

CaNOE

Canadian Network for Ocean Education

2017 Annual Report

Draft to be approved by the Board of Directors

August 2017

Executive: Co-chairs

The Executive Committee were all new to their positions this year. The team met monthly via conference call to:

- Co-ordinate CaNOE and its Board,
- Undertake administrative tasks,
- Negotiate strategic partnerships, and
- Support the working groups in achieving their objectives under CaNOE's strategic plan.

The co-chairs also met separately and convened bi-monthly Board meetings as well as the AGM and networking event in Victoria, August 2017.

The Working Group (WG) structure provides a forum for networking and collaboration among CaNOE members; the number of WGs was expanded from five to eight this year with the addition of Education & Outreach, International Efforts, and Membership & Regional Chapters.

With assistance from members, the co-chairs worked to further develop collaborative relationships with a number of synergistic organizations in Canada, including:

- [Northwest Aquatic and Marine Educators](#) (NAME - chapter of National Marine Educators Assoc. NMEA) - CaNOE became organizational member, presented at NAME conference and Sea Faire event, collaborated in a Blue Drinks networking event and at the Ocean's Day Festival.
- [Ocean Networks Canada](#) (ONC) - CaNOE became a partner, identified starting and long term actions, received funding (\$5000) toward membership development, travel and training, and is collaborating in educators' professional development event in conjunction with CaNOE's AGM, assisted by an ONC summer intern.
- [Canadian Network for Environmental Education and Communication](#) (EECOM) - CaNOE was a conference partner, involved in the planning committee, leadership summit, exhibitor and session presenter to ensure ocean content. Awarded bursaries for CaNOE members to present. Ongoing discussions with EECOM executive about collaboration and partnership potential.

- [Green Teacher Magazine](#) – CaNOE was a webinar partner. Discussed video-conferencing potential with Green Teacher and ONC.
- [Marine Environmental Observation, Prediction and Response](#) (MEOPAR) - Maintained communication and explored strategic partnership. The 2016 MEOPAR/ Irving/Seaspan proposal did not proceed due to funding constraints.
- [Ocean Frontiers Institute](#) (OFI) and Ocean School - Positive discussions are ongoing and two groups are independently supporting Voluntary Commitments to UNESCO regarding Ocean Literacy.

Next steps will be to create memoranda of understanding to formalize partnerships and continue to identify mutual goals and opportunities for collaboration, including CaNOE's 2018 Ocean Literacy Conference in St. John's, NL.

In addition, letters of support were provided for the following ocean literacy initiatives:

- To MEOPAR in support of Dr. Dan Kelley's arctic ice proposal. "We believe the incorporation of indigenous and local ecological knowledge in education is crucial in advancing ocean literacy in Canada.
- Provided Letter of Support to Natural Sciences & Engineering Research Council (NSERC) for ONC PromoScience Grant application to further advance ocean literacy in Canada and link ocean science with place-based and traditional ecological knowledge.

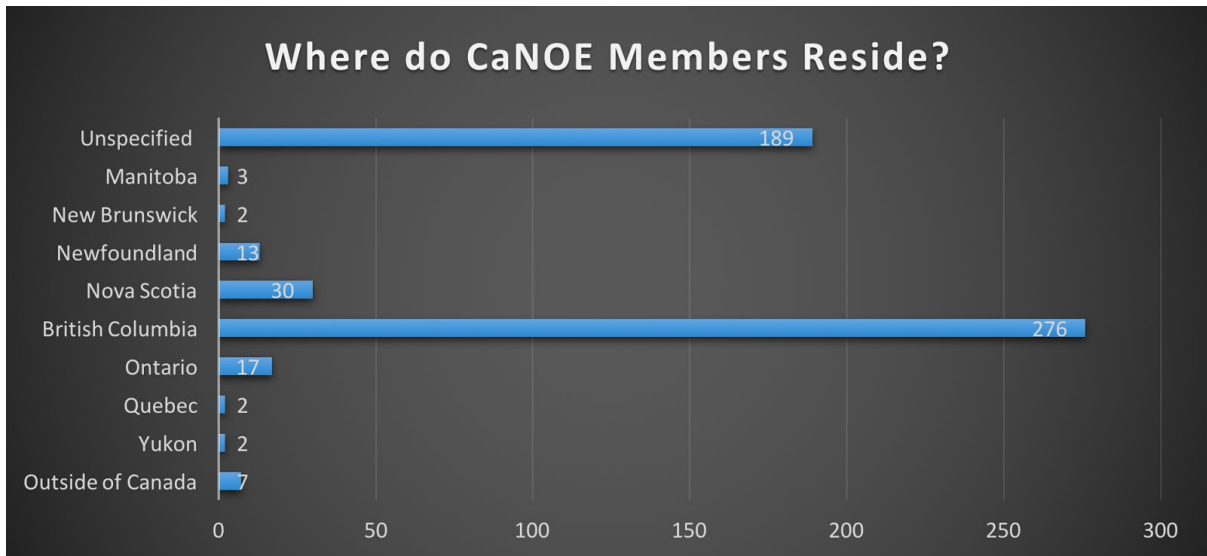
Treasurer

See Financial Statements supplied under separate cover.

Secretary

Since CaNOE's 2016 AGM the organization's membership has grown from 351 to 541 members. This represents a 54% increase.

The chart below indicates membership distribution across the country.



- The majority of CaNOE's members reside in British Columbia. There are also a substantial set of members located in Nova Scotia and Newfoundland.
- As of January 2017, CaNOE began accepting donations via CaNOE's website. To date CaNOE has received donations from three separate donors totaling \$100.

Working Groups

Communications

Goals

- Define Canadian ocean literacy principles and produce a report summarizing them for educational purposes.
 - Create a sub-committee between Communications and Education & Outreach to organize the definitions of ocean literacy (done).
 - Distribute an ocean literacy survey to Canadian marine scientists.
- Improve CaNOE's internal and external communication.
 - Create a communications plan including internal, external and expertise in marine education (in progress).
 - Distribute and assess the needs assessment survey to CaNOE members and marine educators to inform comms plan (has been circulated).
 - Improve CaNOE's website and digital content including SPLASHmail distribution and social media (done).

- Create promotional materials under CaNOE guidelines (done).

Accomplishments

- Created a sub-committee between Comms and E&O for ocean literacy definitions who met and created a working document on Canadian definitions.
- Initiated, guided and received four draft communication plans from Laurentian University SCOM students to be used as baseline for CaNOE's communication plan.
- Created CaNOE promotional materials including social media graphics, stickers, and handout card as well as promoted partner events and webinars through email, social media and SPLASHmail.
- Improved CaNOE's website through a new theme, updated and created new pages, added social media and donation links and managed the new Wild Apricot system.
- Heavily supported and promoted the membership drive by communications through social media, emails and the distribution of promotional materials and letters, contributed towards the summary report.
- Increased CaNOE's Facebook likes by 194 and Twitter followers by 203 between Sept 1, 2016 and Aug 17, 2017 along with the overall membership increase by 135 since February 1, 2017.

Suggestions Going Forward

- Switch SPLASHmail back to mailchimp from Wild Apricot (October 2017).
- Add working group pages to website and increase member profiles on website (in progress).
- Move forward with ocean literacy principles sub-committee including survey and report (need to re-start)
- Draft CaNOE's communication plan and assess member needs through member profile forms (review of student submissions is ongoing)
- Create a CaNOE style guide including logo - hasn't been initiated yet

Conference Planning

Goals

- Identify conference location, venue, dates
- Identify conference co-chairs
- Identify working group members

Accomplishments

- Partnering with Coastal Zone Canada Conference at the Marine Institute campus of Memorial University in St. John's, Newfoundland
- The conference will be held before the CZC Conference in July 15-19, 2018
- Conference Co-Chairs are Dawn Roche and Sonya Lee
- Dawn has secured in-kind venue contribution from the Marine Institute
- Already established and looked into catering options

Suggestions Going Forward

- Establish conference working group immediately

Education and Outreach

Goals

- Develop initial criteria and start a database of ocean education resources (at least 50)
- Develop and present recommendation to BoD of Canadian Ocean Literacy Principles
- Compile a list of key annual national, regional and small local community events CaNOE should have a presence at
- Create a "what you need to do outreach for CaNOE" checklist

Accomplishments

- Conducted a survey of ocean education resource needs from CaNOE members
- Rubric created for vetting ocean education resources for database
- Compiled a list of resources for database (52 resources) and sorted with rubric
- Started a Canadian Ocean Literacy Committee and initiated conversation and document making suggestions on existing OL Principles to "Canadianize" it
- Started list of outreach events CaNOE should be present at

Suggestions Going Forward

- Add to database of resources and compare it to NMEA, EMSEA, and IOC-UNESCO resources. Make suggestions on top resources to send to IOC-UNESCO compilation project
- The scope of the Canadian Ocean Literacy Principles should be taken out of E&O Working group and should be discussed and formalized by a larger committee consisting of scientists, educators and others
- Figure out a way to present ocean education resources on the website
- Education and Outreach should be separate Working Groups. Most of the work was done separately by separate groups of people.
- Have a core team of people who will help you reach WG goals. The list of WG members is large and difficult to muster participation.

Finance and Fundraising

Accomplishments

- Bank account transferred to 2016/2017 Treasurer, Andrew Sherin. New bank account signees added and old removed.
- Non-profit taxation requirements investigated. No tax required as per exemption 149 (1).
- Application for charitable status started and shared with Treasurer
- Possibility of working with other organizations such as EECOM, which already has charitable status, investigated as possible option for charitable activities.
- Database of potential funders compiled by Anne and added to by Sarah Board, ONC Intern.
- Online donations and payment made possible through Wild Apricot and Paypal.
- Raising funds through paid membership investigated.

Suggestions Going Forward:

- Vitalize this working group with more BoD and member involvement.
- Work with membership, BoD and Membership WG to approve paid membership structure for February 2018, in time to raise funds for St. John's Conference.
- Work with Conference Committee to raise funds for 2018 Conference and CaNOE bursaries.

Governance

Goals and Accomplishments

- The Governance Working Group was convened late in the spring to handle nominations for the 2017-18 Board of Directors.
- Eight current directors offered to stand again, including all of the executive, and eleven new nominees responded to the Call for Nominations.
- The working group researched and implemented BallotBin to conduct its first online election in August 2017.
- Eight percent of the membership voted over an 18 day election period.

Suggestions Going Forward

- Review and finalize the draft Terms of Reference for the Board of Directors.
- Review and revise the society's constitution and bylaws as needed to transition to the new BC Societies Act by the November 2018 deadline.
- Revisit the best number of directors for CaNOE.
- Look at ways to increase the voting percentage in the election for directors.

International Efforts & Activities

Goals and Accomplishments

- Sonya Lee, Chair of Education WG participated in European Marine Science Educators Association (EMSEA) Conference in Northern Ireland and gave a presentation on incorporating ocean technology to support ocean careers and ocean literacy, presented a poster on CaNOE.
- Anne Stewart continued in OL portfolio on Galway Canadian Marine Working Group and as Canadian co-lead of Atlantic Ocean Research (AORA) Ocean Literacy Working Group. Collaborated on presentation presented by US & EU colleagues in Brussels, and in Washington DC; collaborated on Ocean Literacy component of "Golden Paper" for AORA co-chairs (US, EU, CA).
- Participated in COSEE teleconferenced meetings. Did not renew CaNOE membership (\$500 annual fee) but remain in communication with group.
- Anne continued on International Advisory Group to Sea Change Project (3rd year of 3 year project).

- CaNOE supported piloting of international Ocean Literacy Survey of high school students, through Berkley's Lawrence Hall of Science (Craig Strang and Geraldine Fauville). Survey design continues to be refined.
- CaNOE made a voluntary commitment to support the UNESCO International Oceanographic Council (IOC)/COSEE-led Ocean Literacy side event at UN (New York) Ocean Conference. This successful event contributed to OL being mentioned in the call for action.

Suggestions Going Forward

- Confirm next steps of Voluntary Commitment to Ocean Literacy by CaNOE and work with Education WG to contribute to Swedish funded UNESCO/ IOC efforts, by vetting and referring Canadian Ocean Literacy learning resources for the classroom to be included in publication.

Membership and Regional Chapters

Goals

- Grow Membership:
 - Conduct month long membership drive.
 - Provide support to membership attending external events with the intention to recruit.
- Move membership to a web based membership host system.
- Start regional chapters:
 - Ensure members are providing their information upon registration and updating their Wild Apricot profiles.
 - Contact members in regions where we may want to host regional chapters to join.
- Recruit members to join to CaNOE's working groups:
 - Ensure members are providing their information upon registration and updating their Wild Apricot profiles.
 - Contact members who indicated interest in joining a working group upon registration.
- Begin collecting donations:
 - Create a Paypal account.
- Create fee collection strategy:
 - Create tiered registration and fee collection strategy.
 - Advise when this strategy might be rolled out.
 - Create a way of collecting fees within membership host system.

Accomplishments

- Moved membership to a web based membership host system- Wild Apricot
- Conducted a membership drive (Love your Oceans) in February and gained 89 new members.
- Implemented capacity to collect donations.
- Created a membership fee collection strategy.
- Began conducting regional events (Blue Drinks).
- Began collecting information from members upon registration as to what WG they would like to join in addition to their location.

Suggestions Going Forward

- Conduct an annual membership drive.
- Conduct a separate donation drive attached to an ocean conservation/ education initiative and message.
- Begin collecting fees.
- Contact members in separate regions to organize further regional events (provide resources and support).
- Follow-up with members in regard to move to Wild Apricot and completing their profiles.
- Identify potential partner organizations.
- Begin planning partner membership for similar organizations.
- Work with the communications team:
 - profile an active member in Splashmail.
 - promote member benefits and networks as a recruitment tool.
- Choose conferences to go to as an organization to present on a specific CaNOE project or initiative in order to increase the profile of the organization and recruit new members.

Strategic Planning

The previous CaNOE board approved a five year Strategic Plan (2016-2020) in April 2016, and started drafting a 2016-17 Workplan containing specific actions to accomplish its goals and objectives. Since these actions would be carried out by individual working groups (WGs), the Strategic Planning WG's overall goal was to empower the other WGs to set and meet specific goals as a comfortable progression tool in alignment with the strategic plan.

Goals

- Ensure WG goal setting and evaluation by mid-December, and provide feedback to WGs.
- By end of 2016/17 summarize and assess WG achievements, determine how these contributed to the strategic plan, and evaluate whether the strategic plan needs to be updated.
- Increase consistency and streamlining of goal setting.

Accomplishments

- The SP working group encouraged the development of SMART (specific, measurable, attainable, realistic and timely) goals for all the working groups and reviewed and provided suggestions to strengthen the goals.
- All the working groups discussed and identified specific goals, with the exception of the few groups which did not form until later in the year.

Suggestions Going Forward

- Review progress with the working groups, and develop a template to help them set new working goals for next year.
- Review the strategic plan.
- Find a better way to track the number of hours that members spend volunteering for CaNOE as a measure of in-kind expenses that can be claimed in fundraising/grant proposals.