

Strategies for recruiting ocean acidification outreach partners

A scenic view of a large body of water, likely a bay or fjord, during sunset or sunrise. The sky is a mix of soft pinks, oranges, and blues. In the background, there are dark, forested mountains. A large white ferry boat is visible on the water in the distance. The water reflects the colors of the sky.

Danielle Flanagan & Mariko Kobayashi

Advisors

Meg Chadsey WSG

Linda Anderson-Carnahan EPA

Paul Dye WSG (Former TNC advisor)

Who are we?



Mariko Kobayashi

- Environmental Studies, Marine Biology minor
- Southern California
- Interest in marine conservation

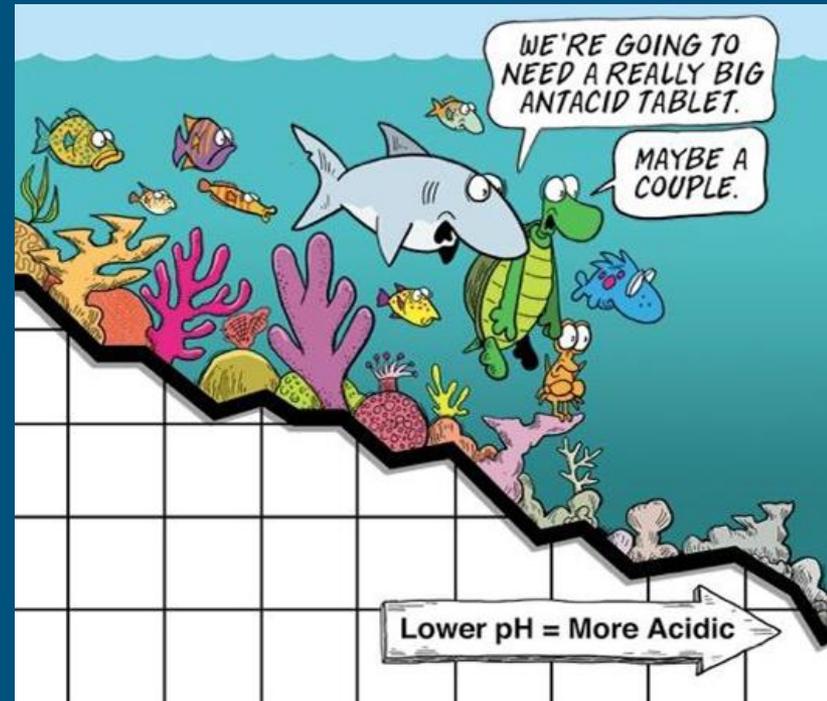


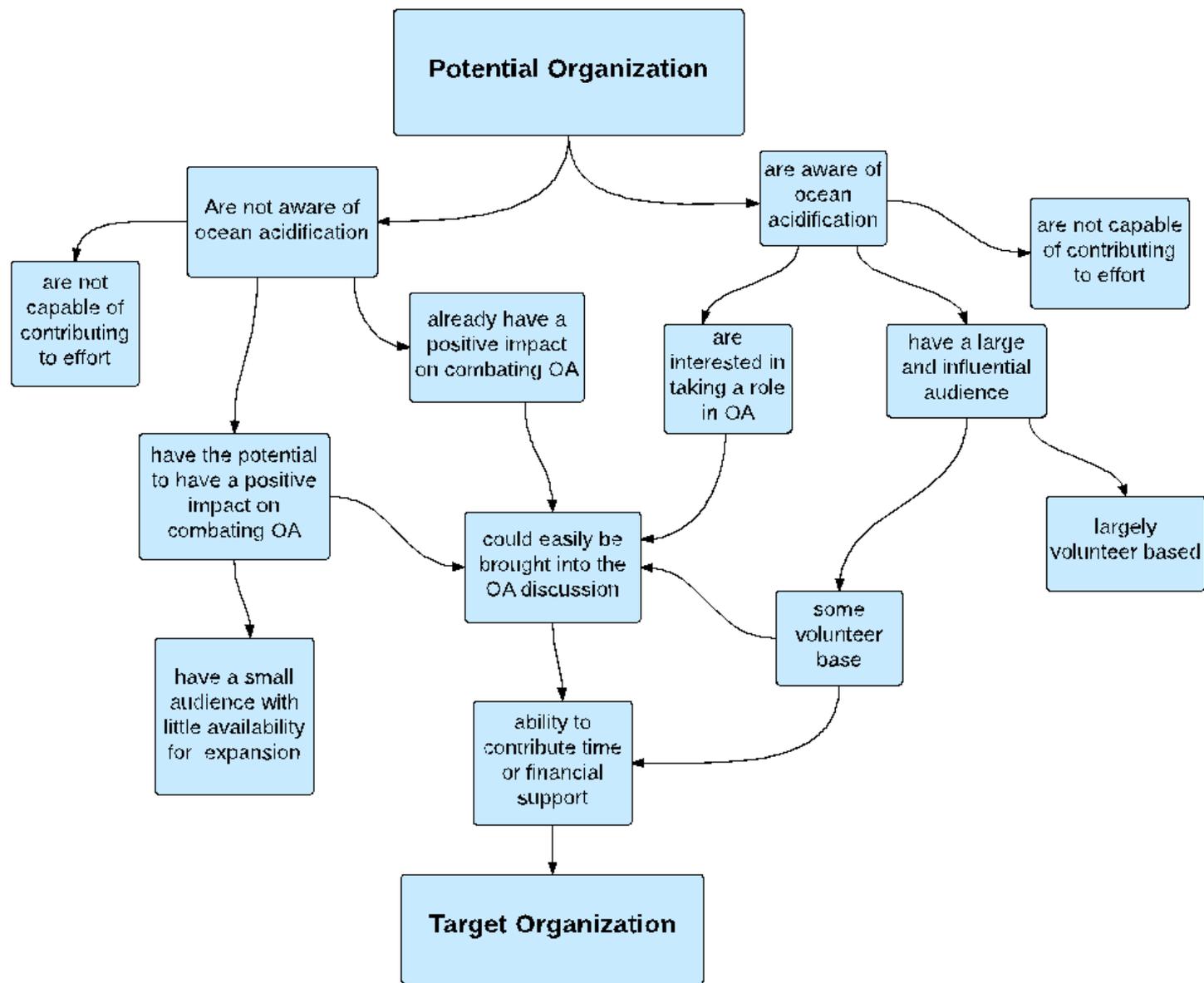
Danielle Flanagan

- Environmental Studies
- Northern California
- Interest in environmental policy

Overview of Presentation

1. Discuss path for establishing target organizations
2. Run through an example organization in our decision matrix
3. Discuss what we learned
4. Reveal target organizations
5. Discuss Strategic Action Plans for each organization

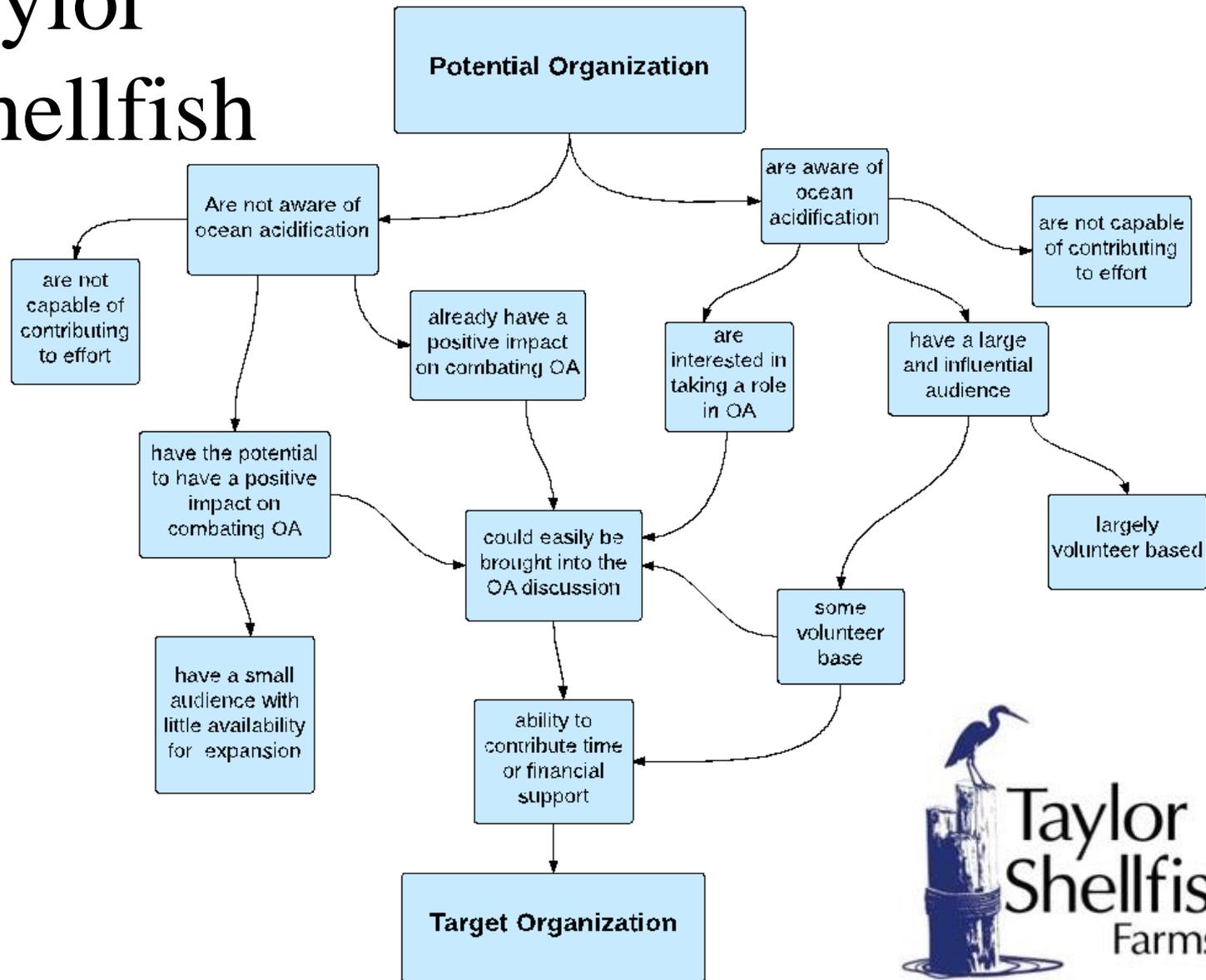




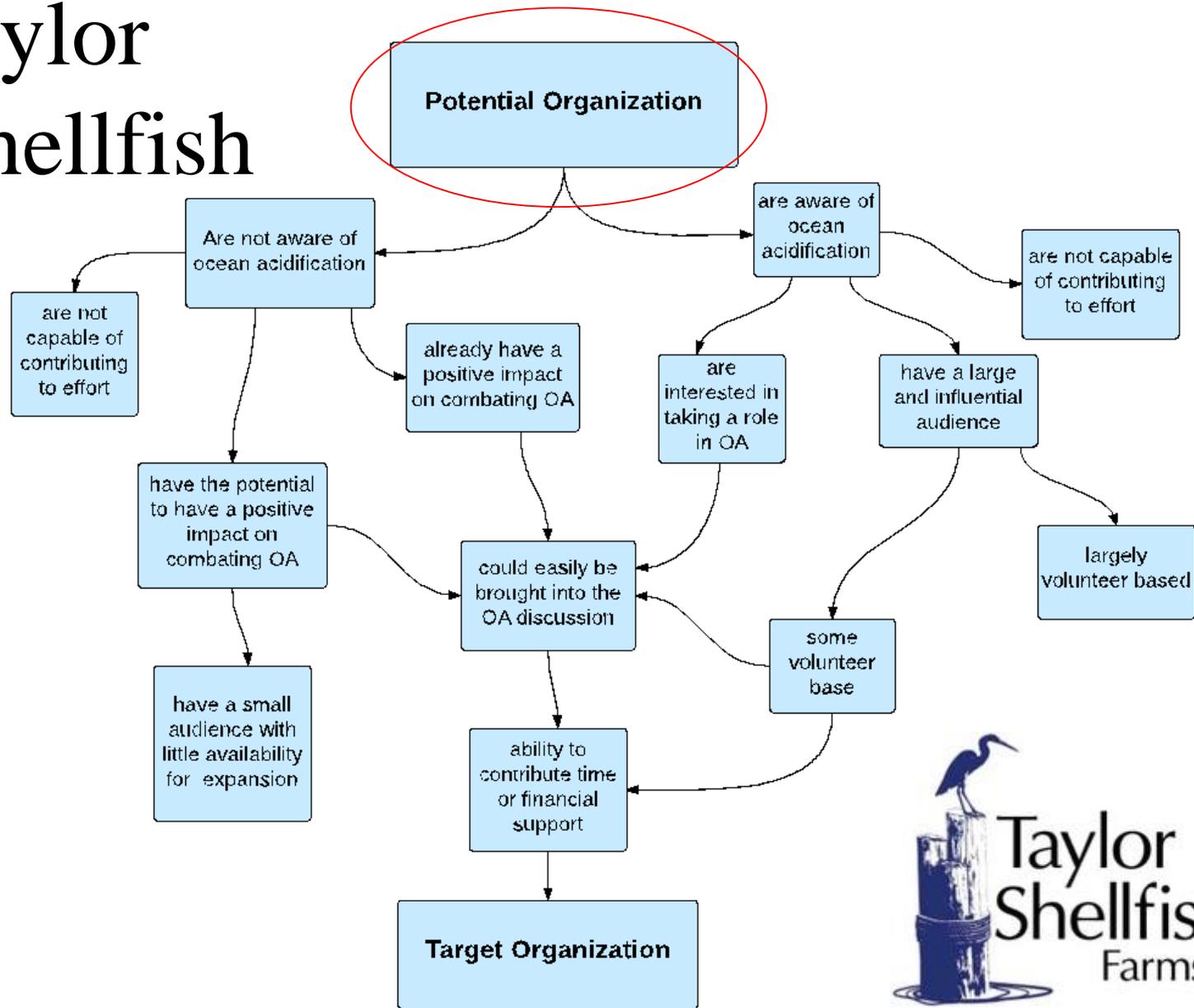
Potential Organizations

- Nonprofit advocacy organizations
 - Surfrider Foundation: Washington, Marine Conservation Institute, Salmon Safe, etc.
- Industry
 - Alaska Airlines, Starbucks, REI, The Port of Seattle
- Private Citizen Groups
 - Seattle Yacht Club, Waterfront Landings Owner Association, Recreational users (surfers, kayakers)

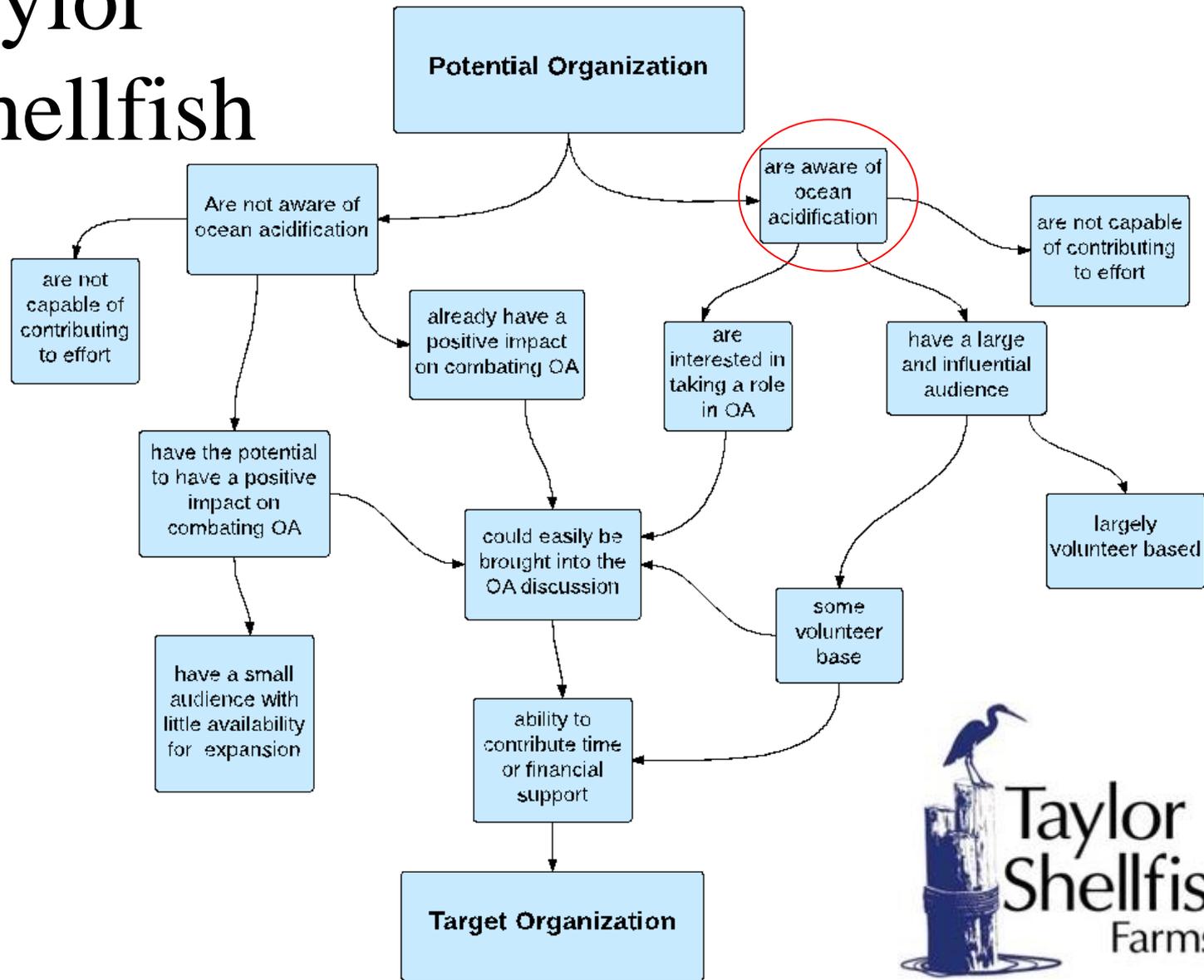
Taylor Shellfish



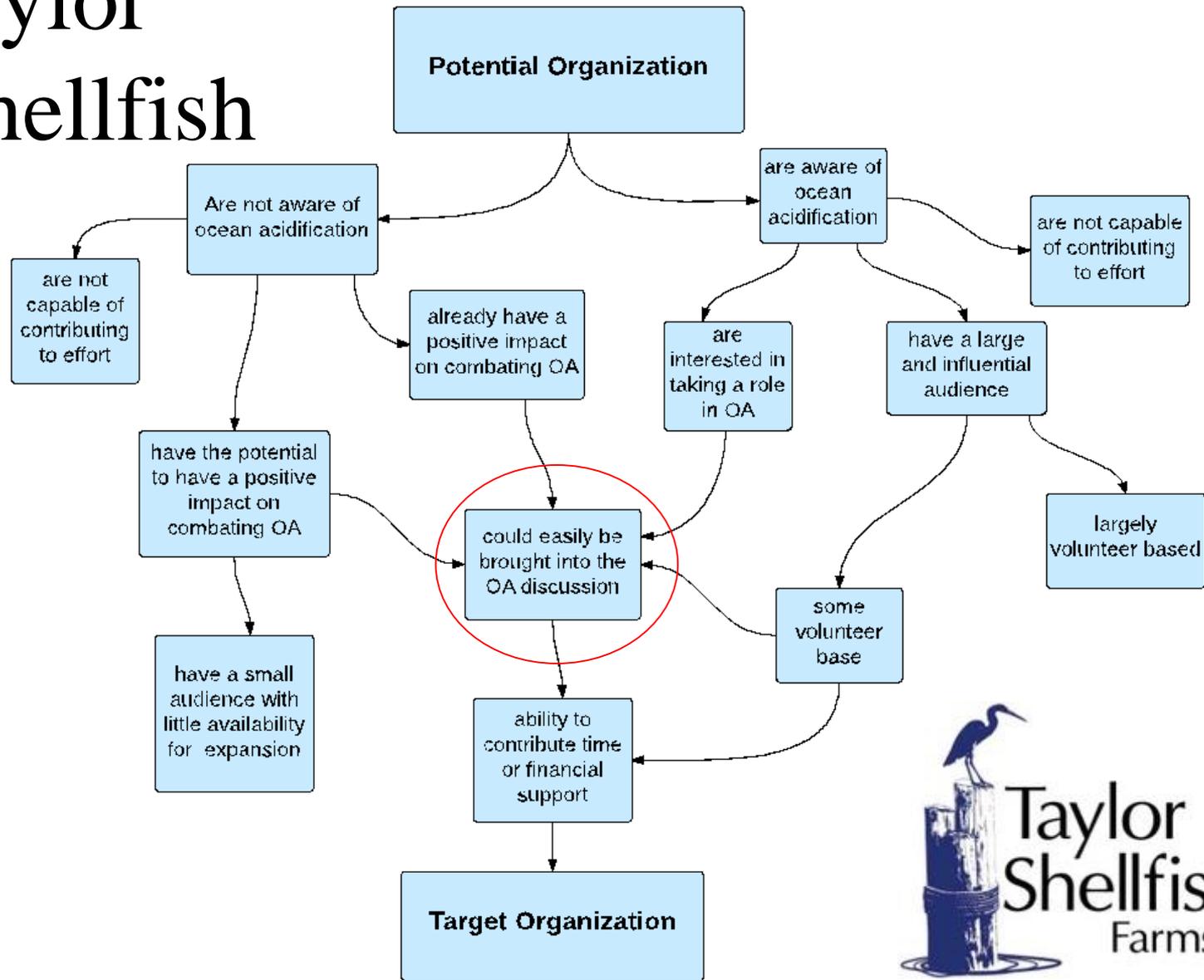
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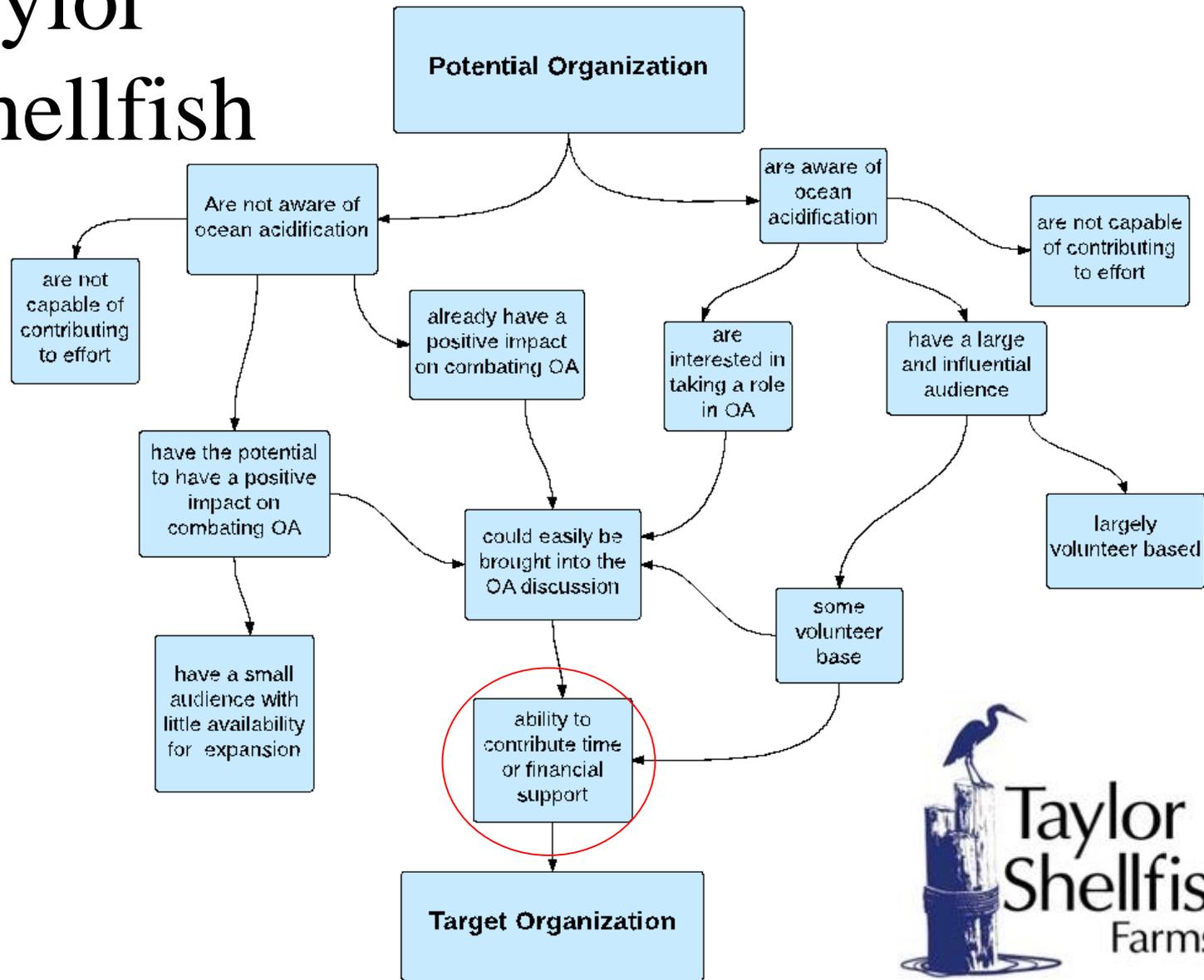
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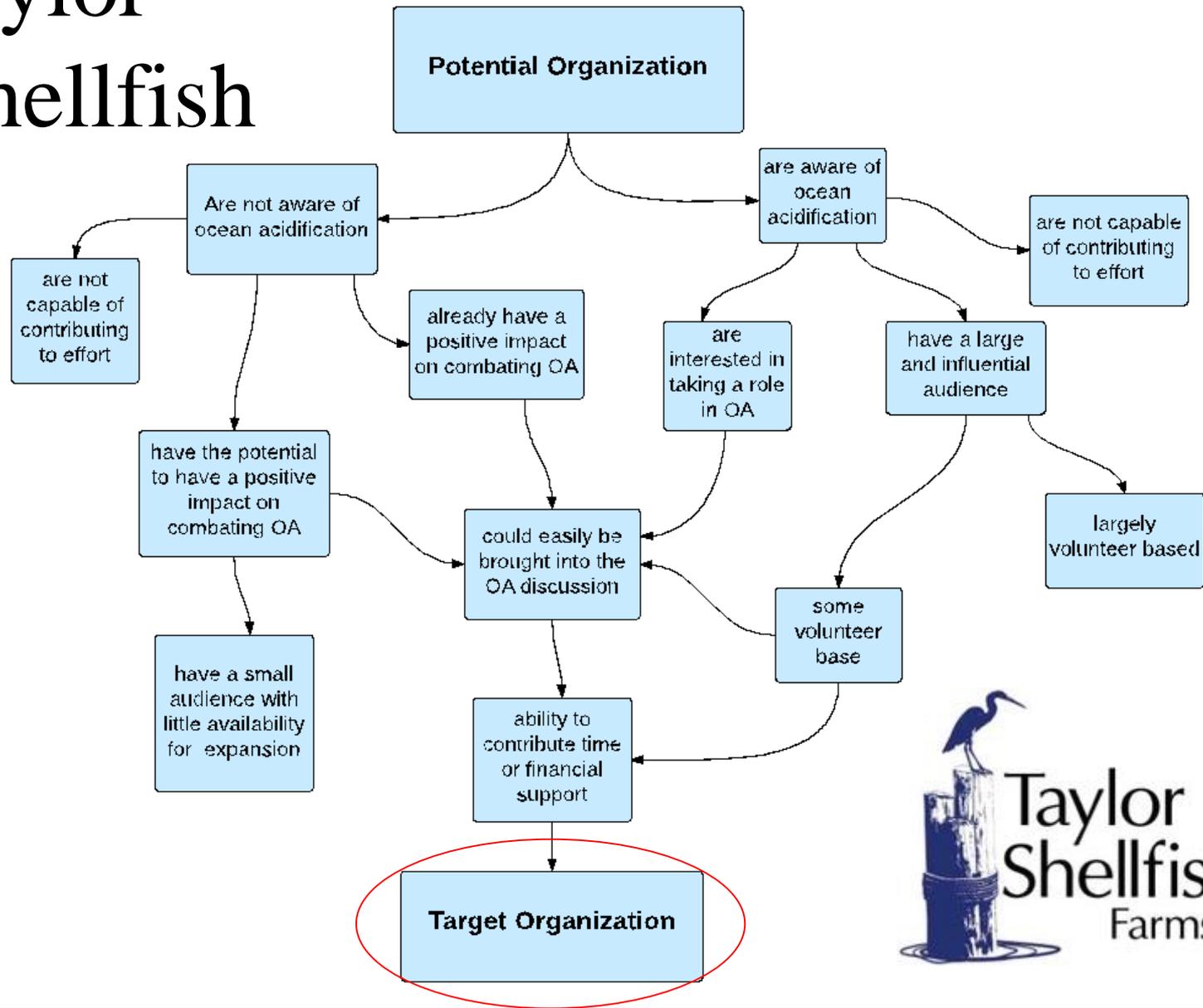
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Best Fit Organizations

Nonprofit Advocacy

- 1.Surfrider Foundation
- 2.Marine Conservation Institute
- 3.Puget Soundkeeper alliance

Citizen

- 1.Seattle Yacht Club

Industry

- 1.Port of Seattle
- 2.Alaska Airlines

Learned

- Explicit goals
- Think creatively

Created

- Decision matrix
- Strategic outreach plans

Future
Goals

- Develop relationships
- Implement outreach initiatives

Main Target Organizations

Citizen Group: Seattle Yacht Club

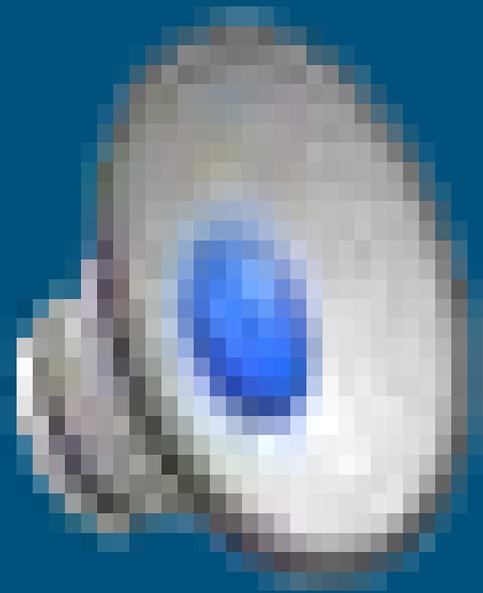
Nonprofit: Surfrider Foundation

Industry: Alaska Airlines

Note: We feel that the Port of Seattle is a big potential organization, but would be a wonderful project for capstone students, in the future.



- Implement “visualizing change” presentation
 - Educational opportunity and conversational centerpiece
 - Allow for mitigation options
- Oyster cocktail hour
 - Sponsored by Taylor Shellfish
- Funding Low-Income public school field trips





How to successfully bridge the connection for other nonprofits on how to sustainably improve communication about ocean acidification under the constraints of a non-profit organization?

- Surfrider Foundation: Role model nonprofit organization.
- Making the connection. Highlighting how current projects (OFG program) help mitigate OA effects.
- Minimal implementation cost, and manpower
 - Social media presence

<http://www.surfrider.org/coastal-blog/entry/ridgetops-to-rooftops-to-reefs-surfrider-foundations-solutions-to-OA>



- Procure space in the Inflight Magazine, Alaska Beyond
 - Highlight Alaska Airlines sustainability initiatives and make the connection between sustainability and mitigation
 - Written by Sea Grant staff writer, Eric Scigliano
 - Require a pitch to the editors of Alaska Beyond Magazine published by Paradigm

A scenic photograph of a sunset over a beach. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with soft, wispy clouds. In the foreground, several people are silhouetted against the water, some sitting on a large rock and others standing. The overall mood is peaceful and serene.

Thank You