

Minutes

Ocean Bridge Steering Committee Call

Dec . 12, 2019 @ 11:30 am PT / 2:30 pm ET / 3:30 pm AT

Present:

Nicole Straughan (chair)

Matthew Miller

Jacob Porter

Kelena McDowell (for Ailsa Barry)

Benjamin Aubé

Kareina D'Souza

1. Staff Recruitment (*Nicole S.*):

- a. Currently completing reference checks and preparing to make offers to successful candidates next week.
- b. All staff training in Vancouver Jan 6 to 12th
 - i. Will include a meet-and-greet with everyone at VanAqua, then will head to Camp Elphinstone where we'll do some on boarding and team bonding before remote staff heads back to their offices.
- c. We'll be going from 6 staff members to around 23 staff (including 2 new ones for immersive program, 2 new ones for program specialists for Youth to Sea)

2. Youth Recruitment (*Nicole S.*):

- a. Received 163 applications to fill 160 spaces.
- b. We are a little light on male, Northern and francophone applications - the team is reaching out directly to past applicants and participants to help fill some of our gaps.

Cohort	Start Date
Pacific	Jan 6
Great Lakes	Feb 3
Atlantic	Mar 2
St. Lawrence	Apr 6

3. Ottawa Meeting:

- a. We are putting together the agenda for our in person Ottawa meeting and plan to include the following agenda items to build on the discussions in Thunder Bay:
 - i. Strategies for advancing 4 areas of Ocean Bridge: culture of service, geographic representation, representative participation, real tangible benefits to ocean health & literacy
 - ii. Pilot programs: Atlantic & St. Lawrence
 - iii. Pilot Program: Immersive Placements
 - iv. Youth engagement at IUCN - WCC (June 2020) & IMPAC 5
 - v. Evaluation of impact - community impact, youth experience, long-term engagement
- b. Please send us an email if there's anything you'd like brought up during the in-person meetings

Comments:

Matthew M.: Is there any way to get results from feedback survey or know what youth are saying about their experience so we can review that before our meeting?

Nicole S.: We can put together a summary of the Waterloo U and other studies/surveys of both current and past participants.

James B.: Getting a better pulse on how youth experience in program has been is a good point, especially as we want to maintain quality while scaling up the program significantly.

- c. Opportunities to engage with youth:
 - i. Friday, January 25th - Marine Protected Areas project team event (Great Bear Rainforest Film screening & discussion/networking event at Canadian Museum of History
 - ii. Sunday, January 26th - Recognition dinner for youth at the Canadian Museum of Nature.
 - iii. Monday January 27th - Living Library networking event
 1. Opportunity for Steering Committee members to be “books” for living library, or simply to connect with youth

Comments:

Would love to have Steering Committee members there to support the youth and enjoy the events!

4. Communications (Benjamin):

- a. Article on alumnus Curtis Onaczyszyn making mention of his involvement with Ocean Bridge and Ocean Wise: <https://www.mohawkcollege.ca/about/news/blogs/environmental-technician-grad-does-his-part-for-our-planet>
- b. Canadian Geographic Ocean Bridge Diaries articles continuing to roll out:
 - i. <https://www.canadiangeographic.ca/article/ocean-bridge-diaries-connor-garrod>
- c. Supporting youth with their communications plans and ideas for Ottawa projects, particularly with social media advertising, which Ocean Wise's Dana in marketing has been a great support for, sharing her knowledge so we can better help the youth.
- d. Have had discussion with the trimmed-down video content staff about what our needs will be. It sounds like they're willing and able to turn around a wrap-up video that will encompass both expeditions and show off the great work and beautiful locations the youth have experienced.
- e. Media pitches for youth ongoing to be featured in local news
- f. Drafting sample Thank You letter for MPs - almost like a Christmas Card
 - i. *James B.*: Would be particularly great if participants in Ottawa reached out to their MPs and bonded with them ahead of expedition.

5. Update on Bateman Centre event in honour of Micah Messent

- a. Overall a really successful event, almost reached max capacity of 150 people. There was good mixture of youth/young to "older" professionals. People were clearly there to actually network - many conversations, not too many people left out. We also had a fantastic speaker.
- b. Feedback: I think a lot of people really enjoyed themselves with many people asking if we'll be doing it again. That was along the lines of Micah's goal, that if it was successful, it would continue. We're now in talks with other Ocean Bridge alum in other cities to hold similar events in their communities.
- c. Was an extra piece of closure for us, and it was really nice to see this event happen.

