
EO-4B	Develop a plan for volunteers on all islands.	-	-	-	-	-	-





Strategies

EO-1: ASSESS, ENHANCE, AND IMPLEMENT EXISTING EDUCATION AND OUTREACH PROGRAMS

Strategy Summary

Strategy EO-1 address Objectives 3.1, 3.2, 3.4, and 3.5 to conduct and enhance education and outreach programs.

Continued implementation of successful Sanctuary education and outreach programs will help maintain the momentum of informed community participation in ocean stewardship, community service, and volunteer activities beneficial to the Sanctuary, its resources, and the people of Hawai'i. This strategy is aimed at maintaining the most effective aspects of existing programs while adapting and further optimizing these education and outreach efforts. The interrelated activities identified to implement this strategy entail assessing, improving, conducting, and evaluating the full range of existing successful programs utilizing input, guidance, and contributions from a variety of Sanctuary partners.

Activities

Activity A: Assess, refine, and conduct workshops and training opportunities for educators and facilitate efforts to teach others about Hawai'i's humpback whales, Hawai'i's marine environment, and ocean stewardship.

Sanctuary education and outreach programs that are directed toward Hawai'i's educators can be extremely effective in ultimately reaching a very large percentage of the population. Programs that have shown great promise include a variety of Educator's Workshops that provide materials and help teachers build skills that can be used to effectively teach marine science and promote ocean stewardship among Hawai'i's youth. Sanctuary efforts to provide materials and information to educators via broadcast and print media, and the Internet have also shown great potential to foster a generation that embraces sustainable ocean resource use and stewardship. This activity will begin by assessing the effectiveness of these programs with careful consideration given to current levels of educator awareness and the needs and roles of the Sanctuary in the broader, often changing governmental, environmental, and social contexts. Priority will be given to adapting curriculum materials to address and meet a wide array of State of Hawai'i Department of Education curriculum standards. The results of the assessment will be used to modify the nature and scope of existing programs as needed and to best carry out the programs once they are so modified.

Activity B: Assess, enhance, and provide education opportunities for ocean users regarding laws, rules, regulations, practices, and responsible wildlife viewing guidelines relating to protected marine species and use of Sanctuary waters.

Research suggests that a large majority of ocean users are very willing to follow ocean conservation and management laws and regulations once they understand the reasons that underlie them. The Sanctuary has made great strides in promoting this understanding among a wide range of Sanctuary users. The Ocean Users' Workshops, held annually on Kaua'i, O'ahu, Maui and the Big Island, have been conducted to inform commercial ocean tour operators and recreational boaters of the Federal humpback whale approach rule and other Federal and State laws and regulations related to marine



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resources management and conservation. An Ocean Users' Handbook accompanies the workshops. The Sanctuary has also worked with NOAA's Office of Law Enforcement to conduct community-oriented outreach activities aimed at reducing violations of these protection measures. The Sanctuary has also partnered with NOAA Fisheries' Office of Protected Resources to help promote a Watchable Wildlife Campaign to promote responsible public enjoyment of Hawai'i's marine wildlife. Via this strategy, these and other related programs will be adapted as needed to continue to foster a ocean user community that is aware of and supports existing legal and regulatory conservation measures. Successful completion of this activity will also follow the process of integrated program assessment of existing public awareness and Sanctuary program effectiveness, refinement, implementation, and evaluation discussed in Activity A above.

Activity C. Enhance opportunities for public participation in monitoring resources and uses within the Sanctuary.

Many people who value the Sanctuary are eager to find ways they can meaningfully learn from and contribute to marine science and environmental research. The programs discussed in this strategy will be designed for integration with the Sanctuary's Research and Monitoring Action Plan, with the intention of further strengthening linkages between Sanctuary research and monitoring and education and outreach programs of the Sanctuary and Sanctuary partners. Existing programs that have proven successful in this area include the Sanctuary Ocean Count, Educator's Workshops, and various lecture series held around the State. The cyclical process of assessment, refinement, implementation, and evaluation will also be utilized in this strategy.

Activity D. Assess, enhance, and provide education and interpretation opportunities for the public on humpback whales, the marine environment, and ocean stewardship.

While the strategies discussed above focus on education and outreach for educators, improved awareness of the laws and regulations, and public participation in research and monitoring, the Sanctuary also sees an important need to provide general education and outreach to all sectors of the general public. This strategy is to a certain extent a "catch all" strategy for a very wide range of education and outreach programs from which virtually any member of the public might benefit. Many of these programs are best characterized as natural history interpretation. Sanctuary sponsorship of the Annual Kaua'i Family Ocean Fair and participation in other public events throughout the State exemplifies programs covered under this strategy. Facilitating articles and stories in print and broadcast media; publishing and distributing the Sanctuary newsletter, brochures and other materials; updating the website; and providing daily public access to various interpretive displays and materials at the Education Center on Maui and other Sanctuary offices, are other important examples of programs considered under this strategy. Here again, the Sanctuary will endeavor to build on the best of existing general education and outreach efforts by employing a cyclical assessment, refinement, implementation and evaluation process.

Estimated Timeframe

See Figure 4 for an overview of the anticipated scheduling of these strategies. In general each of the activities in this strategy are expected to take the following amounts of time:

- Activity A: First assessments and enhancements completed by end of 2003, refined programs implemented throughout plan period.





- Activity B: First assessments and enhancements completed by end of 2003, refined programs implemented throughout plan period.
- Activity C: First assessments and enhancements completed by end of 2003, refined programs implemented throughout plan period.
- Activity D: First assessments and enhancements completed by end of 2003, refined programs implemented throughout plan period.

Estimated Costs

See Table 7 for an overview of the anticipated costs of these strategies.

Products

- Educator's workshops
- Interpretive displays and signage
- Handbooks for educators
- Handbooks for ocean users
- Public events
- Event reports
- Educational materials (e.g., posters, brochures, etc.)
- Educational curriculum
- News, magazine, and newsletter articles
- Broadcast media coverage
- Lecture Series
- Videotapes of Sanctuary lectures
- Public broadcasts of lectures
- Program evaluation reports
- Website updates and upgrades

Partners

- U.S. Fish and Wildlife Service, Keālia Pond National Wildlife Refuge
- U.S. Fish and Wildlife Service, Kīlauea Point National Wildlife Refuge
- Haleakalā National Park
- Hawai'i DLNR
- Hawai'i Department of Education
- NOAA Fisheries
- Other Federal, State, and local government agencies with educational missions
- Academic institutions and schools
- Education and environmental non-governmental organizations
- Sanctuary Advisory Council

Related Strategies

- NRP-4: Reduce violations of Sanctuary regulations.
- RM-4: Enhance communications among researchers, between researchers and resource managers, and between researchers and the general public.



EO-2: DEVELOP AND IMPLEMENT NEW EDUCATION AND OUTREACH PROGRAMS



Strategy Summary

The Sanctuary recognizes that in addition to refined versions of existing efforts, overall effectiveness should be augmented with the introduction of entirely new education and outreach programs. This strategy is composed of activities that promote systematic development and implementation of these additional programs. An important product resulting from this strategy will be a mid-range (3-5 year) strategic education and outreach plan providing guidance for the entire Sanctuary education and outreach program. Of special importance in Sanctuary education and outreach is interpretive information on the Sanctuary program, its resources, impacts on resources by humans, and other topics which are provided by staff, volunteers, and other interactive or static means. Among other areas of focus, the strategic education and outreach plan will provide guidance on developing and delivering the most effective and appropriate interpretive methods and messages for Sanctuary visitors.

This strategy addresses Objectives 3.3 and 3.6, to conduct education and outreach programs.

Activities

Activity A: Identify and evaluate new needs, opportunities, and roles for education and outreach.

This activity will consider effectiveness assessments of existing education and outreach programs conducted in Strategy EO-1, further assessments of existing interpretive facilities and resources; and analysis of education plans and programs of other state, national, and international protected areas and organizations to identify needs, opportunities and appropriate roles of additional Sanctuary education and outreach programs.

Activity B: Develop and implement a strategic plan which includes new and existing education and outreach programs.

This activity will entail the design, development, and implementation of specific programs that address the roles, needs, and opportunities identified via the activity above. The strategic plan will present descriptions of new programs including: (1) critical evaluation of the effectiveness of current and proposed Sanctuary projects and the Sanctuary's role in education and outreach in Hawai'i; (2) strategies for improved cooperation between other education and outreach agencies; (3) strategies for improved overall effectiveness and results; (4) guidance for optimal alignment of the Sanctuary's program with national and state education standards; (5) ways to achieve improved coordination and expanded benefits to Hawai'i's people of other national education plans and programs; and (6) criteria for accurate and measurable indicators of program performance.

Activity C: Conduct periodic evaluation and revision of new education and outreach programs.

To ensure maximum effectiveness of Sanctuary education and outreach programs over the long-term, this activity will entail their periodic review, evaluation, and revision. Performance indicators that are linked to assessments and surveys of improved public awareness and understanding will be considered in the review, evaluation, and revision process.





Estimated Timeframe

See Figure 4 for an overview of the anticipated scheduling of these strategies. In general each of the activities in this strategy are expected to take the following amounts of time:

- Activity A: First iteration completed by end of 2003, annual completion thereafter.
- Activity B: Strategic plan completed by end of 2004; new programs initiated throughout plan period.
- Activity C: First iteration completed by end of 2005; annual completion thereafter.

Estimated Costs

See Table 7 for an overview of the anticipated costs of these strategies.

Products

- A strategic plan and other planning documents for Sanctuary's education and outreach programs
- Plan or handbook for the Sanctuary's interpretive activities
- New education and outreach programs

Partners

- Other agencies engaged in education and outreach in Hawai'i
- Interpretive specialists and organizations
- Sanctuary Advisory Council
- NMSP/NOAA/NOS education and outreach staff
- NOAA Fisheries
- Sanctuary volunteers
- Sanctuary Advisory Council
- National Marine Sanctuary Foundation

Related Strategies

AD-2: Establish agreements for agencies and organizations relevant to Sanctuary management to better protect humpback whales and their habitat.



EO-3: SUPPORT CURRENT FUNCTIONS AND ACTIVITIES OF THE SANCTUARY'S VOLUNTEER PROGRAM



Strategy Summary

The Sanctuary's goals and objectives cannot be realized without volunteer support. Current volunteers are members of the community including residents and visitors, students and senior citizens. They come from many different backgrounds and bring a variety of skills and gifts to the Sanctuary. Their diversity is one of the Sanctuary's greatest assets. Continual support of the functions and activities of the volunteers will promote understanding, appreciation, and involvement in Sanctuary activities that promote the protection of the humpback whale and its habitat.

This strategy addresses Objectives 6.3 and 6.4, to encourage volunteer participation in Sanctuary programs.

Activities

Activity A: Promote and enhance current education, training, and appreciation opportunities for Sanctuary volunteers.

This activity is intended to help maintain and strengthen existing efforts of the Sanctuary's Volunteer Coordinator and other staff to provide an attractive and diverse set of opportunities for Sanctuary volunteers. Existing programs and activities will be periodically assessed and refined as needed to achieve most effective implementation. Expand current opportunities for volunteers including those offered at the Sanctuary headquarters - Maui and the island liaison and State offices, and through the intern program for high school and college level students.

Activity B: Complete the Sanctuary volunteer handbook.

In consultation and coordination with NMSP headquarters and the National Team Ocean volunteer coordinator, the Sanctuary will produce a handbook for volunteers. The handbook will provide information and guidance on a range of topical, logistical, procedural, and administrative matters relevant to effectively serving as a Sanctuary volunteer.

Estimated Timeframe

See Figure 4 for an overview of the anticipated scheduling of these strategies. In general each of the activities in this strategy are expected to take the following amounts of time:

- Activity A: Throughout plan period; 1st refinement completed by end of 2003.
- Activity B: Completed by end of 2004.

Estimated Costs

See Table 7 for an overview of the anticipated costs of these strategies.





Products

- Continued and refined volunteer activities and opportunities
- Volunteer handbook
- Appreciation events

Partners

- Volunteers
- Team Ocean
- Sanctuary Advisory Council
- National Marine Sanctuary Foundation



EO-4: PROVIDE ADDITIONAL OPPORTUNITIES FOR VOLUNTEER PARTICIPATION IN SANCTUARY ACTIVITIES AND EVENTS



Strategy Summary

Sanctuary volunteers enhance the ability of staff to reach diverse segments of the community and increased numbers of the public. Volunteer efforts, which include collaboration with other community groups and organizations, lead to success in achieving common goals and mutual benefits. Volunteer activities can also enhance the sense of stewardship of the marine environment, humpback whales, and their habitat. At the same time, participation by volunteers in the Sanctuary program expands public knowledge of marine resource protection challenges and may increase funding opportunities. This strategy seeks to develop and implement new ways in which volunteers can contribute to and benefit from the Sanctuary. Special effort will be directed to expand volunteerism to better cover all the main Hawaiian Islands.

This strategy addresses Objectives 6.3 and 6.4, to encourage volunteer participation in Sanctuary programs.

Activities

Activity A: Identify and provide opportunities for increased volunteer participation in Sanctuary programs.

This activity will take into consideration the assessments of existing programs conducted in Strategy EO-3 to identify, develop, and implement new volunteer programs and activities. It will entail extensive communication and coordination with other local and national volunteer oriented programs. Developing and implementing a Sanctuary volunteer intern program will be a priority component of this activity. The Sanctuary also is considering developing a naturalist training program that would also expand opportunities for volunteers.

Activity B: Develop a plan that describes strategies and actions to enlist the aid of volunteers on all the islands, including potential new staffing to support volunteers.

Drawing on the results of Activity A above, a plan will be developed to keep new volunteer opportunities as effective, diverse, and widespread as possible over the long-term. The plan will present strategies and actions for a wide variety of types and levels of volunteer involvement, and include performance indicators to measure program success and volunteer satisfaction.

Estimated Timeframe

See Figure 4 for an overview of the anticipated scheduling of these strategies. In general each of the activities in this strategy are expected to take the following amounts of time:

- Activity A: First iteration completed by end of 2003, annual completion thereafter.
- Activity B: Volunteer plan completed by the end of 2005.

Estimated Costs

See Table 7 for an overview of the anticipated costs of these strategies.





Products

- New volunteer programs and activities.
- Strategic Sanctuary Volunteer Plan.

Partners

- Local universities and community colleges
- Local marine science organizations
- Sanctuary volunteers
- Team Ocean
- Sanctuary Advisory Council
- National Marine Sanctuary Foundation
- Other volunteer organizations

Related Strategies

- AD-3: Enhance the staffing and personnel resources of the Sanctuary.

