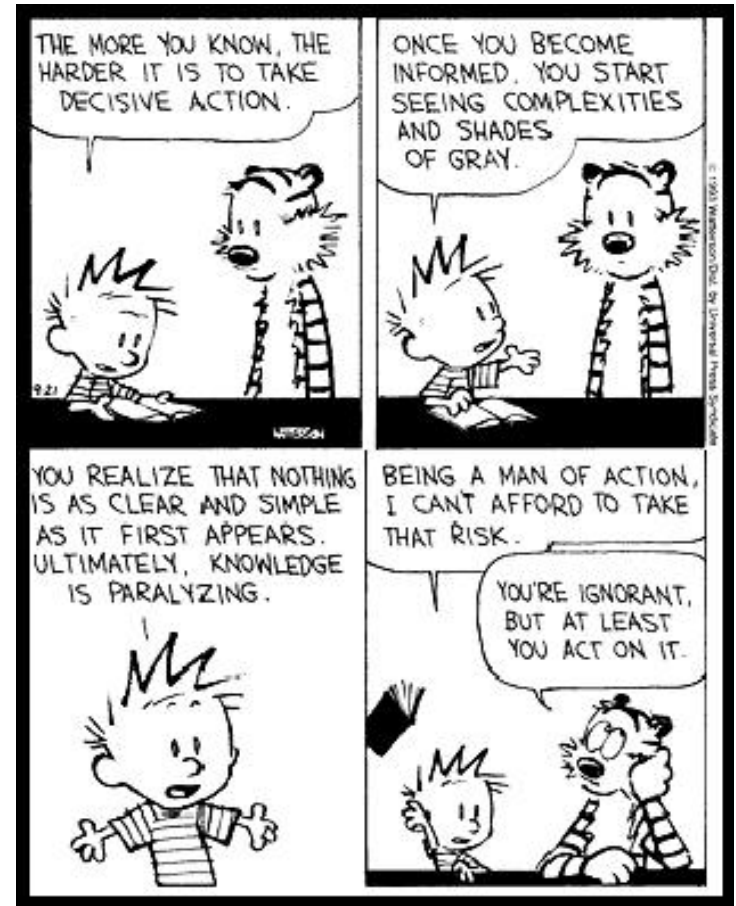


Outreach Webinar

Expectations for the outreach portion of proposals submitted to Maryland Sea Grant

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Integrating Research and Outreach: Talk Outline

- MDSG Mission, Objectives, Outreach Goals
- Requirements
 - Pre – proposal
 - Full – proposal
- R & O Integration
 - Good Practices
 - How?

MDSG Mission

- Research, education and outreach program
- Research as a continuum towards widely ‘useful’ results – broader impacts
- Serving Maryland’s many audiences
- Knowledge to inform policy/behavior change

MDSG Objectives

- Support science to inform policy decisions
- Connect with audiences beyond academia
- Connect to broader issues
 - resource uses, community needs, economics
- Consistent with the three focus areas of the MDSG request for proposals

Outreach Outcomes from Research

- Assist management decision regarding a specific issue
- Create a new method to manage a specific problem
- Provide new tools that help users address an important Chesapeake Bay restoration issue

Outreach Challenges

- Defining your outreach
 - Many different types
 - Many different levels of engagement
- Finding an outreach component that appeals to the PI and the partners
- Fostering an ongoing partnership

Involving Extension in Outreach

- Involvement of the UM Extension program in a research project is encouraged and facilitated
 - Not all research and extension agents' expertise overlap with proposed research
 - Extension agents are valuable resources for understanding outreach
 - Outreach beyond extension agents welcomed
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Extension Agents Role in Research Process

- Critical input to Maryland Sea Grant Strategic Plan
- Available as partners on research outreach
- Review panel participants for both pre and full proposals
- Focus on outreach component of proposals

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- MDSG Goals
- **Requirements**
 - **Pre – proposal**
 - Full – proposal
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Pre-Proposal: Format

- Separate section from body of pre-proposal
- One page single spaced limit (MAX)
- Not part of 3 page pre-proposal narrative
- Not additional page for narrative

Pre-Proposal: Outreach Components

- Link research to specific policy, management or behavior change
- Describe research and policy connection
- Describe researcher and external audiences connection
- Avoid scientific jargon

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Full-Proposal: Outreach Components

- Longer plan (2 – 3 pages)
 - Connect outreach to MDSG focus area(s)
 - Clear connection between research and outreach goals
 - ID Non-peer end-user products
 - Outreach mechanisms
 - Timeframe to develop and implement outreach
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Full Proposal: Review Criteria

- External Reviewers - Opportunities
 - Does research project link to outreach
 - Short- or long-term timeframes
 - Plan to translate study for end-users outside of direct scientific peers
- External Reviewers - Impacts
 - Does research have potential to impact public perceptions, management decisions, or policy

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- **R & O Integration**
 - **Good Practices**
 - How?

Good Practices

- Clear expectations
- Regular communication
- Planning
- Post-project tracking (MDSG)
- Engage students in outreach (MDSG/PI)

Good Practices: Clear Expectations

- Define expectations early for researchers and partners
 - Partners: outreach participants, advisory boards, etc.
 - Clarify roles in outreach plan
- Manage partner expectations (funding uncertainty)

Good Practices: Regular Communication

- Reach out to potential partners NOW
- Let their feedback help frame the research
- Equal value in outreach and research knowledge
- In – person contact
- Electronic/virtual contact
- Build a lasting relationship

Good Practices: Planning

- Researchers and outreach partners connect
- Seek advice and participation from MDSG extension specialists or other outreach experts
- Determine outreach range of costs

Good Practices: Post Project Tracking

- PI responsibilities
 - Report on outreach in annual and final reports
 - Provide final analysis of future outreach potential
- MDSG responsibilities
 - Contact researchers for outcomes from previous research
 - Contact outreach partners for input regarding research
 - Explore funding mechanisms to extend outreach

Good Practices: Student Engagement

- Engage students in outreach-research design
- Involve students in outreach activities
- Provide professional development to students
- Provide shadowing/mentoring opportunities

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How?: MDSG Role

- Link researchers to extension
 - Link researchers to other outreach professionals
 - Highlight scientist – outreach ‘superstars’
 - Connect researchers to potential users – ‘broker’
 - Support translating research to users
 - Seek additional funding and partnerships
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How?: PI Role

- Engage outreach partners early
- Engage students
- Talk to MDSG extension agents
- Seek input from others regarding outreach
- Work with MDSG and partners to grow outreach

How?: Partnerships to Consider

- EPA STAC members for Chesapeake and Coastal Bays Programs
 - MD DNR managers
 - MDE managers
 - Citizen scientist groups or NGOs
 - County planning or environmental departments
 - Federal partners: NOAA, FWS, EPA, USGS
 - Others – e.g. Fisheries management, social scientists, legislators, media
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How?: Some Approaches

- Tool development and adoption
 - Small workshop with partners
 - Presentations with partners
 - One page fact sheet for partners
 - Citizen science engagement
 - Education K-12 or Free Choice learning
 - County – local government presentation
 - Web site (if engaging, interactive, novel, etc)
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How?: Some Approaches (cont.)

- Media engagement
- Extension programming
- Video outreach
- General audience presentations (science café, citizen groups, etc.)
- Engagement with managers/policy makers (STAC, GIT, Advisory Councils, etc.)

Questions?

