Extension Committee on Policy (ECOP)
National Workshop on Marine Extension Programs Proceedings

Edited by Marion Clarke

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INTRODUCTION AND ACKNOWLEDGEMENTS

It has been a long time coming! This Workshop represented the first opportunity that Cooperative Extension Service (CES) and Sea Grant (SG) leaders and administrators have had to collectively discuss contemporary issues of marine extension programming. This Workshop has been the dream of numerous Sea Grant Extension program leaders who have wrestled with the issues of working within, between and sometimes outside of the two organizations.

Legislation enacted in 1966 established the Sea Grant College Program. Roughly two-thirds of Sea Grant Extension Programs are affiliated and/or operate through the CES of their respective coastal or Great Lake states. It has taken us nearly twenty years to finally conduct a workshop bringing the key leadership elements of SG and CES together to collectively address issues of more effective programming.

Participants in the Workshop agreed unanimously that the effort was meritorious and should be conducted on a regular basis. Most participants became more sensitive to, and aware of issues and answers for effecting a complete "Partners in Parallel" and were supportive of meeting periodically to share ideas, innovate programs and resolve issues and problems.

Thank You! — to each and every person who made this Workshop possible and/or contributed to it's success. The work of the Planning Committee was essential to the development and implementation of the Workshop. Without their insight, resource investment and tenacity in planning the program it would never have happened. The speakers deserve a special pat on the back for taking the time to prepare their relevant and timely presentations thanks also to John Woeste, Dean for Florida CES, and Jim Cato, Director of Florida Sea Grant, for their guidance and support through the development, planning and implementation of the Workshop.

The first ECOP Marine Extension Program Workshop is history. The recommendations produced from this effort will have a positive impact on SG/CES relationships in the future. This Proceedings will provide reference to recall the importance of this historic meeting. I look forward to the next ECOP Marine Workshop.

Marion Clarke
Editor and Workshop Chairman
OBJECTIVES

1. To determine current levels of integration of Sea Grant (SG) Advisory Programs into Cooperative Extension Service (CES) Programs.

2. To develop recommendations to improve Cooperative Extension Service and Sea Grant administrative linkages, support, and operational efficiency.

3. To enhance the effectiveness of Cooperative Extension Service supported Sea Grant Extension Programs.
RECOMMENDATION

RECOMMENDATION GENERATION PROCESS

Michael W. Duttwiler, Facilitator
New York Sea Grant Extension Program

A facilitator was assigned the explicit task of assisting attendees in the itemization of issues relative to the integration of Sea Grant and Cooperative Extension programs and specific recommendations for addressing those issues.

The facilitator was present at all presentations and maintained a running list of issues and recommendations identified by the numerous speakers. These were reported immediately before lunch on Day 1 and distributed in hard copy that afternoon. An updated issue list was reported immediately before the evening break.

The facilitator synthesized the cumulative issues and recommendations lists into general areas of concern. These were reported at the start of Day 2 and provided in hard copy by midday. Afternoon discussion groups expanded upon the issues and recommendations lists and recommended that a working group refine the cumulative lists emphasizing specific action opportunities. About 20 attendees, including the facilitator, developed a first draft of the workshop recommendations.

On day 3, all in attendance reviewed and modified the draft recommendations with assistance from the facilitator resulting in the recommendations by issue area which are included with the workshop proceedings.
RECOMMENDATIONS

I. ISSUE AREA 1. FEDERAL AGENCY AWARENESS OF MARINE EXTENSION

A. Need for greater awareness of marine issues within the Departments of Commerce and Agriculture.

B. Need to increase recognition at USDA/FES that marine extension currently is an integral part of CES programming in many states.

C. Need for broad, common understanding of the empathy for our SG and CES missions as well as respecting that those missions may differ in some ways.

RECOMMENDATIONS:

1. Enhance regular communication procedures between NSGEP and FES.

2. Discussions on marine extension programs and topics at regional meetings of extension directors and assistant and associate directors.

3. Formation of marine resource subcommittee or task force of ECOP to address recommendations herein and other relevant issues.

4. Participation by marine interests in appropriate national extension advisory boards.

5. That a subsequent joint CES/SG workshop be held within two years continuing the progress we have initiated.

II. ISSUE AREA 2. NATIONAL APPROACHES TO COLLABORATION

A. Need to have NSGCP and CES recognize that CES and MAS need not have a nationally uniform pattern of collaboration for successful cooperation to occur. Corollary: CES and SG need to realize that their goals are the same and that reasonable guidelines and policies can and should be developed for the consideration of local programs.

B. States and counties must maintain flexibility in scope of programs and clientele. Delivery of programs should be based on characteristics of the problem, not solely on existing organizational structures.

C. Need for integrated planning, reporting and evaluation procedures.

RECOMMENDATIONS:

1. Establishment of a national statement of CES Marine Extension program direction that recognizes the various federal, state, and local participants in marine extension programs, by the appropriate ECOP committee.

2. Establish common marine extension planning, reporting and evaluation procedures.
3. That joint CES/Sea Grant programs consider commonality of program titles that recognize the partnership that both the constituents and sponsors can easily identify.

4. Ensure marine extension initiatives are included in FES NARS reports.

III. ISSUE AREA 3. ENHANCING STATE AND LOCAL PROGRAM COLLABORATION

A. Need for integrated planning, reporting and evaluation procedures.

B. Need for better documentation and communication of the importance of marine resources as a basis for allocation of program resources.

RECOMMENDATIONS:

1. Include marine extension programs in CES long range plans specifying staffing and implementation strategies.

2. Include marine issues, when local and state program priorities are established.