

US EPA ARCHIVE DOCUMENT

Engagement as an Organizing Concept

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Questions to Be Addressed

- **Relevant outreach experiences the panelists think Task Force should consider as they "think forward"**
 - successes/what worked?
 - failures/what didn't work?
 - lessons learned
 - impediments
- **Recommended outreach actions/activities the panelists would suggest to the Task Force that they can say yes to:**
 - what the panelists plan to or would do in their own programs in the future
 - where's the highest return on investment?

Engagement

- **Engagement – in which institutions and communities form lasting relationships that influence, shape, and promote success in both spheres – is rare. More frequently, there is evidence of unilateral outreach, rather than partnership based on mutual benefit, mutual respect, and mutual accountability¹**

¹Kellogg Commission. The Engaged Institution: Returning to our Roots

Engagement Characteristics

- **Responsive**
- **Respects partners**
- **Maintains intellectual/scientific neutrality**
- **Accessible**
- **Integrates**
- **Coordinates**
- **Utilizes resource partnerships**

Desirable Individual Qualities

Seven Golden Rules of Extension

- **Be observant**
- **Meet people**
- **Look for positives**
- **Listen**
- **Don't be too quick with answers**
- **Don't be afraid to say no**
- **Anticipate**

What Does Not Work

How to Fail

- **Being exclusive and opaque vs. inclusive and transparent.**
- **Anything that does not establish a long-term relationship with the community using characteristics of engagement.**
- **Failure to provide the proper “care and feeding” of a regional engagement structure.**
- **Do not evaluate process and actions using short-long term outcomes and performance measures.**

What Works

Regional Climate Community of Practice

- **A Community of Practice (CoP) is a group of professionals who aim to achieve common outcomes, and who by working together can learn from one another and develop a set of effective common approaches that can be refined over time.**
 - Develop a consistent knowledge and skill base among GOM EOE experts to incorporate in community planning
 - Inform elected officials and planners about potential impacts of SLR on their communities, effectively conveying both the level of risk and the available solutions



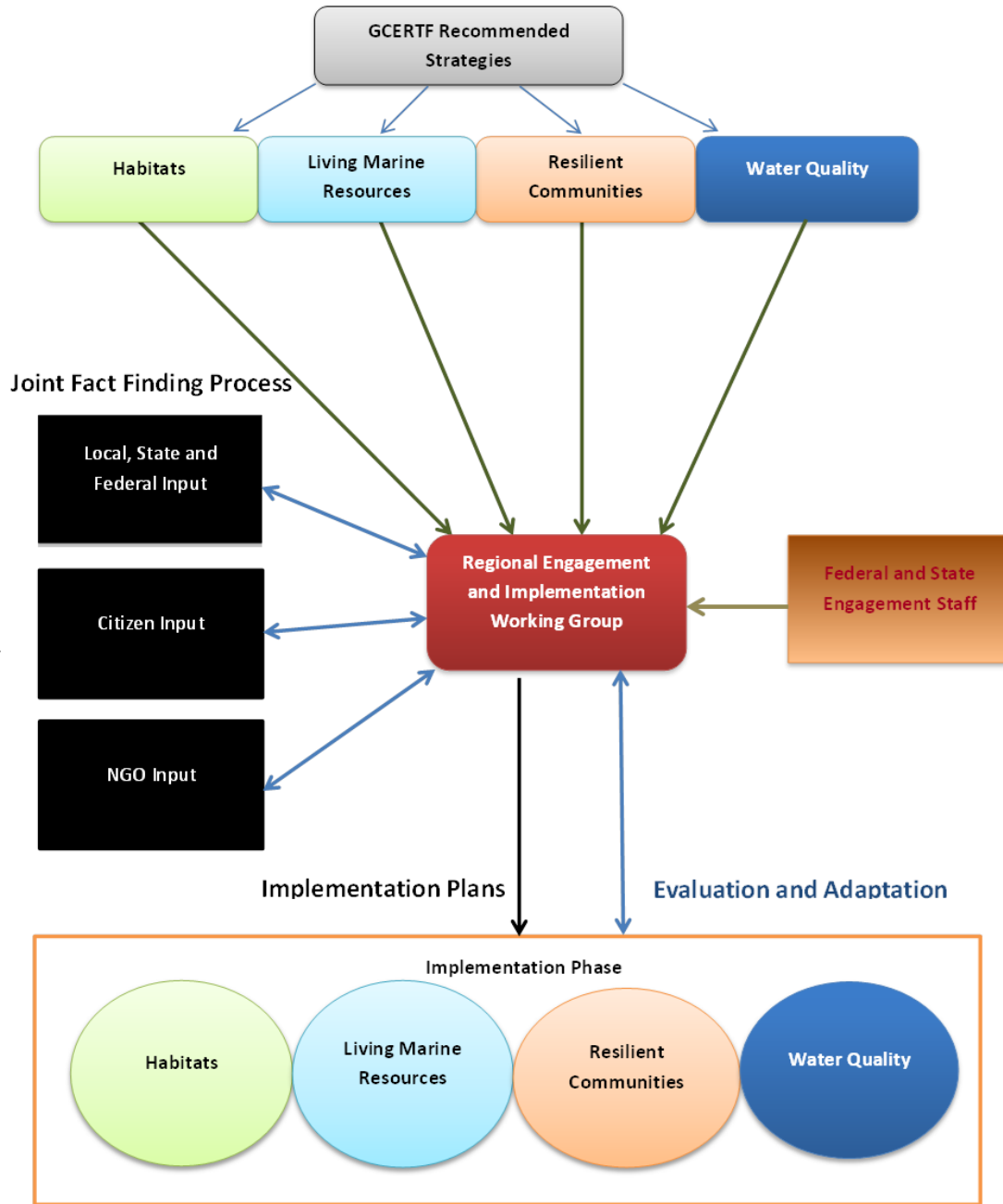
NOAA's Engagement Working Group

A regional engagement framework for NOAA but does include EPA NEPs

Programs	EOE EMPLOYEE AND ASSOCIATED PERSONNEL FULL-TIME EQUIVALENTS								
	EOE Personnel	K-12 Ed.	Informal Ed.	Comms.	Legal	Extension	Training	Coord.	Total FTEs
<i>Sea Grant Programs</i>	112	4.5	6.0	15.0	4.5	59.7	0.0	0.0	89.7
<i>National Estuarine Research Reserves</i>	27	7.7	6.3	2.3	0.0	0.0	7.5	2.0	25.7
<i>Weather Forecast Offices</i>	97	1.1	2.0	8.0	0.0	0.0	2.5	0.0	13.6
<i>Gulf Coast Services Center</i>	45	1.0	1.7	2.6	0.0	0.0	3.4	2.9	11.6
<i>GoM Bay-Watershed Education Training</i>	55	4.4	0.0	0.0	0.0	0.0	0.0	5.7	10.1
<i>National Marine Sanctuaries</i>	9	1.2	5.2	1.4	0.0	0.0	0.0	0.0	7.8
<i>River Forecast Centers</i>	22	0.2	1.2	2.4	0.0	0.0	0.4	0.4	4.5
<i>Northern Gulf Institute</i>	4	0.3	1.8	1.8	0.0	0.0	0.3	0.0	4.0
<i>Office of Coast Survey</i>	4	0.0	0.4	3.2	0.0	0.0	0.4	0.0	4.0
<i>Coastal Zone Management</i>	8	0.3	0.0	2.8	0.0	0.0	0.5	0.3	3.8
<i>National Coastal Data Development Center</i>	2	0.0	0.0	2.0	0.0	0.0	0.0	0.0	2.0
<i>National Marine Fisheries Service</i>	2	0.0	1.0	1.0	0.0	0.0	0.0	0.0	2.0
<i>Gulf Coastal Ocean Observing System</i>	2	0.2	0.3	0.6	0.0	0.0	0.2	0.1	1.4
<i>National Data Buoy Center</i>	3	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.5
Total Program Results	392	21.0	25.7	43.3	4.5	59.7	15.2	11.3	180.7

A Recommendation for You to Consider

Conceptual Model for GCERTF Engagement





**How can we avoid
the pitfalls everyone
in the Gulf saw
during 2010?**