

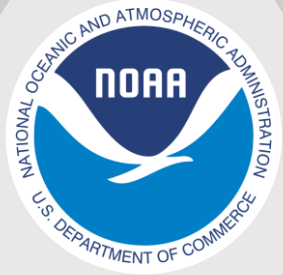
# **A logic model for aquaculture literacy at NOAA**

**September 7<sup>th</sup>, 2022**

# Aquaculture Efforts at NOAA

## National Sea Grant Office

- » Provide aquaculture research funding and workforce training.
- » Coordinate Sea Grant Extension network and aquaculture liaisons.
- » Conduct socioeconomics and consumer behavior research.



- » Evaluate programs efforts and success.
- » Coordinate with educators and industry members to engage in discussions and create resources.
- » Share opportunities with NOAA Education Council, and invite input from members.

- » Develop grant priorities and funding opportunities.
- » Access to regional and state-level information and partners.
- » Science and technology research with National Ocean Service (NOS) (e.g., Aquaculture Opportunity Areas Atlases).

## NOAA Office of Education

- » Coordinate aquaculture literacy efforts and associated partnerships (e.g., CELC).
- » Manage career development fellowship and scholarship opportunities (e.g., Hollings and EPP/MSI programs).
- » Oversee educational resource collections (e.g., STEM/NGSS curriculum).



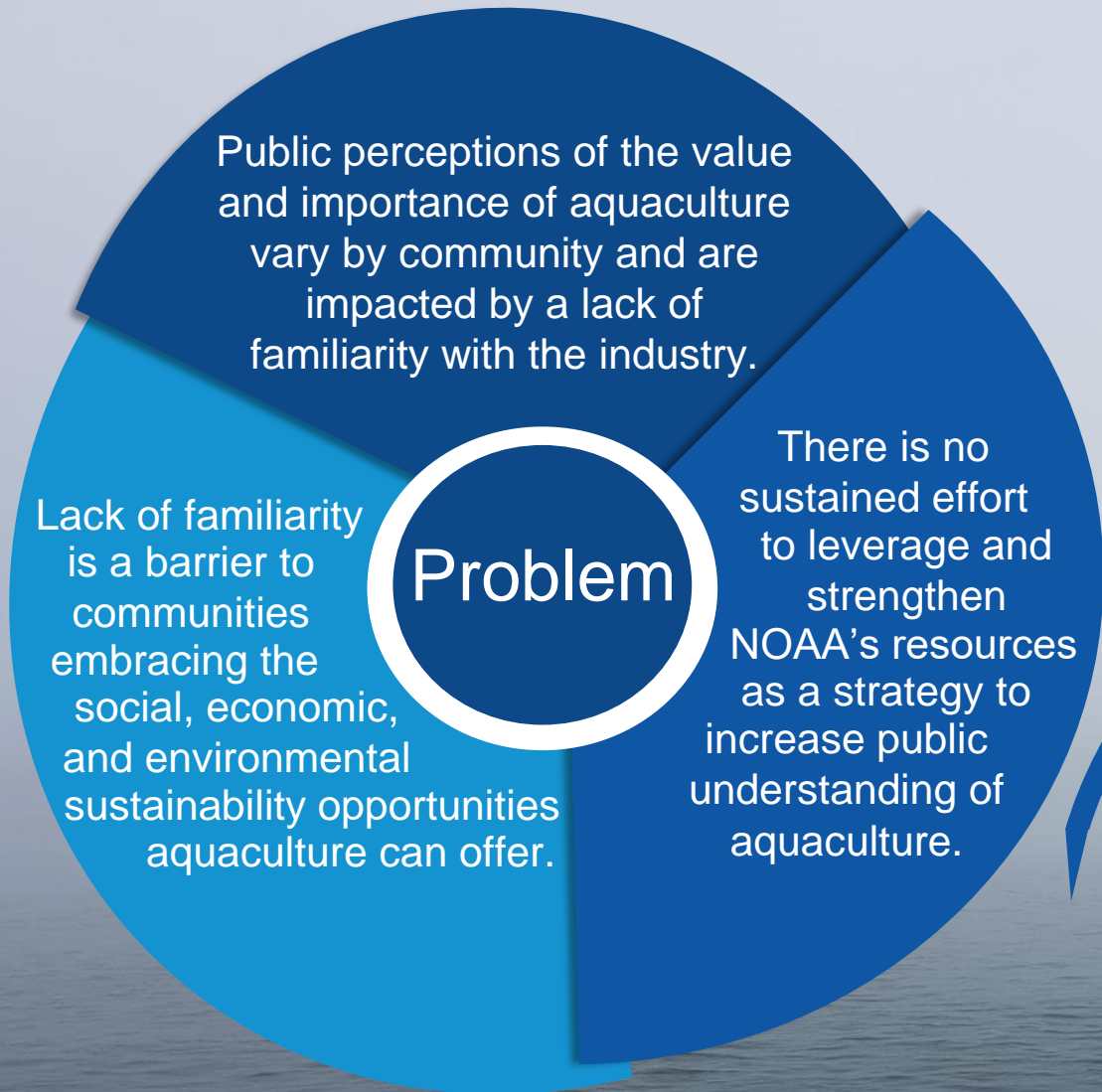
- » Build common messaging.
- » Facilitate interagency partnerships.
- » Enhance public aquaculture literacy.
- » Develop and support DEIJA.



## NOAA Office of Aquaculture

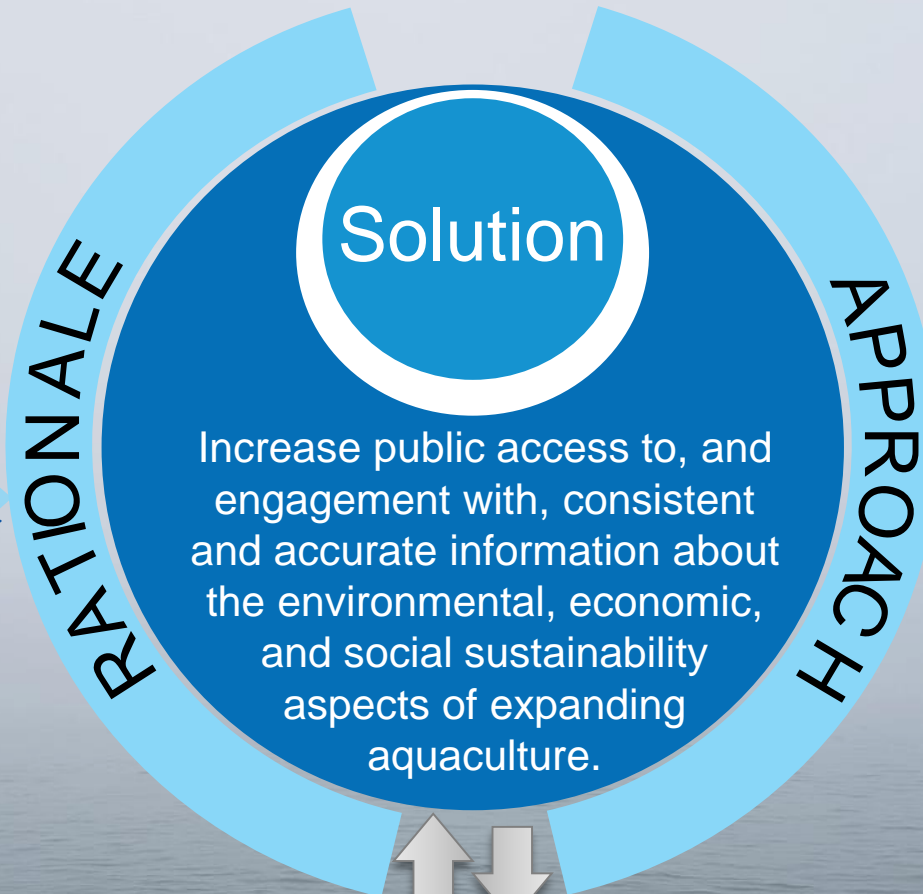
- » Address regulatory challenges and increase permitting efficiency.
- » Research for sustainable management and science collaborations.
- » Conduct timely and accurate outreach and communication efforts.

- » Strengthen interagency partnerships.
- » Update NOAA leadership regularly (e.g., connect with NOAA Education Council).
- » Conduct research on public perceptions and create common messaging.



# How did we get to this solution?

Support for NOAA's sustainable aquaculture goals requires high aquaculture literacy among diverse audiences. If we foster a knowledgeable public, we'll be better suited to expand the economic, environmental, and social benefits of aquaculture.



Strengthen the NOAA Aquaculture Program's capacity to engage in partnerships that enhance public aquaculture literacy and create an informed public.

- » Aquaculture continues to expand as a sustainable domestic industry and new technologies continue to develop.
- » NOAA continues to provide support and maintain long-term relationships through funding and engagement with external partners.

## Inputs

- » 1 FTE and supervisory staff (ideally FTE is joint position).
- » Funding for workshops, webinars, conferences, etc.
- » Funding for aquaculture literacy grant opportunities.
- » Aquaculture literacy is built into priorities for other NOAA RFPs (i.e. Sea Grant funding).
- » Continuation of NOAA Community of Practice for Aquaculture Literacy (CoPAL).

## Activities

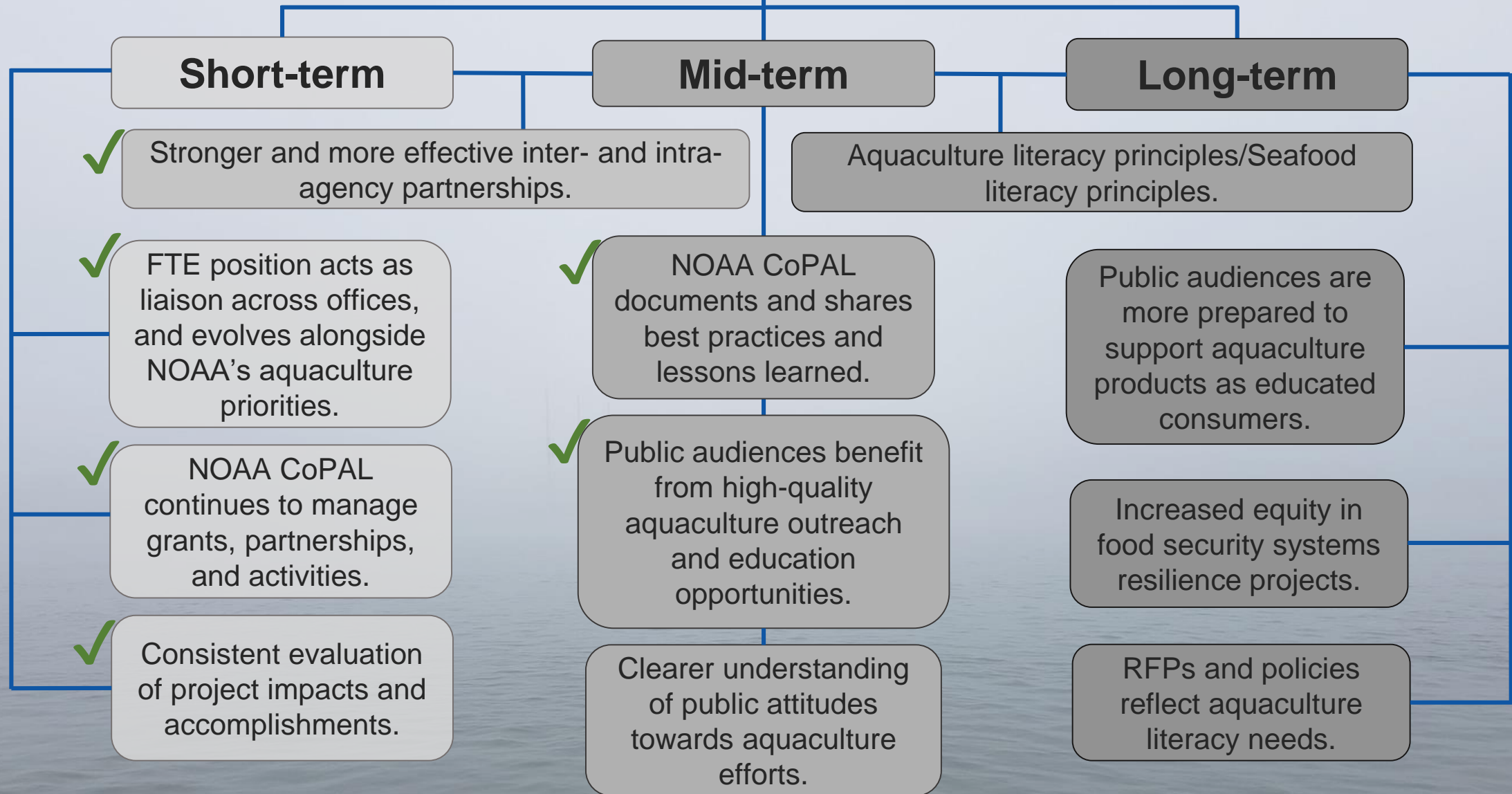
- » FTE leverages existing resources and key personnel (e.g. aquaculture liaisons).
- » FTE tracks and evaluates CoPAL engagement, lessons learned, priorities, and major achievements.
- » FTE briefs NOAA leadership and presents to the broader community.
- » Funding opportunities to support cross-sectoral partnerships.
- » CoPAL convenes inter- and intra-agency partnerships.

## Outputs

- » Clear point of contact(s) for aquaculture literacy resources, partnerships, and opportunities.
- » Enhanced aquaculture literacy with diverse audience groups.
- » New and sustained partnerships connect NOAA to national aquaculture literacy efforts.
- » Successful aquaculture literacy efforts drive future priorities.
- » NOAA CoPAL consistently shares best practices, achievements, and priorities with partners.



# Outcomes



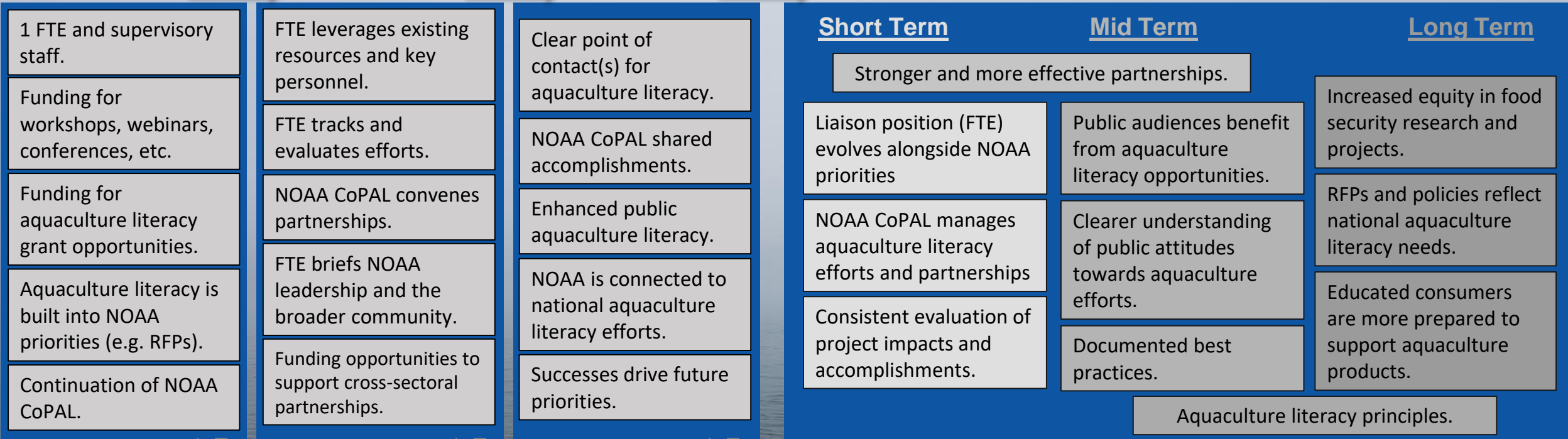
# Problem Statement

*Aquaculture has the potential to offer opportunities for well-paying careers and provide access to healthy and local foods, but lack of familiarity with the industry among public audiences is a significant barrier to sustainable aquaculture expansion.*

**GOAL:** Increase public access to credible, up-to-date information about the environmental, economic, and social sustainability aspects of expanding aquaculture.

**APPROACH:** Strengthen the NOAA Aquaculture Program's capacity to engage in aquaculture literacy partnerships.

## INPUTS → ACTIVITIES → OUTPUTS → OUTCOMES



### Assumptions

- » NOAA continues to provide support and maintain long-term relationships through funding and engagement with external partners.
- » Aquaculture continues to expand as a sustainable domestic industry and new technologies continue to develop.

**RATIONALE:** Support for NOAA's sustainable aquaculture goals requires high public aquaculture literacy. If we foster a knowledgeable public, we'll be better suited to expand the economic, environmental, and social benefits of aquaculture.