



CaNOE

Canadian Network for Ocean Education

2018 Annual Report

Approved by the Board of Directors
July 2018

2017/2018 Board of Directors

Executive: Anne Stewart and Heather Murray (Co-chairs), Kayla Glynn (Secretary), and Andrew Sherin (Treasurer)

Directors at large: Kiley Best, Natasha Ewing, Magali Gregoire, Kayla Hamelin, Kat Middleton, Jan Negrijn, Stella Peters, and Maggie Romuld

Co-chairs' Report

The Executive Committee were all in the second year of their positions this year. The team met together monthly via conference call to:

- Coordinate 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 together more frequently. Most of the executive also participated in Working Group meetings. Co-chairs, executive and other board members also worked to further relationships with synergistic, collaborative organizations in Canada, including the following.

- Fisheries and Marine Institute of Memorial University of Newfoundland of Newfoundland ([Marine Institute](#)) is a strong ally this year. Both wonderful CaNOE 2018 Symposium Co-chairs, Dawn Roche and Kiley Best work at the Marine Institute, which is also the venue for this year's symposium. A big thank you goes out to the Marine Institute and its Journal of Technology for their special support through Dawn and Kiley and as our 2018 symposium venue.

- CaNOE joined the new Ocean Literacy Coalition, whose purpose is to create a national strategy for ocean literacy in Canada over the next 2-3 years. The newly formed collaborative includes multiple ocean literacy interests. Out of the 'gate' in February, Fisheries and Oceans Canada funded a Canadian Literature Review of Ocean Literacy (Dr. Sherry Scully), and the creation of a Draft Development Plan for the National Strategy (Dr. Diz Glithero et al). A preliminary, draft history of Canadian Ocean Literacy helped inform the plan (Anne Stewart). The National Ocean Literacy Coalition final development plan was completed by the end of June and there will be a specific workshop on this at the CaNOE Symposium led by coalition co-founder and Keynote Speaker Diz Glithero. The Coalition Framework Draft was also

completed by the end of June, 2018. CaNOE is circulating the posting for the Coalition Coordinator's position which will be located in Ottawa hosted by the Canadian Museum of Nature in the Students on Ice C3 office space. It is anticipated that work on the national strategic plan will start in the latter half of 2018.

- The Ocean Research in Canada Alliance ([ORCA](#)) was set up by the federal government to *“improve the coordination of ocean science and technology in Canada. ORCA brings together Canada’s ocean science and technology community to increase collective knowledge, align efforts, and forge stronger collaborative ties.”* The Galway Canadian Marine Working Group transitioned into ORCA. CaNOE co-chair Heather Murray helped organize a panel on ocean literacy at ORCA 2018 in Ottawa, April 24 - 25, 2018. Research organizations and science funders dominated this audience. Heather also assisted in planning an ORCA side-event workshop on April 26, to specifically develop the new OL coalition and further provide feedback on the draft national ocean literacy strategic plan, on April 26th. Heather presented on the history and current landscape of ocean literacy in Canada at this ocean literacy focussed workshop. Thirty two people participated.

- [Ocean Networks Canada](#) (ONC) - CaNOE and ONC co-created a milestone Memorandum of Understanding to be announced July 15, 2018 at the CaNOE symposium. ONC continues to support CaNOE network capacity building, which is in turn mutually beneficial to ONC's Learning division. CaNOE received funding of \$5000 for strengthening the network, membership development, travel and training. Thanks go out to Sarah Board, ONC intern, who was very helpful to CaNOE this year. Profound thanks to ONC's Learning lead, Dr. Maia Hoeberechts, who orchestrated new support for the ocean literacy coalition workshops at the CaNOE Symposium, and participation by Indigenous youth and educators; ONC is recognized as a full partner for the CaNOE Symposium. Dr. Hoeberechts has agreed to join the CaNOE board at the 2018 AGM. Thanks are also extended to Dr. Kate Moran who quietly supports this important partnership. The CaNOE Executive is very grateful for ONC's support and looks forward to working together on small projects of mutual interest and together with the new coalition.

In addition CaNOE provided Letter of Support to ONC in their proposal to the Natural Sciences and Engineering Research Council (NSERC) for a PromoScience grant.

- Fisheries and Oceans Canada (Science Communication) is supporting the new Ocean Literacy Coalition of which CaNOE is a member and promised support for Indigenous and Inuit Peoples' participation in CaNOE Symposium 2018 in St. John's Newfoundland.

- [Northwest Aquatic and Marine Educators](#) (NAME - chapter of National Marine Educators Assoc. NMEA) - CaNOE became an organizational member of NAME and visa versa. The two groups co-organized a Blue Drinks networking event in Victoria, BC in February. Discussions have started regarding collaboration for a conference during NAME BC's turn (every four years) to host the regional NAME conference in 2020. Discussions have begun regarding a collaboration with NMEA/NAME for a 2020 conference-linked EARTH workshop with the Monterey Bay Research Institute and Ocean Networks Canada.
- [Canadian Network for Environmental Education and Communication](#) (EECOM) The CaNOE Board passed a motion to join EECOM as a partner organization and this will be completed soon after this year's Symposium finances are completed. Co-chair Anne Stewart, Director at Large, Stella Peters (Education and Outreach working group) and CaNOE intern Mirjam Held (Dalhousie Interdisciplinary PhD program) are involved in the collaborative EECOM Reconciliation Committee. Discussions continue with EECOM about further collaboration and partnership potential.
- [Green Teacher Magazine](#) – CaNOE continues to collaborate with Green Teacher as a webinar partner and advertised the 2018 Symposium in the magazine.
- Mirjam Held, PhD candidate in the [Interdisciplinary program Dalhousie University](#) is trying to understand “how the Western and Inuit knowledge systems can improve the sustainability of fisheries in Nunavut, Canada”. Mirjam volunteers with CaNOE as an intern, is sharing her poster on the importance of including Indigenous and Inuit perspectives in our understanding of Canadian ocean literacy.
- [Ocean Frontiers Institute](#) (OFI) is a “Friend of CaNOE” for the 2018 Symposium and CEO (and CaNOE member) Dr. Wendy Watson-Wright is a keynote speaker. Dr. Watson-Wright will be sitting in on the Atlantic Ocean Research Alliance AORA Ocean Literacy Working Group meeting on July 12th, at Anne's invitation and CaNOE is encouraging her participation. Ocean School - Positive discussions are ongoing and two groups are independently supporting Voluntary Commitments to UNESCO regarding Ocean Literacy. Janet Stalker of Ocean School is a co-founder of the Canadian Ocean Literacy Coalition and may be joining the CaNOE Board of Directors at the 2018 AGM.

The Working Group structure continues to provide a forum for networking, collaboration and achievement among CaNOE members. There were seven Working Groups this year including:

1. Communications
2. Conference

3. Education and Outreach
4. Finance and Fundraising
5. Governance and AGM planning
6. International Efforts and Activities
7. Membership and Regional Chapters

[Link](#) to list of working group members.

The Executive continues to provide oversight and effort in support of the working groups.

Treasurer

Please refer to the [2017 Financial Statement](#) for details on revenue, expenditures and accounts receivable (to December 31, 2017) .

The signing officers for 2017 were Magali Gregoire, Kayla Hamelin and Andrew Sherin (Treasurer). All expenditures were paid by cheques and were documented with supporting materials examined by the signing officers and initialed. CaNOE cheques require two signatures.

Thank you to Kayla in particular since she was the co-signer for most of 2017 since there was a delay in getting Magali authorized to sign.

Regular reports on the financial status of the Society were made to both Executive Committee meetings and the Board. Revenue includes only donations made before 31 December 2017. Membership fees were not introduced until January 2018. To date, \$3,845 has been raised via the payment of membership fees and will be reflected in next year's financial statement.

Oceans Networks Canada (ONC) generously committed \$5,000 in their 2017-2018 budget to be used by CaNOE for membership expansion and support. The process for accessing the funds required the submission of detailed invoices. In 2018-2019 it is proposed that the funds be transferred to CaNOE in a lump sum compliant with a Memorandum of Understanding that is under development at the time of writing this report.

Since the ONC fiscal year is from April to March and CaNOE is based on the calendar year only some of the expenditures against the ONC funds occurred in 2017.

All funds from ONC relevant to 2017 from ONC are accounted for in the financial statement as accounts receivable since they were all received by CaNOE in 2018. CaNOE very much appreciates the ongoing financial support of Ocean Networks Canada and looks forward to the streamlined funding arrangement which I am sure the new Treasurer will appreciate.

It has been a pleasure serving as Treasurer to CaNOE for the past two years. I have committed to assisting the new treasurer make a smooth transition.

Secretary

Since CaNOE's 2017 AGM the organization's membership has grown from 541 to 623 members. This represents a 15% increase.

- To date, CaNOE has 118 voting (paying) members including 15 institutional memberships and one corporate membership, and 505 non-voting members.
- CaNOE's membership and working groups continue to expand in size and across Canada.

Working Group Reports

Communications

Goals

- Increase reach through social media
- Continue to improve SPLASHmail
- Increase readership of SPLASHmail
- Continue to promote CaNOE via interesting graphics and documents

Accomplishments

- Switched SPLASHmail back to mailchimp from Wild Apricot.
- Promoted partner events and webinars through email, social media and SPLASHmail.
- Continued to improve CaNOE's website, updated and created new pages.
- Heavily supported and promoted the 2018 membership drive
- Supported Blue Drink events

- Increased member profiles on website and promoted members in SPLASHmail under “Ocean People”
- Initiated an Instagram account: @canoe_oceanliteracy (209 followers)
- Twitter: 939 followers @OceanLitCanada
- Facebook: 1084 followers, 1077 “likes”

Recommended goals for 2018-2019

- Continue to increase social media presence
- Add working group pages to website (in progress).
- Draft a formal CaNOE communication plan
- Create a CaNOE style guide including logo - hasn't been initiated yet

Conference Planning

A wonderful national symposium on Canadian ocean literacy was held at the Marine Institute, Memorial University, St. John's, Newfoundland and Labrador July 13 - 15, 2018.

- 72 registrants
- Two keynote speakers (Dr. Wendy Watson-Wright and Dr. Diz (lisa) Glithero),
- Three workshops (Canadian perspectives; Canadian coalition; World Ocean Day)
- A very insightful Indigenous Youth Panel (Ocean Networks Canada)
- Posters, exhibits, artwork and videos
- Live link to Nautilus diving on Bowie Sea Mount
- Six amazing speaker presentation sessions
- CBC interview
- A good time was had by all (including the official' screeching-in' of new honorary Newfoundlanders, after hours of course)
- Ocean Networks Canada was an amazing partner
- Marine Institute and stalwort conference co-chairs Kiley Best and Dawn Derocher were incredibly supportive, creative and with their team made the conference sparkle.

This report will be officially updated before the first board meeting in September when a vote for approval of the report will be held. (in progress)

Education and Outreach

Goals

- 1) Construct a searchable Pan-Canadian educational resource database on the CaNOE website that features resources that are curriculum aligned, span K-12, and discuss a multitude of ocean topics by September 2018.
- 2) Form a sub-committee within CaNOE and other Canadian organizations, marine scientists and ocean educators to review and discuss the current 7 ocean literacy principles and make decisions and formalize Canadian Ocean Literacy Principles to present to the board of directors by end of June 2018.
- 3) Create a “living document” of key national, regional and community and/or indigenous events that are held across the country and confirm that CaNOE will have an outreach presence. Collect metrics at each event attended.
- 4) Showcase teachers, students, classrooms, and/or organizations that are doing awesome oceany things in Splashmail and CaNOE’s blogs and social media. Have at least 6-12 highlight per year.

Accomplishments

- Updated the educational resources compiled in 2017 and formatted them to be posted on the website (to be posted by CaNOE 2018 conference)
- Drafted an ad to recruit a student/intern/volunteer to create a more interactive/place-based version of our educational resource database
- Westcoast CaNOE members attended the BCTF Catalyst Superconference in Vancouver, BC (October 20/21, 2017). CaNOE staffed an exhibit and shared our goal of connecting teachers, students, ocean enthusiastic, scientists and the general public across the country to advance Ocean Literacy. The two-day conference was extremely busy with over 6000 attendees present from across the province.
- Completed a survey to send to marine scientists in Canada to get their perspectives on ocean literacy (to be sent out shortly); note: the task of “Canadian-izing” ocean literacy principles will be explored collectively during CaNOE’s annual symposium
- Compiled a document about “how to do an outreach event for CaNOE” and have collaborated with the Comms WG to use the event list collected for SplashMail as our go-to list for upcoming outreach events nation-wide
- Launched the “Ocean People” initiative, which features people doing amazing things for the ocean in SplashMail, social media, and the “Members” section of our website (a handful of people have been featured and more are compiled for future use)

- Designed a self-guided activity for the CaNOE 2018 Symposium to gather additional educational resources and feedback

Suggestions Going Forward

- Ensure that the marine scientist survey is distributed and compile/analyze the results
- Add the results from the CaNOE 2018 symposium activity to our educational resource database
- Post and distribute the ad for a student/intern/volunteer to create an interactive version of the educational resource database (ideas: GIS students at COGs in NS, environmental students from around the country, existing CaNOE volunteers?)
- Continue to assemble as many “Ocean People” profiles as possible - perhaps via a survey to all members who might be interested in being featured?
- Try to deploy CaNOE representatives to as many outreach opportunities as possible (and perhaps find a better way to track where and when CaNOE board and volunteers are representing us at outreach events)
- Compile a list of marine scientists and other experts who are willing to receive questions from teachers/students/etc if we get inquiries about certain topics within their areas of study

Finance and Fundraising

Accomplishments

- Bank account transferred to 2016/2018 Treasurer, Andrew Sherin. New bank account signees added and old removed.
- Online donations and payment made possible through Wild Apricot and Paypal.
- Raising funds through paid membership instituted.
- Relationship with ONC maintained and ONC committed \$5,000 to building CaNOE membership in the ONC 2017-2018 budget.
- Funding proposal submitted to Irving Shipbuilding under their community benefits program to support ocean literacy strategy development was not successful. The possibility of receiving funding from Irving Shipbuilding in future exists when funds become available from the next phase of naval shipbuilding. (2018)
- Conference funding applications to MEOPAR and Imperial Oil were unsuccessful. (2018)

Suggestions Going Forward:

- Vitalize this working group with more BoD and member involvement.

Governance

Goals and Accomplishments

- Researched and made recommendations for bylaw changes to conform to the new BC Societies Act and CaNOE's needs, and drafted a special resolution to adopt them at the 2018 AGM.
- Made arrangements for the AGM and election to be held in St. John's, NL at the CaNOE 2018 National Symposium on July 14, including remote participation through a web link.
- Recommended that the maximum number of directors be increased to 20 to invite broader participation among members and avoid volunteer burnout.
- Issued a call for nominations in May and actively recruited nominees from formal education and research sectors - 17 nominations received, including 6 from current directors. One further nomination was received from the floor at the AGM for a total of 18, including officers.
- Revised the Terms of Reference for the board to reflect bylaw changes.
- Prepared an orientation package of online documents for the new board.

Suggestions Going Forward

- Complete the transition to the new BC Societies Act when the new bylaws are approved to meet the November 28, 2018 deadline.
- Ensure that governance structure meets national nonprofit criteria
- Discuss proposed regional chapter structure with Membership WG.
- Ask the Communications WG to spruce up the Annual Report with some graphics!

International Efforts & Activities

Goals and Accomplishments

- Anne Stewart continued in the OL portfolio on Galway Canadian Marine Working Group, which morphed into the Ocean Research Canada Alliance (ORCA) early in the new year of 2018.
- Science Communication Manager Tara Donaghy of [Fisheries and Oceans Canada, Ecosystems and Ocean Science](#) joined CaNOE co-chair Anne Stewart as Canadian co-chair on the Atlantic Ocean Research Alliance (AORA) Ocean Literacy Working Group early in 2018. Welcome Tara.
- Anne attended the European Marine Science Educators Association (EMSEA) annual conference in October in Malta and gave a presentation on the updated AORA Ocean Literacy Working Group activities with a forward looking focus on legacies arising from the Sea Change Project to which she was an international adviser. She attended the Sea Change meetings held after the conference.
- Anne continued on the International Advisory Group to Sea Change Project for the last year of this three year project funded by the European Union Blue Growth, Horizon 2020. She participated in and presented at, the last Sea Change Project event in February at UNESCO headquarters in Paris and attended the AORA OL WG meeting following the Sea Change event. Canada's participation in these February meetings tripled with Tara Donaghy (Fisheries and Oceans) and Janet Stalker (Ocean School) both attending.
- The AORA OL WG meets again July 12 by video conference and 19 members are confirmed to attend. The next meeting will be October 1, 2018, the day prior to the autumn EMSEA meeting in Newcastle, UK.

Suggestions Going Forward

- Discuss further incorporation of SDG 14 in Canadian ocean literacy
- Revisit and strengthen CaNOE's volunteer commitments to UNESCO's *Ocean Literacy for All* campaign
- Further World Oceans Day collaboration
- Collaborate with MBARI, ONC, NMEA, NAME and EMSEA on EARTH workshop in Victoria for summer 2020

Membership and Regional Chapters

Goals and accomplishments

- After discussion with the board and many hours immersed in the Wild Apricot management software, introduced a tiered membership fee structure in late January to

start generating operating capital. Retained a free non-voting level with fewer benefits for those who choose not to upgrade to a paid, voting membership. To date, CaNOE has 118 voting (paying) members including 15 institutional memberships and one corporate membership, and 505 non-voting members.

- Conducted 2nd annual Love your Ocean membership drive in February through email and other social media; again offered an art print as a prize but much lower uptake than previous year (6 to 83!). At same time, 20 members upgraded to the new paid levels.
- Contacted members who indicated interest in joining a working group upon registration to link them up with the WG chairs.
- Encouraged directors to host Blue Drinks networking events - WG members hosted 2 events in Vancouver and Victoria (in association with NAME) as part of the Feb. membership drive which drew about 35 people, many of them new to CaNOE, and resulted in 2 new paid members. The rest were added to the contacts list to receive SPLASHmail.
- Supported members through travel bursaries to attend relevant OL conferences and workshops:
 - North American Association of Environmental Education in South Carolina
 - Oceans 2020 in Toronto ON
 - Bay of Fundy Environmental Partners Panel in Truro NS

Suggestions Going Forward

- Improve follow up with new members, especially institutional and corporate levels
- Analyze membership info for most common ways that members hear about CaNOE before doing another membership drive.
- Look into incentives for joining (eg MEC gift cards)
- Conduct survey on what members need/want from CANOE (starting at symposium) and focus on meeting those needs with assistance from other working groups
- Consider regional chapters - in collaboration with the new OL Coalition
- Promote the membership directory for networking and SPLASHmail for sharing OL ideas and resources.

Strategic Planning - not active in 2017-18

The CaNOE board approved a five year Strategic Plan in spring 2016 and the Strategic Planning WG subsequently developed a work-plan in fall 2016 with specific

actions to accomplish the plan's goals and objectives. Both these continue to be useful but are in need of updating especially in light of the creation of the new OL Coalition. Actions are carried out by individual working groups (WGs), and the Strategic Planning WG's overall goal is to empower the other WGs to set and meet specific goals as a comfortable progression tool in alignment with the strategic plan.

History and Accomplishments

2013 Non-profit start-up with volunteer steering committee, genesis at Ocean Networks Canada workshop on ocean literacy at Canadian Network for Environmental Education and Communication (EECOM) Victoria Conference June 2013 and start-up workshop at Northwest Aquatic and Marine Educators (NAME) Conference, July, 2013

2014 Registered as a BC Not-for-Profit, 2014 (Canadian Network for Ocean Education Society) CaNOE, start membership and website, Founding Directors form Steering Committee

2015 CaNOE Canada's First National Ocean Literacy Conference - Vancouver, BC, Dr. Boris Worm Keynote Speaker, presentations from across the country <https://www.youtube.com/channel/UCL8XbsiqbRwT2zF5tqzOkoQ> first AGM and election.

2015 Ocean Literacy Professional Development Day for Teachers with Ocean Networks Canada and Royal BC Museum

2016 CaNOE National Ocean Literacy Conference: Ocean Optimism - Halifax, NS,

2016 NAME Conference: One World United by Water - Metchosin, BC, Educator workshop, exhibit and collaboration discussions at NAME BC meeting.

2017 Partner in EECOM's SEE Change Conference - Acadia, NS, Exhibit and presentation

2017 Blue Drinks Networking with NAME BC, Victoria, BC

2018 Joined the new Canadian Ocean Literacy Coalition to help create a national strategy on ocean literacy in Canada.

2018 Blue Drinks Networking in Vancouver, BC and with NAME BC, Victoria, BC

**2018 National Ocean Literacy Symposium: Navigating Canadian Ocean Literacy -
St. John's, NL**