Monterey Bay & Channel Islands National Marine Sanctuaries

“MERITO”

Multicultural Education for Resource Issues Threatening Oceans
Presentation Outline

1. Program history and accomplishments
2. Funding and current program activities
3. New vision and future directions
4. Questions and feedback
Ocean Literacy and Constituent Building

(MBNMS Management Plan)

Promoting public understanding of how does the ocean influence us and how do we influence the ocean
MERITO’s mission is to help advance ocean literacy development among culturally diverse residents, and promote a culturally inclusive ocean stewardship ethic, engaging diverse communities to protect coastal and marine ecosystems.
History of the MERITO program

- Needs assessment and initial plan, responding to changing demographics in California (2001)
- Original primary focus: deliver bilingual programs and outreach materials to foster ocean stewardship among Hispanic/Latino communities
- Pilot and first evaluation, with a very positive response (2002)
- Expansion to Channel Islands following their own needs assessment (2005)
- Five years of implementation have consolidated certain program components, and provided lessons learned to improve others (2007)
- The program continues to evolve with a revised understanding to address cultural diversity challenges and opportunities for ocean protection
Community-Based Outreach

- MERITO Academy (Bilingual 4th-8th grade watershed and marine science program for after school and school groups)
- Bilingual Adult Education Programs
- Bilingual Outreach Materials
- MERITO Volunteer Opportunities
MERITO Academy

- Public schools and private youth programs in central and southern California coast
- 4th -8th grade students underserved in science (many of them English Language Learners)
- Hands-on, field and in-class watershed and ocean experiences
- Strengthen science skills
- Exposure to careers in science
MERITO Academy (cont.)

- Operates with the support of collaborative networks of local partners at each site
- Provides guided scientific exploration of sanctuary ecosystems
Site-Based Outreach

- Family Field Experiences (Kayak Day, Slough Hike, Tidepool Day)
- Guided scientific exploration of sanctuary ecosystems
- Supported and made possible by multiple partnerships
Professional Development

- MERITO Academy Teacher Training (both sites)
- MLML teacher enhancement program (MBNMS)
- Internship Programs (both sites)
- Mentorship program (CINMS)
Community Events
Media & Social Marketing

- Cartoon Contest
- Newspaper articles
- Radio
- TV segment in Univision *Despierta America* (CINMS)
- *Immersion Presents*, bilingual live broadcast on internet (MBNMS)
## MBNMS-MERITO 2002-2007

<table>
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<tr>
<th>Reached Population</th>
<th>FY03</th>
<th>FY04</th>
<th>FY05</th>
<th>FY06</th>
<th>FY07</th>
<th>5yr period</th>
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<td><strong>Direct Contact</strong></td>
<td></td>
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<tr>
<td>After-school Programs</td>
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<td>65</td>
<td>228</td>
<td>251</td>
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<td>Adult Programming</td>
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<td>57</td>
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<td>Family Field Experiences</td>
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<td>103</td>
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<td>671</td>
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<td>61</td>
<td>89</td>
<td>34</td>
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<td>Community Events</td>
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<td>3,112</td>
<td>2,341</td>
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<td><strong>Direct Sub-Total</strong></td>
<td>5,091</td>
<td>7,962</td>
<td>4,179</td>
<td>2,684</td>
<td>3,918</td>
<td>23,834</td>
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<td>Media and Advertisements</td>
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<td><strong>TOTAL Reached</strong></td>
<td>460,991</td>
<td>7,962</td>
<td>4,179</td>
<td>2,684</td>
<td>522,285</td>
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CINMS-MERITO 2005-2008

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<td>MERITO Academy</td>
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<td>Mass Media</td>
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<td>TOTAL Reached</td>
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Funding

Annual Budget needs
MBNMS: ~ $200,000 ($123,650 personnel and ~$75,000 program implementation, travel, and supplies)
CINMS: ~$250,000

* There is no base funding from NOAA’s annual budget

Sources
• MBNMS annual budget - (~$20k) (2001; 2006-2008)
• CINMS annual budget - ($20-30k) (2006-2008)
• National Program Priority funds - (MBNMS $285k, 2003-2005 and CINMS $40k, 2007-2008)
• Grants (MBNMS $327,573, 2002-2007 and CINMS $248k, 2005-2008)
• In-kind support from partners (MBNMS $627,549, 2002-2007 and CINMS ~$25,000, 2005-2008)
Current program activities

- MERITO Academy (MBNMS 22 after school programs - 420 students; CINMS 21 school and after school groups - 693 students)
- MERITO Academy Teacher training (both sites)
- Bilingual outreach in community events (both sites)
- Internship program (CINMS)
- Media (both sites, sporadic)
- MBNMS - Programmatic revision, reporting, and enhancing program visibility
- MBNMS - Needs assessment, focusing on: 1) Salinas community outreach, and 2) Adult Education strategies
- Fundraising (Grant writing, and approaching private corporations through NMSF) - both sites
Why address cultural diversity?

Cultural diversity touches every aspect of Sanctuary management, and it goes far beyond racial or ethnic diversity, and speaking different languages.
Cultural diversity is a property of the entire community, just like biodiversity is a property of the entire ecosystem.

Understanding and learning from cultural diversity is as central to environmental stewardship, as protecting and restoring biological diversity.
New Vision

A program that understands cultural diversity as a property of the entire community (not specific sub-groups), and addresses its challenges and opportunities for ocean protection.

A program that understands multicultural education as a two-way communication and mutual learning process (far beyond translating and delivering information in “culturally appropriate ways”).

A program that can create and facilitate effective and more inclusive spaces for community participation within culturally diverse contexts.
Overarching goals

1. For sanctuaries to effectively communicate and establish long-lasting positive relationships with a broad spectrum of their highly diverse constituencies

2. To inform sanctuaries decisions considering and understanding a variety of perspectives and experiences, represented in culturally diverse communities
Future directions

- Digital media and storytelling as drivers for self-directed learning of ocean literacy, and cross-cultural communication
- Project-based and place-based community outreach
- Strengthen relationships with communities in Salinas
- Carr Lake restoration in Salinas
- Collaborate with other MSBNMS programs (e.g. AWQA, CWMN)
- Collaborate with regional efforts on multicultural education
FY08-09 Grant proposals

**NSF – Informal Science Education**
Project: Multicultural Voices of Ocean Literacy
Solicited Amount: $917,504.00
Duration: 3 years

**NASA – Global Climate Change Education**
Project: Professional development on Earth system science & climate change education
Solicited Amount: ~$150,000
Duration: 2 years

**NOAA – Ocean Exploration program**
Project: Teacher training program in partnership with Camp SEA Lab
Solicited Amount: $50,623
Duration: 1 year

**Community Foundation of Monterey County – General Endowment grant**
Project: Salinas Snapshot Day 2009 (in partnership with MBNMS’s Citizen Watershed Monitoring Network)
Awarded funds: $10,000
Duration: 1 year