Aquaculture Literacy Mini-Grants Program

Informational Webinar
Wednesday, January 31, 2024 2 PM ET

T’Noya Thompson
Contact: eeBLUE@naaee.org
The North American Association for Environmental Education (NAAEE) and the National Oceanic and Atmospheric Administration (NOAA) are embarking on another groundbreaking five-year eeBLUE partnership aimed at furthering environmental and science literacy to build more resilient communities nationwide.
● Founded in the U.S. in 1971.
● Now includes 30 countries with 56 affiliated organizations.
● NAAEE serves as the professional association, champion, and backbone organization for the field of environmental education.
● It is the organization that professionals look to for best practices in driving excellence, cultivating collective impact, and mobilizing support through education.
Agenda

- Background of eeBLUE Aquaculture Initiative
- Program goals, partners, and eligibility
- Application materials
- More about partnerships and projects
- Q&A
General Details

- **Goal**: Identify and support innovative ways to engage a target audience with discussions about aquaculture topics.
- **Maximum $20k per award**, for projects no longer than 12 months.
- Eligible projects will propose a partnership between an Informal Learning Institution, Aquaculture Industry, and NOAA.
- Project proposals should be submitted directly to eeBLUE@naaee.org by **11:59 PM (EST) on March 15th, 2024**.
Aquaculture literacy within a community is “a baseline understanding of aquaculture topics, potential careers, and related environmental aspects leads to community members capable of making informed decisions about aquaculture in their community.”
Round One Mini - Grant Institutions
$149k (NMFS, Sea Grant)
10 projects
6 states
4 regions
What Grantees Did

Science cafes
Hands-on learning
Visitor center displays
Cooking classes
Aquaculture facility tours
Youth aquaculture experiences
Professional development symposiums
Aquarium exhibits
Aquaculture festivals
Campus events
Tastings
Site visits

Photo courtesy of Emma Green-Beach, Martha’s Vineyard Shellfish Group

Photo courtesy of Jaclyn Robidoux, Maine Sea Grant
Best Practices from Grantees

Value of adaptive programming
Meet our partners where they are at
Importance of being flexible & responsive
Patience in the face of delays

No connections wasted: laying the groundwork for future partnerships
Value of interactive approaches to engagement
Skills in community engagement & communication

See the full evaluation report by GeoLiteracy: https://naace.org/sites/default/files/2023-08/eeBLUE-Evaluation-Report-FINAL.pdf
Agenda

- Background of eeBLUE Aquaculture Initiative
- Program goals, partners, and eligibility
- Application materials
- Examples of successful partnerships
- Q&A
Program Goals

This competitively-based funding opportunity aims to support partnerships between (1) informal learning institutions, (2) the aquaculture industry members, and (3) NOAA by funding the development of aquaculture education and outreach programs that are responsive to the following goals of the Community of Practice for Aquaculture Literacy (CoPAL):

- Bringing aquaculture education programming to institutions and/or target audiences currently lacking resources;
- Building the capacity of environmental education providers to offer high quality programming in informal and formal settings by matching aquaculture communication needs with existing research; and
- Developing creative approaches for public engagement that promote a culture that values innovation, exploration, and community-relevant learning as a context for improving public aquaculture literacy.
<table>
<thead>
<tr>
<th>What counts as Aquaculture Education and Outreach</th>
<th>What doesn’t count (for this effort)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal and Informal programming for K-12 and General Public audiences.</td>
<td>Research of gear technology (unless it is an assessment of public perception).</td>
</tr>
<tr>
<td>Consumer, Industry, and Network Outreach and outreach technology (phone apps, etc)</td>
<td>Lobbying or outreach to businesses to market products or for commercial campaigns.</td>
</tr>
<tr>
<td>Information that disseminates complex aquaculture topics in ways that are digestible to a broader audience.</td>
<td>Refining permitting guidelines.</td>
</tr>
</tbody>
</table>
| Enhancing connectivity in existing workforce development efforts. This can include:  
  - Career awareness  
  - Career resources pipeline  
  - Scholarships and fellowships  
  - Higher education/Community College collaboration. | Creating a new degree program or workforce training certificate (it’s just too large of an undertaking for mini-grants you’ll learn about). |
<table>
<thead>
<tr>
<th>NOAA Partners*</th>
<th>Industry Partners</th>
<th>Informal Learning Institution Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Line Offices, Headquarters Offices</td>
<td>Shellfish, Seaweed, and Finfish Growers/Farmers</td>
<td>CELC Member Institutions</td>
</tr>
<tr>
<td>Regional Fisheries and Aquaculture Programs</td>
<td>Grower Associations</td>
<td>An informal learning institution that is engaging the public on coastal and marine issues.*</td>
</tr>
<tr>
<td>Sea Grant Programs</td>
<td>Hatcheries and Hatchery Staff (including state run)</td>
<td>*Including Tribal Organizations and Centers</td>
</tr>
<tr>
<td>National Estuarine Research Reserves</td>
<td>Aquaculture Organizations, such as Minorities in Aquaculture</td>
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<tr>
<td>Regional Fisheries Science Centers</td>
<td>Tribal Associations and Organizations</td>
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</tr>
<tr>
<td>Scholars and Fellows</td>
<td>Chefs and sustainable seafood restaurateurs</td>
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</tbody>
</table>

*Federal employees can not receive direct funding for these projects.

**In addition to a letter of commitment, Sea Grant partners must submit a statement/indication of support from their Program Director.
Projects **must** propose to partner across an informal learning institution, aquaculture industry, and NOAA entity.

**Eligible applicants** are limited to institutions of higher education; K-12 public and independent schools and school systems, other nonprofits, including community-based organizations and informal education institutions such as museums, zoos, and aquariums; state and local government agencies; for-profit aquaculture organizations and operations; and Indian tribal governments in the United States. Federal agencies, foreign institutions, and individuals **are not** eligible to apply; however, federal agencies, foreign institutions, and individuals **may participate** with an eligible applicant as a project partner (see partnership table on pg. 19).
Agenda

1. Background of eeBLUE Aquaculture Initiative
2. Program goals, partners, and eligibility
3. Application materials
4. More about partnerships and projects
5. Time for questions
The proposal package must include:

- Title page [link to checklist];
- *A detailed project description that includes objectives and expected outcomes, a description of proposed activities, identification of target audience(s) and project partners, and a plan for dissemination (maximum five pages; for more details, please see the suggested Project Description Template here [link to template];
- A timeline and/or milestone chart of proposed project activities and deliverables (2 pages maximum);
- A full budget table [link to template];
- A list of project partners and a resume/CV (2 pages maximum) of each PI and Co-PI(s); and
- Letters of commitment from all participating partners (1 page maximum).

Packages must be sent to eeBLUE@naaee.org by March 15, 2024 at 11:59 PM Eastern.
Application Package

https://naaee.org/programs/eeblue/aquaculture-initiative

eeBLUE Aquaculture Literacy Mini-Grants Program Information

Informational Webinar

Wednesday, January 31, 2024 2:00 PM
Eastern Time

This informational webinar will provide details about the Aquaculture Literacy Mini-Grant program for the co-development of innovative educational experiences that explore aquaculture topics.

Important Dates

January 18, 2024: Request for proposals announced
January 31, 2024: Informational webinar
March 15, 2024: Request for proposals closes at 11:59 PM (Eastern)
March 16 to May 1, 2024: Review and selection

Proposal Package

- Requests for Proposals
- Title Page Template
- Project Description Template
- Budget Template for
## Application Checklist

https://naaee.org/programs/eeblue/aquaculture-initiative

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<table>
<thead>
<tr>
<th>Application Element</th>
<th>Formatting Restrictions</th>
<th>Suggested File Naming Convention</th>
<th>Page Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
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<tr>
<td></td>
<td>• Please add the first pages of your application package.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Title Page</td>
<td>Title Page Template</td>
<td>Title.pdf</td>
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<tr>
<td>Project Narrative Documents</td>
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<td></td>
<td>• Please consolidate these items with the Title Page into one PDF document: Title.pdf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Description</td>
<td>See section 4.b. of the RFP and the suggested Project Description elements.</td>
<td>Consolidate as part of Title.pdf</td>
<td>5 pages maximum</td>
</tr>
<tr>
<td>Project Timeline/Milestone Chart</td>
<td>None</td>
<td>Consolidate as part of Title.pdf</td>
<td>2 pages maximum</td>
</tr>
<tr>
<td>References Cited (if any)</td>
<td>None</td>
<td>Consolidate as None</td>
<td>None</td>
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</table>
Aquaculture Literacy Mini-Grant Application Title Page

Project Title: _____________________________________________
Anticipated Start Date and End Date: __________________________

Total Funding Amount Requested: _____________________________
Informal Learning Institution Partner (name, institution): ____________
Aquaculture Industry Partner (name, organization): ________________
NOAA Partner (name, office, position): __________________________
Target Audience: _____________________________________________

Principal Investigator (PI)
Prefix: _____ First: ___________________ Last: __________________
Position: ___________________________________________________
Institution: _________________________________________________
Mailing Address 1: __________________________________________
Mailing Address 2: __________________________________________
City: __________________ State: __________________ Postal Code: ________
# Budget Description Template

**Budget Guidance**

### Natural Start Alliance

<table>
<thead>
<tr>
<th>YEAR 1 BUDGET</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name of</strong></td>
<td>Natural Start Alliance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BUDGET CLASS</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SALARY</strong></td>
<td></td>
</tr>
<tr>
<td>Project Director: 40 hours @ $35/ hr</td>
<td></td>
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<tr>
<td>Lead Instructor: 200 hours @ $20/hr</td>
<td></td>
</tr>
<tr>
<td><strong>Salary Total</strong></td>
<td></td>
</tr>
<tr>
<td><strong>FRINGE</strong></td>
<td></td>
</tr>
<tr>
<td>Project Director, 25% of salary</td>
<td></td>
</tr>
<tr>
<td>Lead Instructor, 25%</td>
<td></td>
</tr>
<tr>
<td><strong>Fringe Total</strong></td>
<td></td>
</tr>
</tbody>
</table>
| **TRAVEL** | Staff planning meetings with 21CCLC site prior to project launch (2 person)
Staff travel to local 21CCLC sites (2 people x 14 miles roundtrip @ $.6/mile)
Staff travel offsite to coastal ecosystem for planning (50 miles roundtrip)
| **Subtotal Travel** | |
| **EQUIPMENT** | N/A |
| **Subtotal Equipment** | |
| **SUPPLIES** | Water monitoring kits
Books on watersheds for mini summer library
Notebooks for students
Supplies to build model watersheds |
| **Subtotal Supplies** | |
| **CONTRACTS** | Coastal ecosystem off-site facility rental for 1 day
Stipends for three 21CCLC educators to attend all-day offsite field trip
Guest speaker for lesson on civic engagement (incl. travel) |
| **Subtotal Contracts** | |
| **OTHER** | Registration fee for professional development webinar for two staff |
| **Subtotal Other** | |

| **Fringe** | This is the rate of benefits for those individuals included in the salary calculation. Please write the percentage rate next to each person so we can ensure the amounts in subsequent columns are calculated correctly. |
| **Travel** | These are travel costs only for individuals on staff at the applicant’s organization. Travel costs for other people to attend an event, such as field trip costs for students, should be included in the “Other” section. An in-depth explanation of allowable travel costs is included below. |
| **Supplies** | These are tangible items, valued at less than $5,000 per item, which you’re using as part of your grant project. Any small printing jobs would need to be considered supplies. If you’re printing something like a journal or other publication, that would likely have a contract associated with it, and would be charged to “Contracts.” Any food items purchased through a catering company or restaurant, where a contract is in place, would go to “Contracts.” Otherwise, food and drinks purchased at a grocery store or similar retailer would be a supply. |
| **Equipment** | These are tangible items, valued at more than $5,000 per item and have a useful life length of more than 3 years, which you’re using as part of your project. |
| **Contracts** | This section is for any contracts you have with facilitators or other collaborators who are not considered part of your salary team, but are more than participants in your event or project. If you are renting a space to conduct a training or meeting, it would be considered a contract. If you are compensating 21CCLC educators, this would fall under contracts. |
| **Other** | “Other” costs would include travel for participants to conference and trainings. This is likely not to apply to your project unless you are including professional development for educators in your budget. Additionally, grants to other organizations would also fall under this category. However, NAAEE will not fund contracts with pass-through funding to other organizations. NAAEE will only accept at 10% of the total indirect costs on modified indirect costs (TIDC) from submitters, to ensure enough funding goes to programmatic activities. TMDC should exclude any costs related to participant (student) travel. |
| **Food at Events (Not associated with travel)** | Written permission from NAAEE is required for any meals or light refreshments you wish to get reimbursed through this project. We reserve the right to not reimburse for any food or beverage costs that have not been approved prior to purchase. |
| **Travel for Staff** | Any miles driven on your own vehicle to or from the event can be reimbursed at $0.68 per mile (2023 IRS rate). This rate may increase or decrease in 2024, depending on IRS data. To document this, please send a pdf-version of a map showing start and ending location, and distance traveled (i.e. Google map). Any tolls you paid getting to or from an event, an airport, or a carpool meeting place can be reimbursed. |
| **Mileage** | Rental vehicles are reimbursable, but you cannot additionally charge for mileage. |
| **Ground Travel** | Taxis, Lyft, Uber, other ride-sharing charges to and from an airport or carpool meeting place are allowed. Public transit |
Project Description Guidance

Note: This is an optional template to ensure you have provided the information requested in the Request for Proposals (RFP) found on the NAAEF website. However, you should also refer to the text in the RFP, particularly Section 2: About the Aquaculture Literacy Mini-Grant Program, to explain what is expected fully.

The Project Description must not exceed 5 standard letter-sized pages, should be in 11-point or larger font, and have margins of at least 1”. Each page of the project description should be numbered. Page limits include figures and other visual materials but exclude title pages, references, budget information, resumes, work plan/milestone charts, and letters of commitment.

You should also carefully review the Review Criteria by which the reviewers will evaluate all applications (see Appendix 1 of the RFP).

1. Objective(s) and Expected Outcomes
   - Describe the specific project objective(s) and expected outputs and outcomes of the proposed project.
   - Explain how the activities, expected outputs, and outcomes support the goal of this project.
FAQ Page
Will be regularly updated
https://naaee.org/programs/eeblue/aquaculture-initiative/faqs
Important Dates

January 9, 2024: Funding opportunity announced

January 31, 2024: Recorded informational webinar

*Recording posted to https://naaee.org/our-work/programs/eeblue/aquaculture-initiative

March 15, 2024: Application packages due 1:59 PM (Eastern) to eeBLUE@naaee.org

March - May 2024: Review Process

May 2024: Awards announced

June 2024: Earliest possible project start date
Agenda

- Background of eeBLUE Aquaculture Initiative
- Program goals, partners, and eligibility
- Application materials
- More about partnerships and projects
- Q&A
The Coastal Ecosystem Learning Centers (CELC) Network

https://www.noaa.gov/office-education/celc/members

Learn more about past projects: https://naaee.org/programs/eeblue/past-initiatives
Where can I find NOAA Partners?

fisheries.noaa.gov/contact-directory/regional-aquaculture-coordinators
Where can I find other NOAA Partners?

To get in touch with Sea Grant contacts working on aquaculture in your area:
Reach out to oar.hq.sg.aquaculture@noaa.gov and cc mark.a.rath@noaa.gov and charles.weirich@noaa.gov with the subject line “eeBLUE Aquaculture Literacy”.

Get to Know Great Lakes’ Fish, Fish Farmers and Aquaculture at the Sea Grant Great Lakes Aquaculture...

The Sea Grant Great Lakes Aquaculture Collaborative is hosting the first annual Sea Grant Great Lakes Aquaculture Day on October 10...
Where can I find NAAEE and NOAA assets?

- Applicants can find assets on the [eeBLUE Aquaculture Literacy Past Initiative page](#).
- A list of NOAA assets can be found on our [NOAA Assets for Education Grants](#) page.
- We also encourage applicants to review the NOAA Fisheries Office of Aquaculture’s [Outreach and Educational Materials](#) page for aquaculture education-related assets and contacts.
Who may serve as PI or a Co-PI?

- Principal Investigators (PIs or Project Directors) are required to be employees of the organization submitting an application.
- Because consultants or contractors of an organization do not typically have this level of authority, they cannot serve as PIs.
- PIs should check with the sponsored projects office or equivalent to inquire about possible restrictions.
- Federal employees may not serve as PIs or co-PIs on any application; however, they may be included as key personnel or project partners.
  - NERRs and Sea Grant Programs are eligible applicants (PI or co-PI), and/or can also serve as a NOAA partner.
  - Sea Grant applicants must include a statement/indication of support from their Program Director. Contractors must also include a signed statement of support from their direct supervisors.

NOTE: Each PI, co-PI, and/or project partner must submit a letter of commitment.
How many applications can an investigator or institution submit to this funding opportunity?

- It is strongly encouraged that an **individual** serve as a lead PI on only one application submitted to this funding opportunity.
- **Institutions** may submit more than one application and individuals may serve as co-PIs or key personnel on more than one application.
- **A given project idea may only be submitted once**. In the event a project is submitted multiple times, the eeBLUE Team will contact the applying institution(s) to ask them which application should be withdrawn.
Examples of successful partnerships

**Example 1:**
- Shellfish Industry Partner
- Informal Learning Institution Partner
- Regional Aquaculture Coordinator Partner (unpaid)

**Example 2:**
- Informal Learning Institution Partner
- NOAA Partner
- Sea Grant
- PCSGA
- Shellfish Industry Partner
Who can be PI and Co-PI?

**Example 1:**
- Industry Partner
- Informal Learning Institution Partner
- NOAA Fisheries Partner (unpaid)

**Example 2:**
- Informal Learning Institution Partner
- NOAA Partner
- Industry Partner
- Sea Grant
- Holdfast Aquaculture
Why Aquariums?

NOAA’s Office of Education coordinates the partnership, bringing NOAA science, guidance, and resources to CELC member institutions.

CELC member institutions then share this information with the 20 million people they reach every year across North America.
What is the total amount of funding I can apply for?

- The total amount requested for each project must be **no more than $20,000** for the duration of the project, including direct and indirect costs.

- Match or cost-sharing is **not required** for this project, and will not be taken into consideration as part of the review.

- Funding requested should be appropriate for the number of sites and/or audiences to be served with the proposed program model, and applicants should provide a justification for the scale of program implementation in their proposals.
If my project is chosen, how will funds be distributed?

- NAAEE will provide awardees with a template and instructions for grantee invoicing*.

- Grantees will submit invoices for reimbursement on at least a quarterly basis, with the option of submitting monthly.

*Consider what partner is best suited to facilitate this process when choosing a lead PI.
● Final awardees are required to submit interim reports, a final performance report, and financial reports to NAAEE. Suggested templates for performance and financial reports will be provided to grant recipients.

● The final project report will be due upon project completion, no later than 30 days following the award end date. Interim reports and the final performance report must include photos and/or videos of project activities, as well as products and other resources for inclusion in an online learning resources portal hosted by NAAEE.

● Additional guidance on reporting products and resources for submission will be provided.

● Final awardees will also be expected to share project outcomes in an end-of-grants symposium.
Agenda

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- Application materials
- More about partnerships and projects
- Time for questions!
Thank you and we look forward to receiving your proposal!

T’Noya Thompson
Contact: eeBLUE@naaee.org