



Monterey Bay & Channel Islands National Marine Sanctuaries

“MERITO”

Multicultural Education for Resource Issues
Threatening Oceans





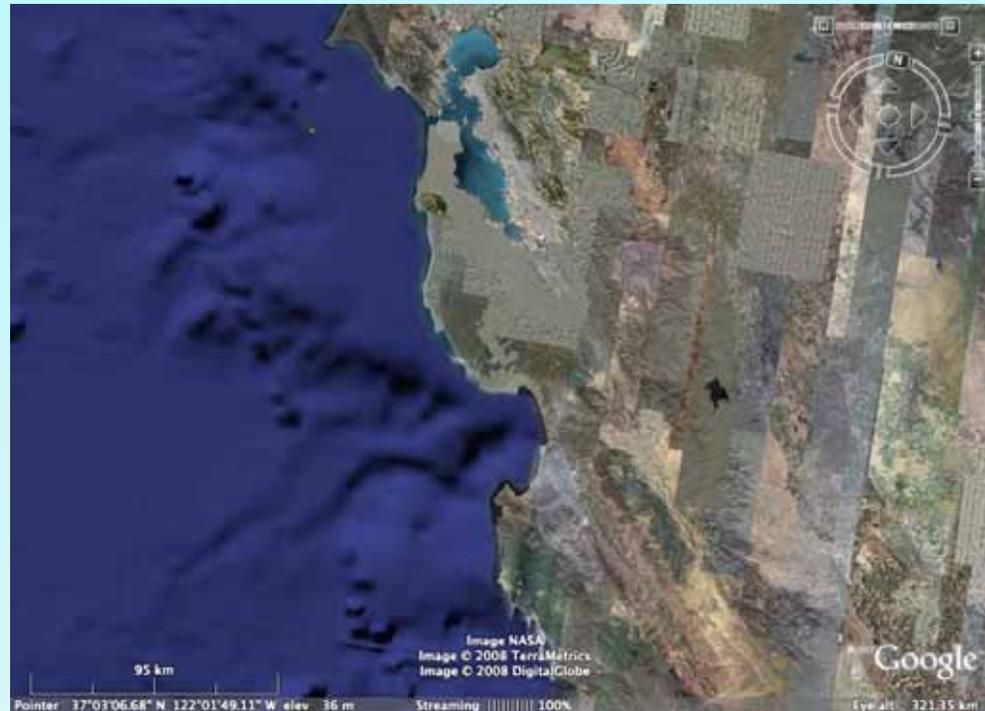
Presentation Outline

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



Multicultural Ocean Literacy

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)

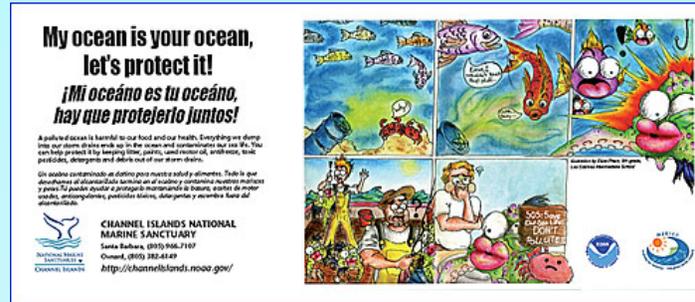


Community Events





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

Reached Population	FY03	FY04	FY05	FY06	FY07	5yr period
Direct Contact						
After-school Programs	35	65	228	251	392	971
Adult Programming	187	865	645	57	502	2,256
Paid Internships	1	2	2	1	1	7
Family Field Experiences	383	161	103	0	24	671
Professional Development	40	61	89	34	156	380
Community Events	4,445	6,808	3,112	2,341	2,843	19,549
Direct Sub-Total	5,091	7,962	4,179	2,684	3,918	23,834
Indirect Contact						
Media and Advertisements	455,900	0	0	0	518,367	974,267
TOTAL Reached	460,991	7,962	4,179	2,684	522,285	998,101



CINMS-MERITO 2005-2008

Category	# people
Direct Contact	36,087
Professional Development	239
MERITO Academy	1660
Family Field Experiences	538
Community Events	33,200
Public Presentations	450
Potential Indirect Contact	10,250,000
Bilingual Outreach products	6,500,000
Mass Media	3,750,000
TOTAL Reached	10,286,087



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.



Why address cultural diversity? (cont.)



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