

FY15 OASLC Annual Work Plan

Mission: The Ocean Alaska Science and Learning Center is dedicated to understanding and preserving the marine ecosystem connecting Alaska's National Parks through research and education.

The OASLC is one of 19 [Research Learning Centers](#) throughout the National Park Service whose collective mission is to increase the effectiveness and communication of research in the national parks.

The following focus areas are derived from the [national RLC mission](#):

- *Facilitate the use of parks by marine science, and the use of marine science by parks*
- *Support science-informed decision making by NPS resource managers*
- *Communicate and interpret the relevance of marine science and scientific results to non-technical audiences*
- *Increase scientific literacy among K-12 students*
- *Promote marine science, marine technical occupations and NPS careers among the youth of Alaska.*

FY15 Top Priorities

- Complete 5-year OASLC Strategic Plan
- Continue to manage and coordinate Coastal Marine Grants and Coastal Settlement Fund spend down. Participate in funded projects as planned
- Determine future relationship with Kachemak Bay Research Reserve, explore additional external partnerships driven by park needs
- Develop stronger relationships with coastal parks and programs, particularly with those who don't have strong existing ties to OASLC

OASLC Staff

Benjamin Pister, Director and Research Coordinator

Jim Pfeiffenberger, Education Coordinator

Erin Kunisch, Science Communicator

Others: SCA Media Intern, stationed at KLGO; SCA Media Intern, stationed at OASLC (for Changing Tides)

External Partnerships/CESU Agreements

The value of Research Learning Centers is enhanced through collaboration with external partners, including universities, K-12 schools, non-profit organizations, community groups, agencies and a range of NPS programs. One of the main reasons the OASLC was established in Seward was to take advantage of the partnership potential of the Alaska SeaLife Center. We have several ongoing projects with the Alaska SeaLife Center, and we are generally exploring ways for the Alaska SeaLife Center to help meet coastal

*Proposed as part of the Call for Ideas

park research and education needs across the state. We also engage in other external partnerships as needs emerge.

- ASLC Research:
 - Seabird Research Project: This research project investigates the productivity (i.e. breeding success) of Black-legged Kittiwakes and Common Murres and the connection with environmental conditions. It also investigates the relationship between monthly variation in seabird abundance and habitat in Resurrection Bay. This project was originally proposed to last five years. We commissioned a peer review panel this fall to evaluate the rigor and potential for success of the project (Reviewers: Heather Coletti, Chris Sergeant, Chris Gabriele, Melanie Flamme, Benjamin Pister and Dan Esler [USGS]). The panel recommends funding this work for two more years in order to meet stated objectives and with further peer review annually. Methodological improvements have decreased funding necessary for this project by 50% from FY14 (*Budget Line Item 10, funded through CESU Task Agreement*)

- ASLC Education:
 - Annual Teacher Workshop: This is a popular teacher development program co-organized between the OASLC and the ASLC, and focused on different scientific topics and different grade levels each year. Any teacher in Alaska can participate. Costs go to cover planning, logistics and lodging.
 - FY14 funds were used to conduct a workshop focused on ocean literacy in October, 2014.
 - FY15 funds will be used to cover a workshop in October of 2015 (2015 – 2016 school year) with the subject TBD. (*Budget Line Item 14*)
 - Ocean Acidification/Ocean Literacy Workshop: This teacher workshop emphasizes ocean acidification through the context of the [seven ocean literacy principles](#). The workshop will take place in Juneau during spring break in 2015, and focus on the ecosystems of southeast Alaska. FY14 funds are obligated to conduct the workshop in partnership with the Alaska SeaLife Center. A significant amount of Jim's time will be devoted to planning and co-leading the event in FY15. We also plan to cover travel costs for Jim and an additional NPS staff expert, likely from GLBA, to attend as a presenter (*Budget Line Item 21 and 46 respectively*). This project will be highlighted among nation-wide accomplishments by Research Learning Centers as part of the 2016 Centennial.
 - Marine Science Interpretation Internship: The Alaska SeaLife Center hosts approximately 40 interpretation interns each summer. In this program the OASLC funds three interns that spend half their time on board the M/V *Star of the Northwest* interpreting the research conducted at the Alaska SeaLife Center and in Kenai Fjords National Park within the context of glaciers, fjords and marine mammals of Kenai Fjords National Park. The other half of their time is spent interpreting research in front of exhibits and live

animals within the Alaska SeaLife Center. Interns receive mentoring on the foundations of interpretive delivery from KEFJ Interpretation rangers throughout the summer. The cross pollination of research and interpretive instruction benefits the staff at both institutions in addition to the interns themselves. *(Budget Line Item 12, funded using CESU Task Agreement)*

- Village Outreach: FY 14 funds are supporting planned trips by ASLC staff this academic year to Nome and Shishmaref (BELA) Kotzebue and Noatak (WEAR) Tenakee Springs and Pelican (GLBA) Port Graham, Nanwalek and Seldovia (KEFJ) Sand Point and Lake and Pen District (KATM). Proposed FY 15 funds will include at least four week-long outreach trips to be coordinated with NPS staff. Target parks for academic year 2015-16 include SITK, WRST, and KLGO *(Budget Line Item 13 and 28)*
- Kachemak Bay Research Reserve (KBRR): FY14 funds were obligated to design and conduct one Discovery Lab on Estuaries, to be conducted in Homer for the public and schools (in November), then taken to Port Graham, Nanwalek, Seldovia, (KEFJ) Port Alsworth, Nondalton and Newhalen (LACL). The KBRR Discovery Lab agreement was reviewed by John Morris and Megan Richotte with the recommendation that more involvement and focus on NPS science be ensured. Both reviewers agreed that the program model is a good one which provides a deep look at a science subject. There was also a recommendation that the traveling portion of the lab target towns on the Kenai Peninsula and possibly even the Anchorage bowl to reach more students. Proposed FY 15 funds include the development of a Discovery Lab on the Ocean Literacy Principles with an emphasis on NPS resources and research. This lab will be developed in close cooperation with NPS staff and will be conducted in Homer for the public and schools and then taken to communities on the Kenai Peninsula (likely Kenai and Soldotna) *(Budget Line Item 16)*

Education/Outreach Efforts

The OASLC will be actively communicating with parks and programs to further identify specific scientific education and outreach needs throughout the year and during the strategic planning process.

- Ranger-in-Residence at ASLC: This is a long-standing partnership with the ASLC where uniformed interpretive rangers from the KEFJ staff present programs on behalf of the OASLC at the SeaLife Center on current marine topics and research during the summer months. Past presentations have included climate change and in the arctic and coastal archeology. Two new programs are in development for this coming summer season, a facilitated dialogue on marine debris and a more traditional program on Black Oystercatcher research. *(Budget Line Item 4)*
- Beringia Days Conference in Kotzebue: The Shared Beringian Heritage Program will be planning for the biennial Beringia Days conference in FY16 starting in January. The focus will be on the ocean. The OASLC has been asked to bring in more hard core science perspective to the conference from outside the communities, the Beringia Program and the NPS. We will also begin exploring ways to assist the Beringia Program in communicating science of relevance to Beringia.
- Scientific outreach on ocean acidification research at GLBA: The park has requested that the OASLC assist in communicating results of ocean acidification work in Glacier Bay. We are in the

process of gathering more information and reaching out to the park to establish what their desired outcome looks like. Results will also be incorporated into the ocean acidification workshop in March, and the exhibit table at AMSS.

- Alaska Marine Science Symposium (AMSS): For several years the OASLC has sponsored AMSS with \$1500 in return for an exhibit table and listing the NPS logo in printed materials and on the presentation screen at breaks as a sponsor. AMSS is the single largest scientific conference in Alaska and represents the greatest opportunity to communicate our marine science with a distinctly scientific audience. This year we are gathering published scientific papers and technical reports by NPS authors to showcase at our table during poster sessions. We have filed paperwork with WASO for permission to sponsor and attend the meeting along with three other DOI agencies (USGS, USFWS and BOEM). Benjamin and Erin plan on attending.
- Tsunami Bowl: For the past several years the OASLC has sponsored the Alaska regional competition of the [National Ocean Science Bowl](#) (i.e. the [Tsunami Bowl](#)), which takes place every February in Seward. We sponsor the competition with \$1500 in prize money to be used to bolster marine science resources at winning schools. We also coordinate a cadre of NPS staff who help officiate the competition. This year, Benjamin is advising the Seward high school team by assisting them with research writing, oral presentation and quiz preparation, as well as bringing in local experts to help train the team.
- Pacific Ocean Education Team (POET): Jim will continue to participate in the bi-regional POET group, specifically coordinating and hosting their bi-monthly webinar series.
- The Alaska COSEE (Centers for Ocean science Education Excellence) Ocean Science Fair: This science fair takes place within the Alaska Science and Engineering Fair in Anchorage in March. The OASLC joins the Alaska SeaLife Center in judging grade school, middle school and high school ocean science projects. (*Budget Line Item 49*)
- World Ocean Day, June 8th: We are exploring a coordinated outreach effort on coastal park Facebook pages for World Ocean Day. We are also exploring other ways of highlighting coastal park resources or research on this day, perhaps in partnership with the ASLC.
- Engaging the Next Generation: The OASLC has been providing outreach programs to kindergarten students at Seward Elementary School (approximately 50 students.) This consists of classroom visits twice a month to introduce marine resources and parks to the students through music, images, and hands-on props and activities. This activity will continue through the 2014-15 academic year.
- Virtual Classroom on Harbor Seals*: First proposed in the Call for Ideas, this project was developed in collaboration with Jamie Womble at GLBA. Erin will work with GLBA and other Gulf of Alaska parks to evaluate designing a virtual classroom program (an online multi-media education tool) focused on harbor seal use of glacial ice, a habitat threatened by climate change and found in several parks. Schools interested in participating will also be identified. As part of the effort Erin will be writing two non-technical science articles to be submitted to Natural History and a children's magazine such as Time for Kids.
- Reconnecting to Homeland and Sharing Yakutat Tlingit Traditional Knowledge about Coastal and Marine Resources*: First proposed by WRST in the Call for Ideas, this project connects Tlingit

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elders with youth to document TEK. The project leverages the marine debris and archeology Coastal Marine Grant projects which will already be transporting youth into the field. *(Budget Line Item 80)*

- Interpreting WEAR Coastal Science in the Digital Age*: First proposed by WEAR in the Call for Ideas, this project uses an SCA or similar position to document several Coastal Marine Grant and other coastal projects to create 2 story maps and some videos to be placed on four iPads in two Visitor Centers. *(Budget Line Item 81)*
- LACL Sockeye Outreach*: First proposed by LACL in the Call for Ideas, this project involves Jim travelling to LACL on park planes in August to gather footage of bears feasting on salmon. Footage will be turned over to a contractor for editing into a larger video project. *(Budget Line Item 82)*
- Adding Coastal Subsistence Lifestyle to Junior Ranger Activity Center*: First proposed by KLGO in the Call for Ideas, this project augments a popular exhibit at the Junior Ranger Activity Center at KLGO. The exhibit focuses on the marine and coastal subsistence life style of coastal Tlingit natives before the gold rush. New items will include animal furs, whale and seal bones and replicas or reproductions of Chilkat blankets, baskets, salmon and eulachon. *(Budget Line Item 83)*
- Share Interpretive Park Ranger Position with OASLC*: First proposed by LACL in the Call for Ideas, this project would involve paying for half the salary of the Interpretation Ranger in Homer to conduct scientific outreach. Potential activities include additional science outreach to Kenai Peninsula schools, writing resource briefs, developing science articles for park web pages, posting on Facebook and other social media, Collaborating with Kachemak Bay Research Reserve (if new agreement is approved by Board) on future Discovery Lab. *(Budget Line Item 85)*
- SCA Academy: We will participate in the Career Round Table event during the SCA Academy at KEFJ.
- Arctic Impressions*: The OASLC will continue funding the transportation costs of the Arctic Impressions exhibit to Shishmareff, Wales, Kotzebue and Kivalina. This is a continuation of a project began in FY14. Once the story map is completed we will link to it from our website. *(Budget Line Item 84)*

Research Efforts

- Understanding the Primary Production Foundation of Glacier Bay's Marine Food Web: Phase 1 (internal waves)*: First proposed by GLBA in the Call for Ideas, this project purchases 30 thermistors to be coupled with other instruments used to detect the passage of internal waves. *(Budget Line Item 87)*
- GLBA Collaboration with University of Alaska Southeast and ESRI to Increase Humpback Whale Data Accessibility*: First proposed by GLBA in the Call for Ideas, this project contracts ESRI to begin linking two humpback whale databases held by GLBA and University of Alaska, Southeast. Sharing data in the two databases facilitates collaboration, online outreach opportunities, and more accurate science. *(Budget Line Item 88)*

- Breeding and Foraging Ecology of Coastal Raptors in Alaska*: First proposed by KEFJ in the Call for Ideas, this project funds M/V *Serac* time to gather one more year of data on a pelagic Peregrine Falcon study along the coast. Pelagic peregrine falcons are thought to be obligate predators on seabirds, and thus obtain all of their prey from the ocean. *(Budget Line Item 89)*
- Determining Genetic Relatedness Among KEFJ Coho Salmon*: First proposed by KEFJ in the Call for Ideas, this project tests genetic samples already collected from a previous project to determine whether coho salmon in the Resurrection River are wild or hatchery salmon. *(Budget Line Item 90)*
- WRST Coastal Atlas Project*: First proposed by WRST in the Call for Ideas, this project digitizes 58 coastal photographs from 1994. A much larger contract for a similar effort was proposed for \$75,000. We could fund a small part, about \$13,000, if the project is scalable. Contacted Eric Veach, waiting for staff to return from the holidays. *(Budget Line Item 91)*

Coastal Marine Grants

The OASLC is involved in the Coastal Marine Grants in a variety of ways. Benjamin is working with Bob Winfree on coordinating reviews and funding of projects. In addition, we are involved directly with projects described below.

- Jim will be serving as the lead on the education and outreach efforts for the Changing Tides project that was funded through the Coastal Marine Grants. OASLC will lead the development of web pages, informational briefs, video and photo documentation, and K-12 outreach related to this project. This is a multi-year project with tasks extending into FY18.
- Benjamin is involved in the marine invertebrate component of the Changing Tides project in a technical capacity. He is planning on joining or leading a field team on either the LACL or KATM coast during a low tide series in early July, in coordination with Heather Coletti, the invertebrate phase lead. *(Budget Line 39)*
- The OASLC will provide outreach support to an archeology project at KEFJ that was funded through the Coastal Marine Grants. OASLC will provide both photo and video documentation of the project, resulting in a short video for web and other distribution that describes not only the cultural findings but highlights the field school aspect of the project. *(Budget Line Item 38)*
- Benjamin is a co-PI on the marine debris project with Sharon Kim. This involves coordinating several partners and field work on the KEFJ coast during the first half of June. A facilitated dialogue program will also be delivered by KEFJ Interpretation Rangers during the summer months at the ASLC, as mentioned above. *(Budget Line 37)*
- Bob Winfree has asked the OASLC to coordinate an issue of Alaska Park Science devoted to the Coastal Marine grant projects after his retirement. The issue is already contracted, and the OASLC would be responsible for coordinating written submissions from PIs.

Social Media

In general, for all media, main messages will be driven by park needs. On media not produced in connection to a specific park project (and thus as time allows), our messages will be focused on

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communicating the scientific process, communicating scientific results, and communicating the scientific question, or issue. Topics chosen will be tied to coastal parks. For example, we could address the topic of freshwater input from spring melting into the Gulf of Alaska in the late spring, or what decreasing sea ice means for Arctic shipping in September, the time of minimum ice cover. We will also strive to communicate the scientific value of marine and coastal resources to parks.

- Jim will post to KEFJ Facebook page on Mondays (Theme: Bird’s Eye View or Ocean News) and Wednesdays (Theme: Wildlife Wednesdays—this day is a shared responsibility with KEFJ Interp staff)
- Jim will post to LACL Facebook and Twitter accounts once each pay period
- Erin will be part of the regional Facebook team which will require regular posting on Facebook and Twitter.
- SITK and BELA have expressed interest in our involvement with their park social media outreach.
- We still need to contact WRST, WEAR, KLGO and GLBA to see if they want us involved.
- Erin will explore other social media platforms to communicate science as described above.

Websites

- We will focus on developing and adding content to the [OASLC website](#) as laid out in the FY15 Content Management Strategy appended at the end of this work plan.
- We will also focus on increasing linkages between OASLC and other websites within the region using the shared content approach.
- Erin will collaborate with KLGO to develop scientific content focused on coastal subsistence resources for their website. We expect to have results by April. We intend to use this as a learning experience and an example of how to work with other parks on shared online content. We will then look for new opportunities to work with other parks later in FY15 or FY16.

Other Media

For each video and media project we will develop a brief action plan, in conjunction with the park or program, detailing the final product, audience, key messages, park involvement and deadline.

- Videos
 - Jim will finish the lagoon video for BELA with park input.
 - Jim will complete a video on the salmon project in the Resurrection River.
 - The SCA media intern will gather a series of video clips for the Changing Tides Coastal Marine Grant project, to be used in future outreach products.
 - Jim will gather footage for archeology Coastal Marine Grant project. Editing and final products will be conducted in FY16.
 - *Jim will explore ways to make stock footage and B-roll searchable for distance learning programs and other I&E and outreach programs. This was proposed by KEFJ in the Call for Ideas, but it could benefit all parks. Technical challenges need to be solved, but solutions seem possible.

- Press Releases: In addition to those identified below, Erin will field requests for press releases from parks on scientific projects as requested. Erin will also proactively approach principle investigators of Coastal Marine Grant projects for press releases.
 - Erin completed a press release for the Resurrection River salmon project in October. This is a great example for parks to consider when asking Erin for her services on press releases.
 - Erin will prepare a press release for WEAR focused on upcoming coastal marine grant projects in relation to loss of sea ice, increased shipping, and increased prospecting.
- Resource Briefs: After completing a few resource briefs (see below) to hold up as examples, Erin will field requests for resource briefs from parks on scientific projects as requested, and as time allows.
 - Erin will produce a resource brief on seastar wasting disease for SWAN in December.
 - Erin will produce a resource brief on coastal projects for LACL in March or April.
 - Erin will produce a resource brief on bear collaring for the Changing Tides Coastal Marine Grant project in April.
 - Erin will produce a resource brief for BELA on general ocean issues.
 - Erin will produce a resource brief for LACL on the Fossil Point excavation, pending confirmation.
 - Erin will develop a resource brief for KEFJ on marine debris.
 - SWAN has made a request for ten TBD resource briefs.
- Erin will be working with WEAR and tribal members to develop an OpEd piece in conjunction with the press release on coastal projects later in the year.
- As a group we will write a quarterly article for AK2Day/Inside NPS focused on a coastal scientific topic related to the season. The first one will focus on the spring thaw.

Other Park Support

- OASLC staff will provide training on ocean issues on related topics to seasonal Interp rangers at KLGO*, KEFJ, APLIC, and any other parks ask for it.
- An SCA media intern from the Central Michigan University photojournalism program will be stationed at KLGO* to help document park projects with photos and video. The OASLC covers SCA costs and housing, KLGO provides direct supervision and direction along with park housing. *(Budget Line Item 5)*

OASLC Call for Ideas

Volunteers from the OASLC technical committee (Sharon Kim, Michael Shephard, Rachel Mason, Linda Chisholm, John Morris and Benjamin Pister) rated all the proposals submitted to the Call for Ideas. Successful projects are interspersed throughout other sections of this work plan for Board approval

(identified with an *). A summary of the projects is also appended at the end of this work plan. As suggested in the 2012 management review, 2/3 of available funds are devoted to interpretation, education and outreach projects, and the rest research focused projects. The sum of requested funds for all the I&E/Outreach projects did not total 2/3 of the available money, so all projects were funded unless rejected on technical reasons by the rating panel.

Strategic Plan

The OASLC Strategic Plan, as recommended in the 2012 management review, is expected to require a significant amount of Benjamin's time to complete this year. The process is outlined as follows:

1. An email survey will be sent out to the superintendents, resource chiefs, and interpretation chiefs of all the Alaska coastal park units, as well as programs with a marine connection such as I&M and Beringia, and key regional staff. The survey will consist of 22 questions and will be used to inform subsequent steps in the process. The survey will go out in November 2014 and the response will be due by January 30th, 2015.
2. A series of three facilitated virtual meetings are planned for early March 2015. Each day long meeting will focus on the issues and needs of one of three coastal networks (SEAN, SWAN and WEAR). Meetings will be hosted out of Anchorage and NPS staff may attend in person or remotely.
3. The OASLC Board will meet for up to two days in Anchorage in person in April 2015 to discuss the results of the virtual meetings and make necessary decisions in response.
4. The facilitator will work with OASLC staff to write a first draft of a strategic plan.
5. The first draft will go out to coastal parks and participating programs for comments in late May or early June.
6. Comments will be processed and a final draft will be written and submitted to the Board for approval in July, 2015.

Training

- Erin will attend the regional Webapalooza training in Anchorage (*Budget Line Item 34*)
- Benjamin requires ATV training for Changing Tides field work in LACL (*Budget Line Item 57*)
- Aviation Training (*Budget Line Item 57*)
 - Erin needs B3
 - Helicopter/Dunker Training for Benjamin, Jim and Erin
- Benjamin and Erin will attend the MOCC refresher training in May at KEFJ
- Jim will be involved in MOCC training at KEFJ, assuming it happens in the spring, and is available to conduct the class for other parks.
- NRSS Science Communication workshop for Erin at the Alan Alda Center for Science Communication.

Travel

In November, 2014 the OASLC Board decided that when travelling to a park for that park's benefit, that park should pay for travel and take the hit to the travel ceiling. Other travel, such as for a conference, will be paid for by OASLC. Below is an outline of our expected travel this fiscal year. Some of the items below will be covered by project dollars.

- Natural Resources Advisory Committee Meeting in October: Benjamin attended NRAC in person meeting. *(Budget Line Item 22)*
- National Association for Interpreters (NAI) in November: Jim attended this meeting and lead a two hour symposium on teacher workshops. Costs were covered by Alaska Geographic but for administrative reasons they will still hit our travel ceiling. *(Budget Line Item 23)*
- Webapalooza CMS Training, in Anchorage in December: Erin attended this training, covered by the region. *(Budget Line Item 34)*
- Alaska Marine Science Symposium (AMSS) in January: The premier scientific conference in Alaska, Erin and Benjamin plan to attend for the full week in order to keep abreast of marine science in Alaska, and man an NPS exhibit booth during poster sessions. *(Budget Line Items 24-25)*
- Education Advisory Group meeting in Anchorage in January: Jim will join the EAG in person meeting in January. *(Budget Line Item 40)*
- ~~Alaska Forum for the Environment, Anchorage in February: This meeting includes many useful symposia, but in particular multiple sessions on marine debris. *(Budget Line Item 33)*~~
- Strategic Planning Meetings in Anchorage, three days during the first two weeks of March: These virtual meetings will be hosted out of the Anchorage office. Benjamin and Erin will attend in person all days, and Jim will attend in person one day. *(Budget Line Item 29-31)* Benjamin will also attend a two days Board meeting on the strategic Plan in April. *(Budget Line Item 32)*
- Parks for Science, Science for Parks Conference in Berkeley in March: Benjamin has an accepted poster abstract to present at this meeting. This 2.5 day conference features strategic conversations on the partnership between protected parks and science, the relevancy of NPS to science, scientific management issues in a changing world and social and cultural dimensions for advancing science in parks. *(Budget Line Item 27)*
- Ocean Acidification Teacher Workshop in March: As co-leader Jim will need to be at the workshop. We also plan to bring at least one NPS staff to the workshop, likely from GLBA. *(Budget Line Items 21 and 46)*
- Alaska science and Engineering Fair (COSEE) Judging, Anchorage in March: For the past couple years we have participated in the judging of ocean related projects at the Alaska Science and Engineering Fair. The ASLC may pay for it if the judge is not Benjamin (ethics rules). *(Budget Line Item 49)*
- Strategic Planning Meeting in Anchorage, 2 days in April: Benjamin will attend this meeting with the Board in person. *(Budget Line Item 32)*

- Village Outreach, dates TBD: Jim or some other park staff from KEFJ will join the ASLC village outreach trips to Port Graham and Nanwalek, during the school year. *(Budget Line Item 28)*
- Anchorage Trips, dates TBD: Inevitably throughout the year an opportunity or need arises to go to Anchorage. Included in this budget are two additional trips, one in the winter one in the summer, for as yet unidentified needs. *(Budget Line Items 35 and 36)*
- Peregrine Falcon *Serac* Trip, May: As part of the KEFJ project submitted to the Call for Ideas Erin, Jim or the media intern will join the trip and document the work for outreach materials. *(Budget Line Item 44)*
- Marine Debris Coastal Marine Grant, June: Benjamin will spend a few days in the back country as part of the marine debris project. Back country per diem is consumed by group food purchases for the *Serac*. *(Budget Line Item 37)*
- WRST Malaspina Forelands back country trip, June: Benjamin will join Tlingit elders and youth working on marine debris and archeology coastal marine grant projects in WRST. *(Budget Line Item 38 and 55)*
- Changing Tides Field Work in LACL in July: Benjamin will be part of a field team conducting invertebrate work on the LACL shoreline. Costs to be covered by the project PMIS# 204673 *(Budget Line Item 39)*
- Changing Tides Field Work in KATM or LACL dates TBD: Either Erin or the media intern will join ongoing field work in KATM or LACL to document the project. Costs to be covered by the project PMIS#204673. *(Budget Line Item 41)*
- GOAL Training, multiple trips: Jim is travelling to several locations as part of the GOAL program. Costs covered by WASO. *(Budget Line Item 43)*
- Research Learning Center Strategic Planning, late summer: Benjamin will travel to Washington D.C. with other directors of RLCs. The costs will be covered by WASO. *(Budget Line Item 45)*
- LACL filming trip, August: Jim will be travelling to LACL to collect footage of bears fishing for salmon. Back country per diem to be covered by LACL. *(Budget Line Item 57)*
- Tour Renewal Trip, February: *(Budget Line Item 47)*
- NRSS Science Communication workshop for Erin at the Alan Alda Center for Science Communication. \$1900 *(Budget Line Item 50)*

Appendix 1

2015 Content Management Strategy

Date: December 2014

Prepared by: Erin Kunisch, Science Communication Specialist

Topic: Web Content Strategy for the OASLC Website

Overview: This content strategy serves as a framework that outlines the OASLC's plan for website development in the coming year. After analyzing current website content and gaps, this strategy outlines three specific and measurable goals that will be accomplished in FY15.

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Goals and Objectives:

1. To clearly support the OASLC's mission statement by:
 - a. Having an archive of past accomplishments
 - b. Showcasing current OASLC projects/activities
 - c. Allowing site visitors to obtain clear and concise information on OASLC activities

2. Further support Goal #1 by making OASLC products and projects available and accessible. Examples of these are:
 - a. Annual reports
 - b. Resource briefs
 - c. Technical reports
 - d. Videos
 - e. Sponsored programs/workshops
 - f. Providing Social Media content for our partner Parks (YouTube, Facebook, Twitter, etc.)
 as well as making some content (like videos) accessible on the OASLC site

3. To become a clearinghouse for coastal and marine resource projects for our partnerships and partner Parks. Examples of these are:
 - a. Linking to Park Science
 - b. Developing Shared Content with Parks within CMS, so that identified subject matter, projects, and links will be shared between the partner Parks and OASLC
 - c. Informing Parks of content that will be on the OASLC website to further communication efforts between the partner Parks and OASLC

Target Audience: This site is for internal NPS staff, Park partners, and collaborating scientists. Information contained within this site will be presented in an editorial style so that a lay audience will be able to readily understand OASLC web content and objectives.

Appendix 2

Call for Ideas Summary

A panel derived from the OASLC Technical Committee (Michael Shephard, Sharon Kim, John Morris, Rachel Mason, and Linda Chisholm, along with Benjamin Pister, Jim Pfeifferberger and Erin Kunisch) rated the submitted proposals according to how well they met three criteria: whether they had a direct connection to the ocean, how well they leveraged other projects or funds, and how well they fit with six focus areas. Two thirds of the available funds were to be spent on Interpretation or Outreach focused work, and the remaining third on research (per 2012 Management review suggestion). However, the total requested funds from Interpretation or Outreach projects did not add up to two thirds of the

available funds. A few outreach projects were rejected by the panel as being too vague or needing more development. Total funds available were \$138,080 (considerably more than initially thought).

Focus Areas:

1. Support science-informed decision making by NPS resource managers
2. Increase awareness and knowledge of ocean issues and science
3. Promote marine science, marine technical occupations and NPS careers among the youth of Alaska.
4. Communicate and interpret the relevance of marine science and scientific results to non-technical audiences.
5. Increase scientific literacy among K-12 students.
6. Facilitate the use of parks for marine science, and the use of marine science by parks.

Final Rank of Interpretation and Outreach Projects (Total \$88,126)

1. Reconnecting to Homeland and Sharing Yakutat Tlingit Traditional Knowledge about Coastal and Marine Resources \$14,830 (WRST)
2. Interpreting WEAR Coastal Science in the Digital Age \$24,500 (WEAR)
3. LACL Sockeye Outreach Video Footage \$800 (LACL)
4. Adding Coastal Subsistence Lifestyle to Junior Ranger Activity Center \$5,000 (KLGO)
5. Seasonal Training at KLGO (no costs, this is also something we already do for some other parks, and we are willing to do it for all parks and programs.)
6. Arctic Impressions \$4,000 (AKRO, this project was approved by the Board in FY14 and not completed.)
7. Share Interpretive Park Ranger Position with OASLC \$38,996 (LACL)
8. Make Footage Available to Distance Learning Programs (no costs, this was proposed by KEFJ but we see it as beneficial to all parks)

Final Rank of Research Projects (Total \$)

1. Understanding the Primary Production Foundation of Glacier Bay's Marine Food Web: Phase 1 (internal waves) \$14,310 (GLBA)
2. GLBA Collaboration with University of Alaska Southeast and ESRI to Increase Humpback Whale Data Accessibility \$10,000 (GLBA)
3. Breeding and Foraging Ecology of Coastal Raptors in Alaska \$5,000 (KEFJ)
4. Determining genetic relatedness among KEFJ coho salmon \$15,000 (KEFJ)
5. WRST Coastal Atlas Project \$2,320 and \$75,000 (WRST, we can only afford the smaller amount, we are waiting for word from WRST on whether the larger phase of the project is scalable, in which case they could get a bit more.)

Projects below this rank were not successful due to lack of funding.

6. High-resolution freshwater runoff modeling for Glacier Bay National Park: historical changes and present day \$39,622 (GLBA)

*Proposed as part of the Call for Ideas

7. Marine Debris: We'll Put Surplus Dollars To Good Use! (WEAR, requesting whatever dollars are left over)

Projects Below were Not Ranked for Indicated Reasons

- A Virtual Classroom Examining the Relationship of Glacial Ice Availability and Harbor Seal Abundance – This project, a partnership between OASLC and GLBA, needs further development before it can be fully considered. This project will be further developed in FY15, to be reconsidered in FY16.
- Extending Our Reach – This is an outreach project proposed by GLBA but meant for FY16, not FY15. It could be considered next year.
- Connect Students in Western Hemisphere to Coastal Alaska – This project was proposed by KATM. The panel decided it needed more details to be considered and should be developed more for consideration in FY16.
- Purchase Educational Materials for School Visits – This project was proposed by KATM. The panel decided it needed more details to be considered and should be developed more for consideration in FY16.
- Newhalen River Sockeye Salmon Escapement Monitoring – This project was proposed by LACL, but the park has found other funding. It originally ranked below the cut line for research, and would not have been funded unless more money had been found.