

## 2012 National Marine Sanctuary Advisory Council Summit Webinar

*Monday, April 9, 2012*

### Time

2:00 pm EDT / 11:00 am PDT / 8:00 am HST / 7:00 SST

### Location

The first-phase of the 2012 Sanctuary Advisory Council Summit will be conducted as a *GoToWebinar* and be facilitated from the 11<sup>th</sup> floor large conference room (11153) of SSMC4 in Silver Spring, Maryland.

### Participants

Advisory Council Chairs (or Representatives); Director, ONMS; Regional Directors, ONMS; Sanctuary Superintendents; Advisory Council Coordinators; Chief of Staff for Communications and Stewardship; Acting Chief, Conservation Policy and Planning Division; Chief, Technical Programs and Services Division; Senior Policy Advisor, ONMS; Acting Director, Marine Protected Areas Center; Chair, Marine Protected Areas Federal Advisory Committee; President and CEO, National Marine Sanctuary Foundation; and State of Hawaii Co-Manager for Hawaiian Islands Humpback Whale National Marine Sanctuary.

### Purpose and Objective for the Webinar

The first phase of the 2012 Sanctuary Advisory Council Summit is being conducted as a webinar in an effort to identify new ways of improving and enhancing ongoing communications and information exchange among advisory councils and with the Office of National Marine Sanctuaries (ONMS). The focus of this particular webinar will be to introduce and seek feedback from advisory councils on the ONMS efforts to build a larger coalition of supporters to create more, protect more, and invest more in national marine sanctuaries.

### Preparing for the Webinar

A portion of the 2012 Sanctuary Advisory Council Summit Webinar will focus on the ONMS *Campaign of Engagement* – a national interest campaign designed to build a larger, more effective coalition for the National Marine Sanctuary System. To facilitate this discussion, webinar participants are encouraged to review the following materials and videos:

- Campaign of Engagement: A National Interest Campaign to Build a Larger Coalition  
A modified version of an email to ONMS leadership regarding the campaign
- TED Talks | Derek Sivers: How to Start a Movement  
[http://www.ted.com/talks/lang/en/derek\\_sivers\\_how\\_to\\_start\\_a\\_movement.html](http://www.ted.com/talks/lang/en/derek_sivers_how_to_start_a_movement.html)
- TED Talks | Simon Sinek: How Great Leaders Inspire Action (first 5 minutes most critical)  
[http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)

In addition, council chairs (or their representative) are asked to meet with sanctuary superintendents prior to the webinar to discuss the purpose and intent of the *Campaign of Engagement* and how their site is taking steps to meet the *campaign*.

---

## Monday, April 9, 2012

Session times are noted in Eastern Daylight Time. Corresponding start times for other relevant geographies are as follows: 11:00 am PDT, 8:00 HST and 7:00 am SST.

### 2:00 **Welcome and Introductions** (10 minutes)

[Rebecca Holyoke, National Advisory Council Coordinator](#)

Opening of the webinar and webinar participant introductions.

### 2:10 **Purpose and Objectives for Webinar** (10 minutes)

[Daniel J. Basta, ONMS Director](#)

This session will discuss the goals of the webinar and, specifically, highlight the ONMS *Campaign of Engagement* and the role of the National Marine Sanctuary Foundation (NMSF) and other partners in furthering advisory council recommendations.

### 2:20 **National Marine Sanctuary Foundation: Advancing Advisory Council Actions** (10 minutes)

[Jason Pattis, President and CEO](#)

All thirteen sanctuary advisory councils recognized ocean acidification (OA) as a significant threat to the long-term conservation and health of sanctuary resources and qualities and, therefore, passed resolutions, motions or letters between September 2008 and January 2010 encouraging new and additional NOAA research, monitoring, education, outreach and management actions to reduce and mitigate for its impacts. In support of the councils' actions, NMSF has undertaken several important initiatives relating to OA. In 2011, NMSF included OA as a new theme for applications under NMSF's Ernest F. Hollings Ocean Awareness Trust Fund grant program and awarded one grant to the Environmental Defense Center to produce a PSA on OA in collaboration with CINMS. NMSF also received funding from the Gordon and Betty Moore Foundation to prepare an analysis on federal funding and activities relating to OA, which includes a special section on the activities of ONMS relating to OA. This session will provide webinar participants with an opportunity to learn more about the role of the NMSF and other partners in advancing advisory council actions.

### 2:30 **Campaign of Engagement: A National Interest Campaign to Build a Larger Coalition** (45 minutes)

[Matt Brookhart, Senior Policy Advisor](#)

[Matt Stout, Chief of Staff for Communications and Stewardship](#)

This session will introduce webinar participants to the ONMS *Campaign of Engagement*. It will specifically focus on the ONMS current landscape, address why ONMS thinks a campaign is needed, and provide an overview of the current state of the ONMS campaign.

### 3:15 **BREAK** (15 minutes)

### 3:30 **Calibrating and Enhancing the ONMS Campaign of Engagement** (75 minutes)

[Daniel J. Basta, ONMS Director](#)

This session will be an opportunity for council chairs (or representatives) to seek clarification, provide input, and improve the ONMS *Campaign of Engagement*. The following questions will guide this discussion:

- How do you – both as an individual and an advisory council member – view the “current landscape” as a basis for the campaign initiative? e.g.,
  - Are oceans (and national marine sanctuaries) relevant to the Nation's agenda?
  - Are we fully-connected to major constituent groups at local and national levels?
  - Is there a need to expand ONMS visibility and support-bases consistent with the national agenda?

---

**Monday, April 9, 2012**

(Continued)

- From your personal perspective and that of your advisory council, what campaign properties or thematic focus areas would help make the campaign successful? e.g.,
  - Are there specific communities, demographic, or constituent groups that are priorities (i.e., power-bases) for the campaign?
  - What would motivate a connection between these groups and sanctuaries?
- What role, if any, do you envision advisory councils playing in the campaign?
  - Are there site-based actions for individual council members or for the Advisory Council as a whole?
  - Are there cross-council synergies that support the campaign (e.g., "tourism" or "business" seats)?

**4:45** **Wrap-up and Next Steps** (15 minutes)

[Daniel J. Basta, ONMS Director](#)

This session will summarize the recommendations and feedback from the webinar and address how the progress made will play into a potential face-to-face Advisory Council Summit in the fall of 2012.

**5:00** **MEETING ADJOURNS**