



MBON Marine Biodiversity Observation Network

Communications & Outreach

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Forecasting Service Inc.**

MAY 3, 2016



For in-house educational use only

Recap Year 2 Goals

1. Generate national and regional visibility -- integrated vision of MBON research activities, teams and core topics
2. Engage end-users to define their needs
3. Optimize internal communications to support outreach and stakeholder engagement goals



Base Communications Tools

Future
PORTAL

Marine Biodiversity Observation Network (MBON)

Home About MBON Sponsors & Partners U.S. Projects Sanctuaries MBON Data Plans Seascapes Genomics Global Vision Contact

X-MBON www.marinebon.org
(Needs to evolve, offer resources)
Logo – consistent
Brochure/fliers for conferences
Sanctuaries MBON Update

Should this be X-MBON Update?

The screenshot shows the MBON website layout. At the top is a navigation bar with links: Home, About MBON, Sponsors & Partners, U.S. Projects, Sanctuaries MBON, Data Plans, Seascapes, Genomics, Global Vision, and Contact. Below the navigation bar is a large banner image of a school of fish. Overlaid on the banner is a text box with the title "Monitoring Our Changing Seas" and the subtext "Marine biological diversity is a key indicator of ocean health." Below this is a "Learn More" button. At the bottom of the banner is a blue link: "Integrating Data Sets to Support Biodiversity Monitoring". To the right of the banner is a "NEWS & UPDATES" section with a paragraph of text. Below the banner are three cards for sanctuaries: "Chukchi Sea", "Santa Barbara Channel", and "Florida Keys & Monterey Bay". Each card has a title and a short introductory sentence.

NEWS & UPDATES
Gabrielle Canonico (U.S. IOOS) and Frank Muller-Karger (USF) participated in the Technical Workshop on Monitoring of Marine and Coastal Biodiversity at SBSTA-20 April 25, 2016 organized by the Convention on Biological Diversity in collaboration with Australia's Commonwealth Scientific and Industrial Research Organisation (CSIRO), the Global Ocean Observing System (GOOS) and MBON. Canonico gave a presentation.

Chukchi Sea
The Arctic Ocean is experiencing the most

Santa Barbara Channel
The Santa Barbara Channel is one of the

Florida Keys & Monterey Bay
The Florida Keys and the

MBON Marine Biodiversity
Observation Network

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Youth & Informal Education Activities

Florida (Chris Simonello, GCOOS)

- ▶ Earth Day 2016 – St. Petersburg 100 kids
- ▶ Pinellas County Science Fair – 400 parents and kids

Monterey Bay

- ▶ MBON Story Map – Center for Ocean Solutions
- ▶ ONMS Earth is Blue video “Pelagic Red Crabs”
 - ▶ 5,219 views on Facebook
- ▶ KQED Science article “How Many Fish in the Sea? Genetics Could Answer That”
- ▶ Chavez on NPR’s the Diane Rehm Show “Environmental Outlook:



New Educator Outreach Strategy

Current (Proposal) Year 2

Develop afterschool program module; adapt for online use & learning centers

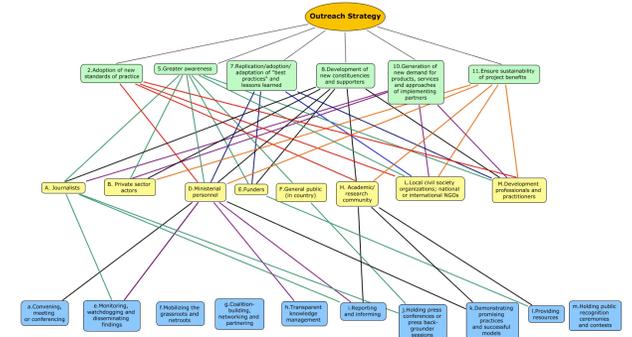
New Strategy College Educators/Students

- ▶ Share/Engage undergraduate faculty and grad students
- ▶ Consistent program led by MBON research PIs, TMON and IOOS RA's
 - ▶ Meetings/workshops on the Portals, research & co-create lesson/activities
 - ▶ Uses “Big Data” education strategies supported by NSF and NASA



Educator Outreach Benefits & Outcomes

- ▶ Builds connections/knowledge network
- ▶ Stimulates MBON Research Experiences for Undergrads
- ▶ Educators upload their activities/lessons to MBON
- ▶ Increase use of portal among university educators – encourage MBON publications
- ▶ Trickle down.....
 - ▶ Workshops/Presentations at National Science Teachers Association Conference (March 30-April 2, 2017, Los Angeles) and National Marine Educators Association Conference (June 27-19, 2017, Charleston, SC)



National Outreach -- Webinars

- ▶ **Knowledge-sharing + Visibility**

- ▶ Processes, research questions

- ▶ **Proposed Topics**

- ▶ **Discovering Seascapes**

- ▶ **Essential Ocean Variables**

- ▶ **Sampling Programs and Environmental DNA**

- ▶ **Big Data Wrangling – Steps and Decisions in Building an Integrated MBON Portal**

- ▶ **Squid Pops and Simple Assays**

- ▶ **Extend Outreach and PR**

- ▶ Involve partners, networks, generate regional awareness

- ▶ Run multiple sessions per topic, or tailor for specific audiences....

- ▶ Record/host on YouTube, transcribe and repackage



Targeted Agency and University “InReach”

- ▶ Jointly develop InReach Plan and timeline for each Agency, Division, state and region
 - ▶ Prioritize “users” and their organizations to connect
 - ▶ Define best mechanisms for dialogue
 - ▶ Awareness vs Input

University Example

- Florida Institute of Oceanography at USF CMS
- ▶ operates FWC/FWRI-owned Keys Marine Lab
 - ▶ Programs of interest to all FL universities

UNDERSTAND
Target Audience + Need / Venue and Communications Mode

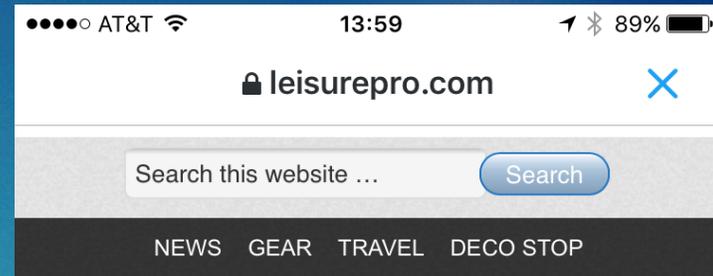
Increasing PR and Social Media

- ▶ Using Facebook™, Instagram™, Twitter™, LinkedIn™, Newsletters.
- ▶ Need your meeting abstracts
- ▶ Photos/videos -- short descriptions
Longer descriptions become stories
- ▶ Posters, presentations, publications
- ▶ Press releases by your organization
- ▶ Weekly in central MBON Dropbox
- ▶ Local, regional, national, international interest
- ▶ For managers, funders, -- present and future users, educators, scientists, public
- ▶ Think public relations. What is important?
- ▶ Drive people to the website



**The Perception.....Visibility = Progress
Progress Leads to More Support**

Social Media



You are here: [Home](#) / [Explore The Blue](#) / 5 Unusual Invertebrates of Coral Reefs

5 Unusual Invertebrates of Coral Reefs

August 6, 2014

[Leave a Comment](#)

Of all the ecosystems on the planet Earth, none are as diverse as the coral reef. Known for their impressive display of color, these reefs harbor such a vast diversity of life that they are often called the “rainforests of the sea.” Since they are primarily located in shallow, warm water, they are also key tourist attractions for new and experienced snorkelers and scuba divers alike. Next time you’re down there, check to see if you can spot one of these fascinating invertebrates of coral reefs.

Tube Worm



Ocean Champions @OceanChampions 1h
RT @DianeN56: 5 Unusual Invertebrates of #CoralReefs nsm.me/22Hvusi



User Engagement

Engage Users through out the MBON research and development process

- ▶ Different levels want different things (from scientists to resource managers)
- ▶ **Creating a User Engagement Plan requires the following**
 - ▶ Establish the MBON User Analysis & Engagement team
 - ▶ Select SCRs metrics, determine user groups, needs
 - ▶ Develop engagement (social data collection) process
 - ▶ Develop assessment tools



User Analysis – Steps in The Process

Example -- Sanctuary User planning/meetings

- ▶ Jennifer Brown, CA
- ▶ **Breakdown questions in the Condition Report**
 - ▶ List the metrics, indicators and data sources that are used now
- ▶ **Tools for the Condition Report Process and Monitoring**
 - ▶ Create MBON queries to answer reoccurring questions
 - ▶ Current and **desired** decision-making processes and outcomes by user

User Centered Analysis



Develop MBON Tools “User Guides”

Work with DMAC and Users to develop Guides....

- ▶ Most Likely Scientific Questions and Users' need
- ▶ Matrix – sets, searches, formats, level of automation, frequency of access and schedule for updates
- ▶ Contribute to BON in a BOX



Questions and Comments