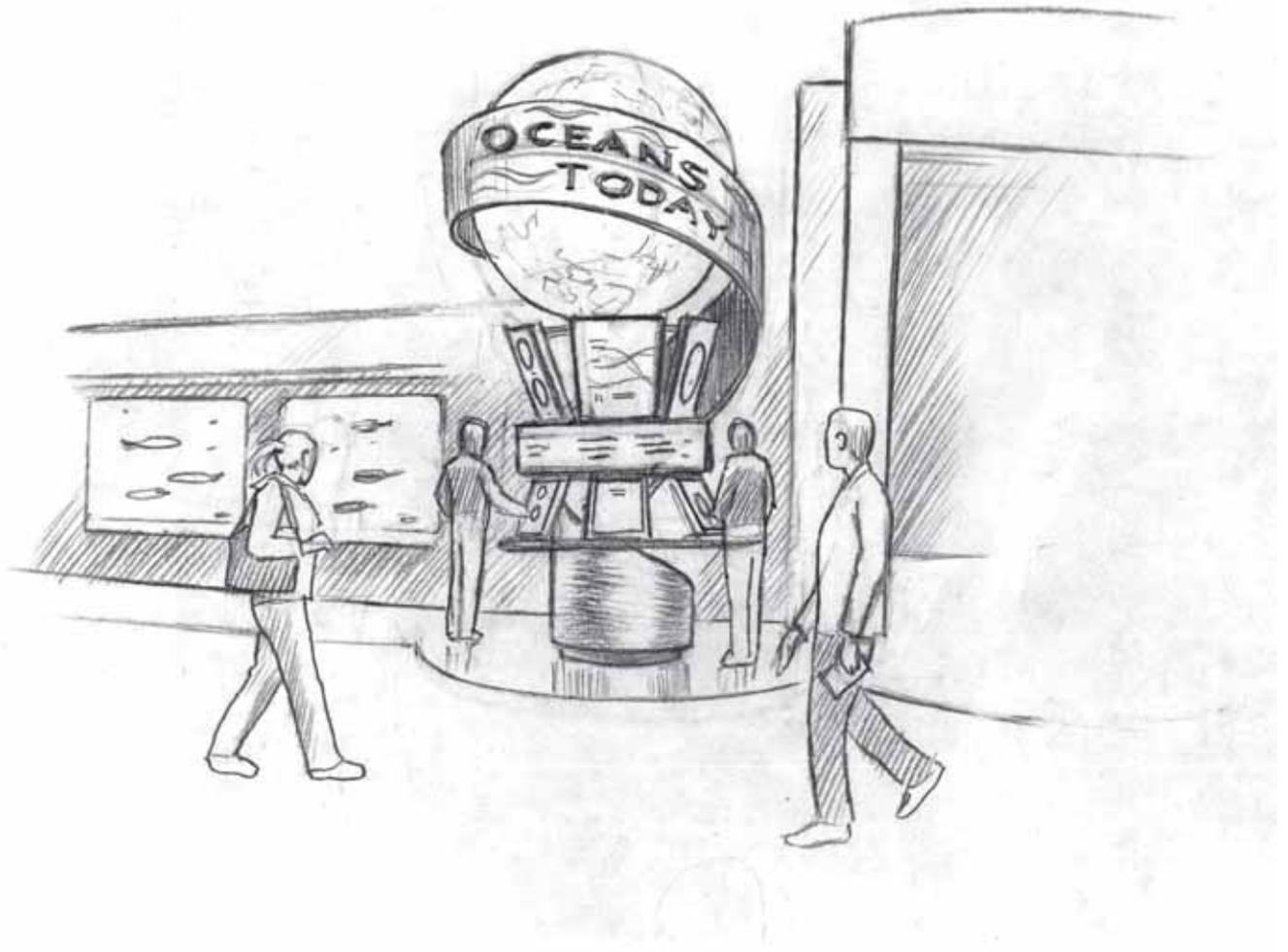


**Enhancing Ocean-Literacy:
Strengthening the Coastal Ecosystem Learning Center Network
Of the Coastal America Partnership**

A Report on Actions Implemented and Recommended Future Actions

December 14, 2007





UNITED STATES DEPARTMENT OF COMMERCE
 The Under Secretary of Commerce
 for Oceans and Atmosphere
 Washington, D.C. 20230

DEC 14 2007

Mr. James L. Connaughton
 Chairman, White House Council on Environmental Quality
 and Chairman, Coastal America Partnership
 Council on Environmental Quality
 722 Jackson Place, NW
 Washington, DC 20503

Dear Jim,

On behalf of federal members of the Coastal America Principals Ocean Literacy Working Group, we are pleased to present you with the Working Group's report: *Enhancing Ocean-Literacy: Strengthening the Coastal Ecosystem Learning Center Network Of the Coastal America Partnership: A Report on Actions Implemented and Recommended Future Actions*. The Report presents the work and the findings of our Working Group and our education and corporate Coastal America partners.

The report presents a vital new means for us to deliver on the Administration's key ocean literacy goals set out in the U.S. Commission on Ocean Policy, the Administration's U.S. Ocean Action Plan, and the Conference on Ocean Literacy. Moving forward with this effort as soon as possible is also of singular importance in our efforts to help strengthen Coastal America's Coastal Ecosystem Learning Center Network. The report will be provided to the Subcommittee on Integrated Management of Ocean Resources and the Interagency Ocean Education Working Group. They will review the report and develop recommendations on how to move forward from here.

Sincerely,

Conrad C. Lautenbacher, Jr.
 Vice Admiral, U.S. Navy (Ret.)
 Under Secretary of Commerce for
 Oceans and Atmosphere
 Chair, Coastal America Principals Ocean
 Literacy Working Group

Enclosure

cc: Gerhard Kuska, OSTP
 Daniel Walker, OSTP



THE ADMINISTRATOR



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EXECUTIVE SUMMARY

In August of 2006 the Coastal America Principals met to review and act on key issues of the Coastal America Partnership. The Principals acted to form an Ocean Literacy Working Group (the “Working Group”) and charged the Working Group with taking action over the coming year that would strengthen the CELC network and enhance the ability of its members, working closely with Coastal America’s Federal agency and corporate partners, to most effectively deliver vital ocean literacy learning opportunities to the more than 26 million people who visit a CELC center each year. The success of this effort was viewed by the Principals as critical to national efforts to implement key findings and recommendations of the U.S. Commission on Ocean Policy, the Administration’s U.S. Ocean Action Plan, and the Conference on Ocean Literacy, designed to achieve:

- Increased awareness of ocean issues by the public
- Increased knowledge of regional ocean issues by the public
- Use of informal education to help create an ocean-literate society and enhance ocean stewardship

The Working Group developed an initiative sharply focused on accomplishing its mission: the CELC-Smithsonian Ocean Interpretive Station initiative. The Initiative was developed through extensive discussion with Coastal America partners and other key individuals and organizations involved in enhancing ocean literacy.

The Working Group recognized that it was vital to effectively leverage CELC strengths with those of other institutions focused on improving ocean literacy. It was also important to assure the use of innovative means of delivering critical information on the oceans to the public. Working with NOAA, EPA, Interior and the Smithsonian, the initiative that the Work Group developed would locate an Ocean Interpretive Station kiosk in each CELC and link it to the Smithsonian’s Ocean Hall, Ocean Today Kiosk, scheduled to open in September of 2008.

The Initiative selected by the Working Group is already well underway. Five pilot Ocean Interpretive Stations have been funded. Efforts are underway to ensure that these kiosks will be up and running at the time of the September 2008 opening of the Smithsonian Ocean Hall. Funding for this initial deployment is based on the award of a NOAA 2007 Environmental Literacy Grant for Free-Choice Learning. Over 180 NOAA Literacy Grant proposals were received and reviewed by an external review panel for funding, and the CELC network proposal was one of only five selected for funding.

The CELC network has also been hard at work with Coastal America, the Coastal America Corporate Wetlands Restoration Partnership, the Smithsonian and the NOAA, developing plans for the CELC Ocean Interpretive Stations that will maximize the Stations’ effectiveness. A CELC team of key technical and exhibitory staff has been working closely with the Smithsonian and NOAA to develop a kiosk infrastructure best

suited for use in CELC centers. The CELC and NOAA technical teams have also designed the kiosk infrastructure to allow for regional as well as national feeds.

A critical aspect of the planning undertaken has been to assure that the kiosk infrastructure is designed to allow for continuous updating and improvements to the kiosks and of the messages delivered by them. As the Smithsonian and the CELC pilots learn lessons and develop refinements to the hardware and software components, the kiosk infrastructure design will allow these improvements to be implemented on all existing kiosks, as well as those coming on line as the network is fully deployed.

The full deployment of the initiative to all of the CELC learning centers is central to our efforts to strengthen the CELC network, assist in developing a singular identity, and help deliver a coordinated ocean literacy message. The initiative, when fully implemented, will give the Coastal America CELC network the means to fully mobilize the power of the partnership to link the 26 million CELC visitors with the 5 million visitors to the Smithsonian and critical ocean literacy issues.

A central aspect of the success of the initiative are the competitive provisions set out in the budget proposal and the clear commitment from each CELC member to match Federal funding with funds raised from their membership and through in-kind services. Although the minimum matching amount delivered by each CELC will be at approximately a 1:1 level, it is important to note that the CELC network expects that many of its members will match Federal funding at a much higher level of at least 1:4 of Federal to non-Federal funds. This significant leveraging of resources is in addition to the work of the Coastal America corporate partners in the Corporate Wetlands Restoration Partnership who are working to raise additional funding from their membership to enhance the quality of the deployment of the Initiative once installed CELC network wide.

The need is clear for Coastal America’s Federal partners to help maintain the momentum of this critical ocean literacy initiative. The Working Group strongly recommends that funding for implementation of the CELC Ocean Interpretive Stations kiosks network wide is fully supported and the first year funding considered for inclusion in the FY09 funding cycle.

Introduction

In August of 2006 the Coastal America Principals met (the “Principals Meeting”) to review and act on key issues of the Coastal America Partnership. Jim Connaughton, the Chairman of the White House Council on Environmental Quality, and the Chair of the Coastal America Partnership, chaired the meeting. Also attending the meeting were two of the Co-Chairs of the Coastal Ecosystem Learning Network, Jerry Enzler, Executive Director of the National Mississippi River Museum & Aquarium, and Ted A. Beattie, President/CEO of the John G. Shedd Aquarium.

A key agenda item at the Principals Meeting was a discussion of how the members of the CELC network, working closely with Coastal America’s Federal agency and corporate partners, could most effectively deliver vital ocean literacy learning opportunities to the more than 26 million people who visit a CELC center each year. The success of this effort was viewed by the Principals as critical to national efforts to implement key findings and recommendations of the U.S. Commission on Ocean Policy, the Administration’s U.S. Ocean Action Plan, and the Conference on Ocean Literacy (“CoOL”), designed to achieve:

- Increased awareness of ocean issues by the public
- Increased knowledge of regional ocean issues by the public
- Use of informal education to help create an ocean-literate society and enhance ocean stewardship

At the Principals Meeting, there was also discussion of the importance of using this opportunity to demonstrate the effectiveness of the Coastal America Partnership. Ted Beattie and Jerry Enzler, as well as a number of the Principals, including Chairman Connaughton, also focused on assuring that any effort undertaken would be designed to strengthen the CELC network and give it effective tools to accomplish its essential educational mission over the long-term.

Coastal America Principals Ocean Literacy Working Group Establishment and Charge

The Principals formed an Ocean Literacy Working Group (the “Working Group”) and charged the Group with taking action over the coming year that would strengthen the CELC network and enhance its ability to deliver vital information on our oceans to the public. Chairman Connaughton emphasized the importance of success in this effort, and instructed the Working Group to report back on the results of its work and recommendations.

The Working Group was chaired by Admiral Conrad Lautenbacher, Undersecretary of Commerce for Oceans and Atmosphere, NOAA, and included Ben Grumbles, Assistant Administrator, Office of Water, EPA, and Kameran Onley, Assistant Deputy Secretary, Department of the Interior. Mr. Beattie and Mr. Enzler are also members of the Working Group.

This Working Group Report, *Enhancing Ocean Literacy, Strengthening the Coastal Ecosystem Learning Center Network of the Coastal America Partnership: A Report on Actions Implemented and Recommended Future Actions* (the "Report"), sets out the actions taken by the Working Group and the Coastal America partners, and presents several key recommendations designed to effectively leverage the actions taken to date.

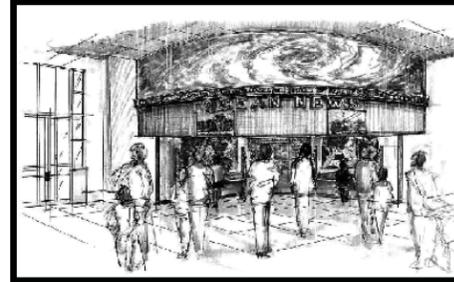
Working Group Initiative: Employing Ocean Interpretive Stations to Deliver Coordinated Ocean Messages and Information to more than 26 Million People a Year

In August and September of 2006 the Working Group developed an initiative sharply focused on accomplishing its mission: the CELC-Smithsonian Ocean Interpretive Station initiative. The initiative was developed through extensive discussion with Coastal America partners and other key voices focused on ocean literacy.

The Working Group recognized that it was vital to effectively leverage CELC strengths with those of other institutions dedicated to improving ocean literacy. It was also important to assure the use of innovative means of delivering critical information on the oceans to the public. Working with NOAA and the Smithsonian, the initiative that the Working Group developed would locate an Ocean Interpretive Station kiosk in each CELC and link it to the content on the Smithsonian's Ocean Hall, Ocean Today Kiosk, scheduled to open in September of 2008.



Ocean Hall Rendering



Ocean Today Kiosk Rendering

The vision for the initiative was simple and powerful: The CELC network reaches a national and international audience of more than 26 million people a year. The initiative would give the CELC network the means to connect these visitors with regional and national information on our oceans vital to helping develop an ocean-literate populace.

A student visiting any CELC learning center would have access to the same educational information about critical ocean issues as a visitor to the Smithsonian. With significant commitments of resources required by each CELC member in combination with core funding from Federal agencies, each Ocean Interpretive Station kiosk would also be expanded to include local and regional information. Using leading edge technology and partnering with the Smithsonian – the Nation's Museum's --opening of its new Ocean Hall exhibit, the Coastal America CELC network would have the means to fully mobilize

the power of the partnership to link the 26 million CELC visitors with the 5 million visitors to the Smithsonian and critical ocean literacy issues.

The result is millions of people each year sharing vital information on the oceans through a common portal that will provide well structured, technologically advanced, engaging, and fully coordinated messages. The Ocean Interpretive Stations would make connections between critical issues of national and global importance such as understanding marine debris and its impact. Information at each CELC center would be designed to help visitors and students better understand these issues and their connection to their communities and how to become part of the solution. Activities could be as simple as signing up for a beach or river clean up day, or as complex as being led on a journey of discovery and learning at their CELC and their classrooms.

The other key attribute of the proposal is its ability to significantly strengthen the CELC network. The network's identity with the public would be formed. As critical, the shared commitment of resources by the Federal agencies and each CELC member would give the network what it has been missing: a singular tool that would allow it -- as a national network -- to deliver on its potential of being a critical avenue to educating American citizens about our oceans and the actions we all need to take to help preserve and restore them.

Finally, the corporate partners of the Coastal America partnership, the Corporate Wetlands Restoration Partnership (the "CWRP"), made clear that they saw great opportunity to leverage the core commitments being made by the Federal partners and the CELC network. The CELC-Smithsonian Ocean Interpretive Station initiative, and its ability to reach a yearly audience of more than 26 million CELC and 5 million Smithsonian visitors, would provide the CWRP with a vehicle to enlist potentially significant corporate support to help enhance the experience for each visitor and broaden the audience for the interpretive stations.

Implementing the CELC Ocean Interpretive Station Initiative: CELC Actions

The charge given by Chairman Connaughton and the Coastal America Principals to the Working Group to move forward with all deliberate speed was taken to heart. At the September 2006 Annual Meeting of the CELC Directors, the network expressed its strong, unanimous support for the Ocean Interpretive Station initiative. On October 10, 2006 the Working Group officially agreed to move forward as speedily as possible to implement the initiative.

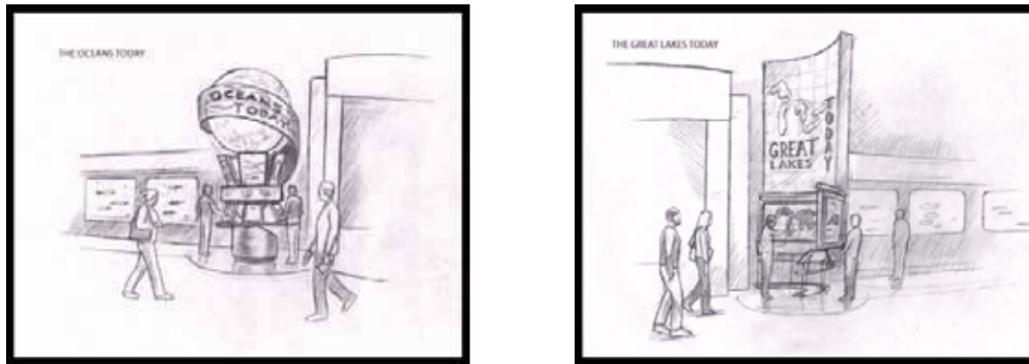
In the fall and winter of 2006 the CELC network, working closely with Coastal America and Working Group members, then proceeded to move forward on turning the idea of the initiative into on the ground reality. The CELC network developed an application for NOAA's 2007 Environmental Literacy Grant for Free-Choice Learning (the "NOAA Literacy Grant"). The application was for funding of four pilot Ocean Interpretive Station kiosks at CELC centers throughout the Nation that would open on the same day as the Ocean Hall, in September 2008. The application sought \$379,000 in funds for this

effort, with each CELC member being responsible for extensive matching financial and in-kind contributions that would – in most instances -- significantly exceed a one to one match level. (See Appendix A for a summary of the CELC Literacy Grant application.)

Over 180 NOAA Literacy Grant proposals were received and reviewed by an external review panel for funding. In May of 2007, the CELC network was informed that its proposal had been one of only five selected for funding. At the request of EPA, the proposal is being expanded to include to permit a fifth pilot to be installed at the J. L. Scott Marine and Education Center, situated in Gulf Springs, Mississippi – the newest CELC member and a strong voice for ocean literacy in the Gulf Region.

The CELC network has also been hard at work with Coastal America, the CWRP, the Smithsonian and NOAA, developing plans for the CELC Ocean Interpretive Stations that will maximize the Stations' effectiveness. A CELC team of key technical and exhibitory staff has been working closely with NOAA to develop a kiosk infrastructure best suited for use in CELC centers. The CELC and NOAA technical teams have also designed the kiosk infrastructure to allow for regional as well as national feeds.

The plans developed are designed to allow for continuous updating and improvements to the kiosks and of the messages delivered by them. As the Smithsonian and the CELC pilots learn lessons and develop refinements to the hardware and software components, the kiosk infrastructure design will allow these improvements to be implemented on all existing kiosks, as well as those coming on line as the network is fully deployed.



CELC Ocean Interpretive Station Kiosks Design Renderings

In addition, the CELC technical and exhibitory team is well underway in the design of the CELC Ocean Interpretive Stations. In October, 2007 the CELC Executive Committee members met in Washington with Coastal America Principals, the Smithsonian and NOAA to discuss next steps on implementing a full CELC network wide installation of the Ocean Interpretive Stations. The Executive Committee members presented several renderings setting out proposed designs to accentuate a national as well as regional kiosk look that would be adapted by each participating CELC. (See Appendix B for full page renderings.)

The CELC network has also developed a series of proposals to help the Smithsonian draw attention to the opening of the Ocean Hall and its connection to communities throughout the Nation with the deployment of the CELC Ocean Interpretive Station kiosks. From a national K-12 and university art contest on the oceans conducted through the CELC network and their respective school systems, to pod casts, and a year long series of events celebrating the Ocean Hall, the CELC network is hard at work putting in place tools designed to maximize the visibility and impact of this new gateway to ocean literacy.

The CWRP: Acting to Strengthen the CELC Ocean Interpretive Station Initiative

In May of 2007, at the Coastal America Annual meeting, Pat Hester, of Spectra Energy, and the new Chair of the CWRP, committed the CWRP to support of the CELC Ocean Interpretive Station kiosk initiative. The CWRP believes that it will be able to play a vital role on the kiosk initiative similar to its work in helping move forward habitat restoration projects of national and regional significance, and providing key assistance to the CELC network's newest members. The CWRP is well placed to provide enhancement funding that would build on the core base of existing funds and enable additional features not otherwise obtainable.

Since May, in national and regional recruiting meetings in the Great Lakes Region, the Gulf Region, and other areas of the country, the CWRP has been hard at work to bring companies on board the partnership that would be interested in building on the core funding provided by the Federal government and the CELC network in deploying the Ocean Interpretive Stations throughout the CELC network. The CWRP believes that with the deployment of the kiosks to all 21 CELC network members, the corporate partners will be able to provide an additional funding source that will allow for more resources to be dedicated to attaining a greater level of sophistication of the kiosk exhibit hardware and software deployment.

Next Steps Already Underway: Budgeting for Full CELC Network Deployment

Within a few months of the formation of the Working Group, the Coastal America partnership began development and implementation of the CELC Ocean Interpretive Station kiosk initiative designed to solidify the CELC network and deliver key ocean literacy messages to a yearly audience of more than 26 million people. The CELC members are already well in to the process of deploying the first five of these Ocean Interpretive Station kiosks in time for the September, 2008 scheduled opening of the Smithsonian Ocean Hall.

In discussions of the initiative in August, 2007 at a meeting of the Interagency Committee on Ocean Science and Resource Management Integration (ICOSRMI), the Coastal America Principals directed Coastal America and the CELC network to develop a detailed budget for implementing the initiative network wide. The CELC network members, working closely with its Coastal America partners and Working Group members, finalized and presented in September a proposed five year budget for

deploying Ocean Interpretive Stations throughout the CELC network (the “Budget Proposal”). (The Budget Proposal, including accompanying documents, is attached as Appendix C.)

A key point of the Budget Proposal is inclusion of significant required commitments for matching funds from each participating CELC network member, as well as a competitive program for funding of components beyond the core hardware and software infrastructure. CELC member institutions anticipate using the core Federal funding as a base for committing additional funds for implementation of the initiative at a greater than 1:1 match level. Many CELC members anticipate that the Federal funding will be matched at a greater than 1:4 match level of Federal to non-Federal funds.

In addition, the CWRP, as previously discussed, anticipates that this base of funding will allow it on a regional and national level to contribute significant additional funds for refinement of the exhibitory, supplemental public relations campaigns, as well as possible deployment of the CELC kiosks in additional locations. With an audience of over 26 million, the possibility for corporate participation is very promising.

Recommendation: Funding for Full CELC Network Deployment

The dedication and commitment of the CELC network to meeting its mandate is clear. The implementation of the first five Ocean Interpretive Stations kiosks is well underway. Coordinated actions with the CWRP and CELC members have begun. (See discussion of the Literacy Grant application and Budget Proposal, and Appendixes A and C.)

The need is clear for Coastal America’s Federal partners to help maintain the momentum of this critical ocean literacy initiative. The Working Group strongly recommends that funding for full implementation of the CELC Ocean Interpretive Stations kiosks is fully supported and the first year funding considered for inclusion in the FY09 funding cycle. (Appendix D includes letters of support for this recommendation.)

The speed with which the proposal was developed, the pilot phase of the initiative implemented, and the request for a detailed budgetary proposal responded to, indicates to the Working Group that maintaining momentum for the initiative with FY09 funding will be met with deliverables from our CELC and CWRP partners. The Working Group believes the initiative critical to the success of the Administration’s efforts to implement key ocean literacy goals of CoOL, the U.S. Commission on Ocean Policy, and the Administration’s U.S. Ocean Action Plan.

**Enhancing Ocean-Literacy:
Strengthening the Coastal Ecosystem Learning Center Network
Of the Coastal America Partnership**

A Report on Actions Implemented and Recommended Future Actions

APPENDIX

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- Attachment B: Full page CELC Ocean Interpretive Station designs renderings
- Attachment C: Full network deployment of CELC Ocean Interpretive Stations, proposed budget and budget justification
- Attachment D: Letters in support of funding for full CELC network deployment of CELC Ocean Interpretive Station kiosks

Appendix, Attachment A

**Ocean Interpretive Stations
A Pilot Program for Coastal America Coastal Ecosystem Learning Centers**

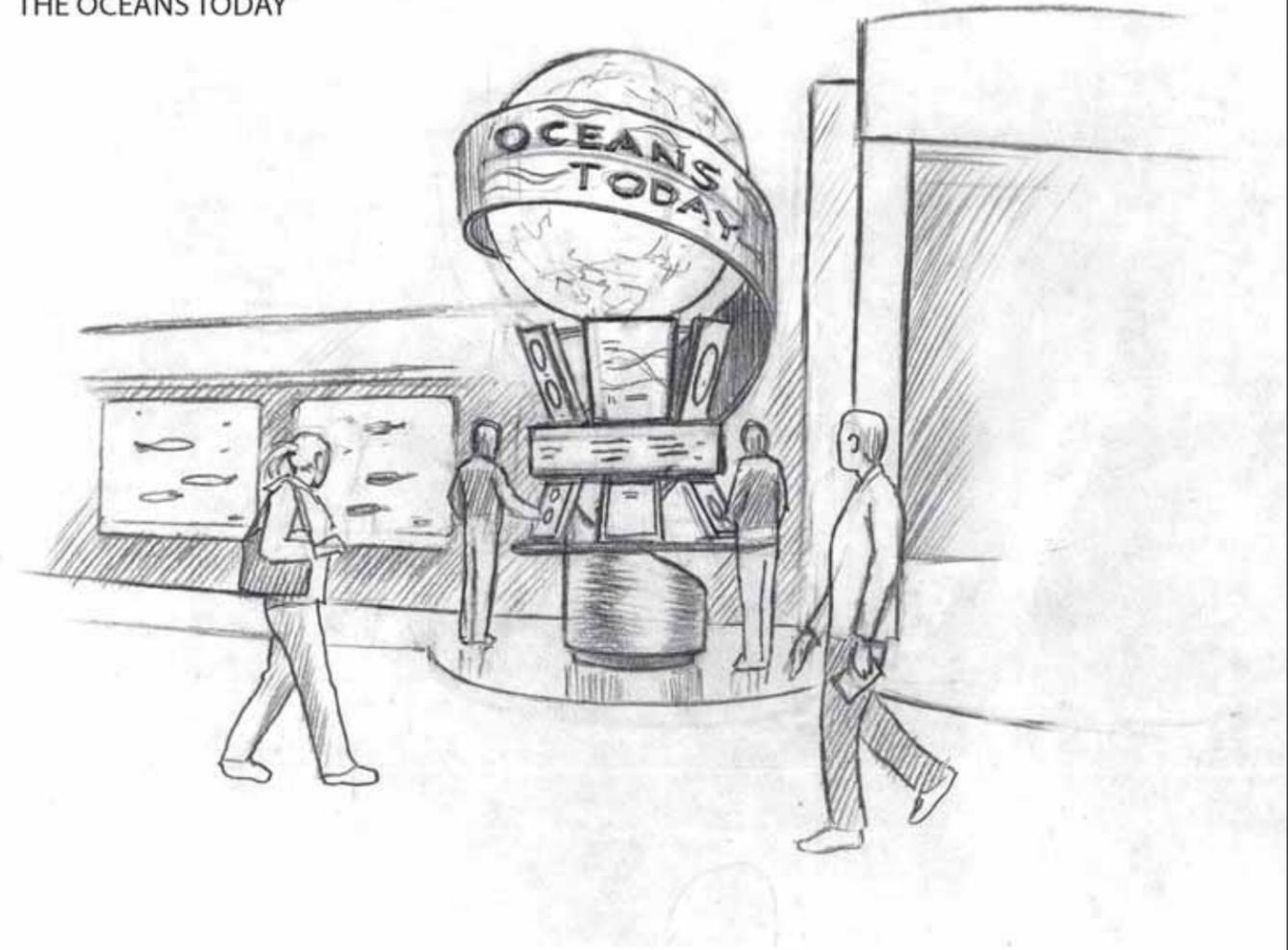
Objectives: To create a pilot program which will deliver ocean literacy learning opportunities to 5 million people across the country by installation of dynamic *Ocean Interpretive Stations* at five Coastal America Coastal Ecosystem Learning Centers. These centers are the National Mississippi River Museum & Aquarium in Dubuque, IA, the John G. Shedd Aquarium in Chicago, IL, the National Aquarium in Baltimore, MD, the Aquarium of the Pacific in Long Beach, CA and the Scott Marine Education Center in Ocean Springs MS. These *Interpretive Stations* will present vital messages of ocean literacy to the broad public using and expanding on a proven product in a free choice learning environment in five key sites across the country. The pilot kiosks will provide four regional stories of Chesapeake Bay and the Atlantic, the Great Lakes, the Mississippi River watershed and the Gulf of Mexico, and the Pacific.

Description of Activities: This project will fund the installation of five Ocean Today kiosks with Smithsonian Institution content and additional regional messages which will be developed for the Coastal America Learning Centers. *Ocean Interpretive Stations* will also create new messages which can be offered to learners at the Smithsonian and the pilot sites. This project may lead to the possible dissemination of the content to the other 19 Learning Center sites.

Expected Outcome: The *Ocean Interpretive Stations* will enhance ocean literacy among aquarium and museum visitors through multimedia offerings and educational, providing current, newsworthy and foundational ocean topics to encourage learning for 5 million visitors. The project has the potential to be disseminated to 19 other Coastal Ecosystem Learning Center sites throughout the United States and in Veracruz, Mexico, with the possibility of reaching over 25 million visitors. The project outcomes are: Increased awareness of ocean issues on the part of visitors; increased knowledge of regional ocean issues; increased capacity of sites to provide additional resources to teachers in the four regions; and to demonstrate effectiveness of this collaboration to other CERC partners, encouraging additional partnerships in the future.

Rationale: The *Ocean Interpretive Stations* will give citizens information they lack to make good water resource decisions. For example, polling shows that over 50% of Great Lakes residents felt that what their actions do not impact the Great Lakes. Other polls show that although non-point source pollution is the largest source of river pollution, 86% of Americans are completely unfamiliar with the term and do not know that it means water running over land picking up pollutants and depositing them into rivers. Only 17% of Americans identified agricultural run-off and urban sprawl as a major threat to the health of our waters.

Appendix Attachment B
THE OCEANS TODAY



Ocean Interpretive Stations A Proposal for Participating Coastal Ecosystem Learning Centers

1. The Coastal Ecosystem Learning Centers (CELC) Network and the federal agencies with ocean responsibilities have a tremendous opportunity to deliver important ocean information to the public in a coherent and coordinated manner utilizing exciting new technologies such as the Ocean Today Kiosk that is being created by NOAA for the Smithsonian Ocean Hall. The Ocean Today Kiosk will provide current information about oceans, highlighting recent discoveries, how ocean science is conducted, and ocean life. It will be rapid paced with content changing on a biweekly basis. This proposal is to develop ocean interpretive stations at each CELC utilizing the Ocean Today Kiosk technology.
2. National Messages: The ocean interpretive stations with the kiosks provide a wonderful opportunity for federal ocean agencies and their partners to get critical content out to a very large audience in a consistent manner. (Annual attendance at the CELCs is approximately 25 million.) The Ocean Literacy Principles and Fundamental Concepts (see www.coexploration.org/oceanliteracy) will serve as the overarching message content for the kiosks. The national content will focus on priority topics such as coastal conditions, oil and gas resources, and marine mammal migration across the country. The Smithsonian Natural History Museum will have final editorial control over the national content.
3. Regional Messages: The Ocean Today Kiosk can display regional content in addition to the national content. The regional content can focus on topics the coastal environmental learning center is currently exploring. Each kiosk can present multiple programs and the one to be featured as the primary or lead message at each institution can be incorporated into the attract loop. The Gulf of Mexico kiosk might lead with the Gulf. In Chicago, the lead program could be the Great Lakes. Along rivers, the lead could be Rivers to the Sea. But the kiosks would also include the national feed, because CELC visitors come from all over the world and not only want to learn about the specific location they are in, but about where they live, where they are from, and where they will be traveling next.
4. Ocean Interpretive Station Environment: The proper museum environment to deliver the message is essential to the effectiveness of the experience. Smithsonian's Ocean Today Kiosk is described as *"located in the only carpeted area in the Hall, allowing for an inviting experience. This carpeted area will be eight-feet deep; accommodating two specially designed sound areas that will envelop visitors as they stand at or near each kiosk."* Media specialists and museum designers suggest that a standup, touch screen will often not suffice compared to creating a substantive footprint and an inviting atmosphere for an interactive kiosk. The goal is to entice visitors to stop and stay for a meaningful length of time.
5. Identification of Partners: Each ocean interpretive station should have a map of the nation with the participating CELCs listed by name and geographic location as well as sponsors.
 - a. It places the effort in a national context, giving it more significance.
 - b. It informs the learner where other ocean kiosks and CELCs can be found.

- c. It provides a strong motivation for each CELC to participate as they know that by participating, their own name will be listed in all the partnering facilities.
 - d. It provides an opportunity to brand the message with powerful names such as Smithsonian, NOAA, EPA, and Interior
 - e. Branding: Significant impact can be achieved when there is common branding such as consistent tile, logo, color or other unifying method. When learners visit a second or third CELC, they will notice the consistent logo, or brand.
6. Connecting Formal and Informal Education: Following a model used by Shedd Aquarium and the Chicago Public Schools, CELC's will partner with their local school districts to create informal-formal educator teams who work together to integrate items from the ocean interpretive stations into their curriculum and introduce informal education techniques in the classroom, throughout the school year. Classroom teachers are coached and inspired by CELC educators, and classroom learning is enhanced and reinforced with a visit (or visits) to the CELC. This effort would be run along with teacher exchange programs, teacher workshops, and graduate student fellowships. Each of these programs would support and contribute to the regional and/or national content on the kiosk and other components of the ocean interpretive stations.
7. Proposed Budget: The proposed budget is \$2M/year (see attached five-year budget summary). The first year will focus on installing the Ocean Today Kiosk, establishing the ocean interpretive station environment, developing regional content and initiating related formal and informal education efforts. In the outyears the regional content development and evaluation efforts will continue as will the formal and informal education component. Upgrades to the kiosks will be provided as needed over time. In addition, as funds are available, other assets will be assessed for acquisition by the CELCs, for example, 3D visualizations (e.g., Magic Planet, or Science on a Sphere), telepresence technology, or Whales: Voices in the Sea kiosk.
8. Allocation Process: The value of this network-wide initiative is its geographic breadth and inclusivity. It is anticipated that all of the existing CELCs across the country will participate in the initiative. In the first year, all interested CELCs will submit a proposal to the coordinating committee for approval to receive a kiosk. The proposal must include: kiosk location with a photo, documentation of IT personnel to maintain the kiosk, hours of availability, number of visitors at kiosk site, and other key commitments. CELCs may also submit funding proposals for regional content development, informal educator teams, educator exchange programs, and graduate student fellowships to enhance and supplement the kiosk. Proposals that meet the established criteria will be funded for a five year period with the possibility of renewal. In subsequent years, CELCs can submit proposals for other technologies/programs. The coordinating committee will consider the following criteria in evaluating the proposals: commitment of the CELC (space, personnel etc), breadth of audience (maximization of outreach), community involvement/participation, coordination with partners, and demonstrated technical capability.



National Advisory Group

Spectra Energy, Chair
The Gillette Company, Vice-Chair
Battelle
ENSR International
FMC Corporation
Arcadis, US, Inc.
Restore America's Estuaries
The Nature Conservancy

National Sponsor

National Association of
Manufacturers

Founder

John MacKenzie

Technical Advisor

Coastal America

*The Corporate Wetlands
Restoration Partnership (CWRP) is
a voluntary public-private
partnership in which corporations
and non-governmental
organizations join forces with
federal and state agencies to
protect, enhance and restore
wetlands and other aquatic
habitats.*

*Coastal America is a partnership
among federal, state and local
governments and private alliances
to address environmental problems
along our nation's coasts.*

James L. Connaughton
Chairman, White House Council on Environmental Quality
Chairman, Coastal America Partnership
722 Jackson Place, NW
Washington, DC 20503

December 7, 2007

Dear Jim,

In my capacity as Chairman of the Corporate Wetlands Restoration Partnership National Management Committee (the "CWRP"), I want to express CWRP's strong commitment to the Coastal Ecosystem Learning Center ("CELC") network Ocean Interpretive Station initiative. The initiative is one of great importance to the CWRP members.

The CWRP has already been meeting with corporations throughout the country to seek their support for adding to the core Federal and CELC funding for the initiative. The CWRP believes that with the deployment of the kiosks to all 21 CELC network members and their more than 26 million visitors, the corporate partners will be able to provide an additional funding source that will allow for more resources to be dedicated to attaining a greater level of sophistication of the kiosk exhibit hardware and software deployment.

This is an exciting and unique opportunity for all of the members of the Coastal America partnership to work together to help deliver critical ocean literacy messages to the citizens of the United States. We look forward to continuing to work closely with our CELC partners and Federal agencies on this vital Coastal America initiative.

Sincerely,

Pat Hester
Chairman
Corporate Wetlands Restoration Partnership,
National Management Committee



Coastal America Coastal Ecosystem Learning Centers

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James L. Connaughton
Chairman, White House Council on Environmental Quality
Chairman, Coastal America Partnership
722 Jackson Place, NW
Washington, DC 20503

December 7, 2007

Dear Mr. Connaughton,

In our capacity as Co-Chairs of the Coastal Ecosystem Learning Center (“CELC”) network, we write to express the strong commitment of each CELC member to the CELC Ocean Interpretive Station initiative. As outlined in the Report, *Enhancing Ocean Literacy, Strengthening the Coastal Ecosystem Learning Center Network of the Coastal America Partnership: A Report on Actions Implemented and Recommended Future Actions*, the initiative is of singular importance to the CELC.

The initiative is central to our efforts to strengthen the CELC network and help deliver a coordinated ocean literacy message. When fully implemented, the initiative will give the Coastal America CELC network the means to fully mobilize the power of the partnership to link the more than 26 million CELC visitors with the 5 million visitors to the Smithsonian and critical ocean literacy issues.

We believe that a central aspect of the success of the initiative are the competitive provisions set out in the full deployment budget proposal and the clear and required commitment from each CELC member to match Federal funding with funds raised from their membership and in-kind services. Although we anticipate that at a minimum the matching amount delivered by each CELC will be at a 1:1 level, it is important to note that at most of our CELC member centers we anticipate the CELC will match Federal funding at a much higher level of at least 1:4 of Federal to non-Federal funds. We are also greatly appreciative that our Coastal America corporate partners in the Corporate Wetlands Restoration partnership (the “CWRP”) are also working to raise additional

Acuario de Veracruz • Alaska SeaLife Center • Aquarium of the Pacific • Dauphin Island Sea Lab • Florida Aquarium • Georgia Aquarium • Hatfield Marine Science Center • International Game and Fish Association • J.L. Scott Marine Education Center-Gulf Coast Research Laboratory • John G. Shedd Aquarium • Monterey Bay Aquarium • Mystic Aquarium and Institute for Exploration • National Aquarium in Baltimore • National Mississippi River Museum and Aquarium • New England Aquarium • New York Aquarium • North Carolina Aquariums • Seattle Aquarium • South Carolina Aquarium • Texas State Aquarium • Waikiki Aquarium

funding from their membership to enhance the quality of a network wide deployment of the Ocean Interpretive Station Kiosk initiative.

This is an exciting and unique opportunity for all of the members of the Coastal America partnership to work together to help deliver critical ocean literacy messages to the citizens of the United States. We look forward to continuing to work closely with our CWRP partners and Federal agencies on the vital Coastal America initiative.

Sincerely,

Ted A. Beattie
President/CEO
John G. Shedd Aquarium
Co-Chair, CELC Network

Jerry Enzler
Executive Director
National Mississippi River Museum
& Aquarium
Co-Chair, CELC Network

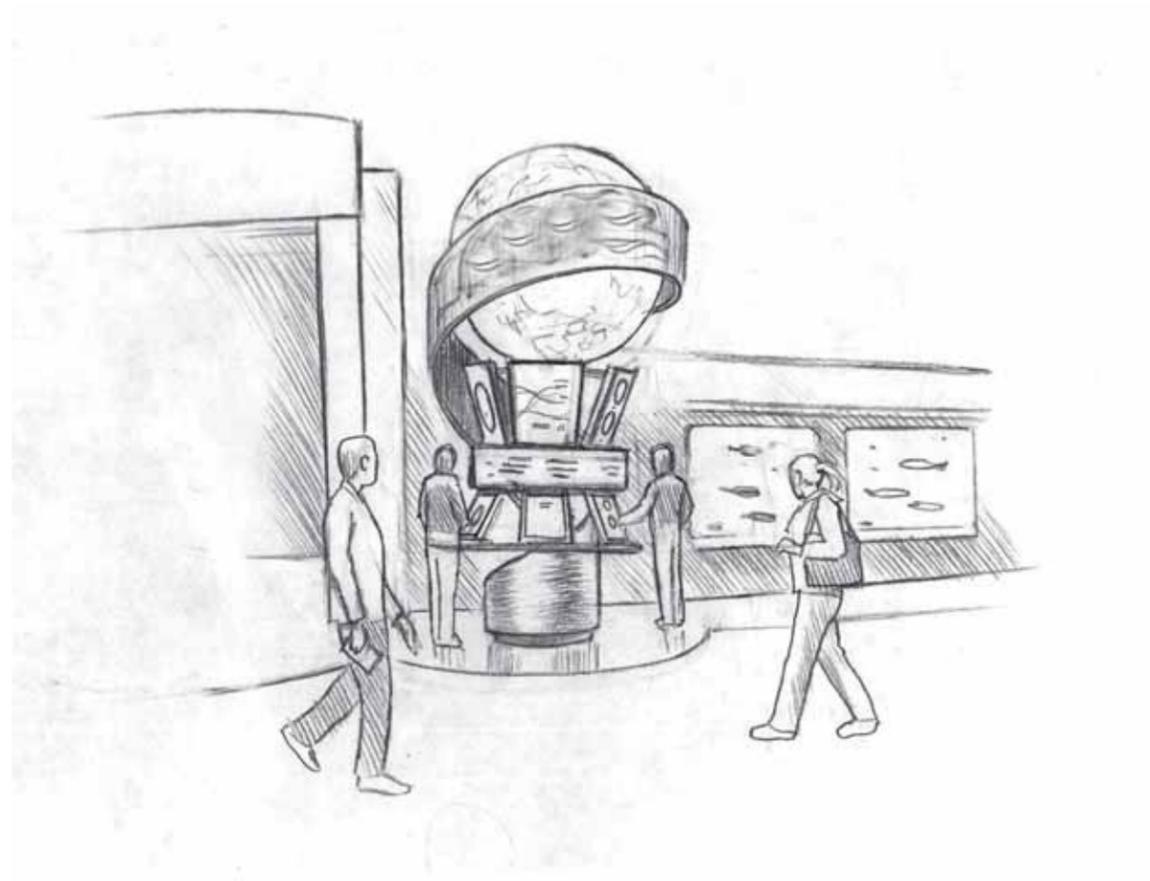
Jerry R. Schubel
President and CEO
Aquarium of the Pacific
Co-Chair, CELC Network

David M. Pittenger
Executive Director
The National Aquarium in Baltimore
Co-Chair, CELC Network

Appendix Attachment D



Coastal Ecosystem Learning Centers Network Map



**Enhancing Ocean-Literacy:
Strengthening the Coastal Ecosystem Learning Center Network
Of the Coastal America Partnership**

A Report on Actions Implemented and Recommended Future Actions