



# FY2022-2024 Request for Proposals

## Table of Contents

<i>I. Funding Opportunity Description</i> .....	3
A. Background .....	3
B. Program Priorities .....	4
<i>II. Award Information</i> .....	5
A. Funding Availability .....	5
B. Project/Award Period .....	6
<i>III. Eligibility Information</i> .....	6
A. Eligible Applicants .....	6
B. Cost Sharing or Matching Requirement.....	6
C. Other Criteria That Affect Eligibility .....	7
<i>IV. Application and Submission Information</i> .....	7
A. How to Submit Proposals.....	7
B. Proposal Format .....	7
C. Pre-Proposal Phase.....	7
D. Full Proposal Phase .....	8
<i>V. Merit Review Information</i> .....	10
A. Merit Review Criteria.....	10
B. Merit Review Process.....	10
<i>VI. Important Dates</i> .....	11
<i>VII. Award Administration Information</i> .....	11
A. Award Notices.....	11
B. National Environmental Policy Act (NEPA) .....	12
C. Data Sharing .....	12
D. Reporting .....	12
E. Acknowledgement and Disclaimer Statements.....	12
<i>VIII. Program Contacts</i> .....	13
<i>Appendix A: Guidance on Developing Effective Outreach and Partner Engagement Plan (Adapted from Oregon Sea Grant)</i> .....	14

## I. Funding Opportunity Description

### A. Background

The goal of Georgia Sea Grant's 2022-2024 request for proposals is to encourage submission of original and innovative research proposals that:

- advance scientific knowledge and provide solutions to issues related to Georgia's coastal, ocean, and marine environment,
- provide researchers with new ways to diversify and sustain collaborations with coastal communities and decision-makers,
- foster partnerships that strengthen career and research trajectories for faculty in Georgia (including early-career faculty, and faculty at Minority-Serving Institutions and Historically Black Colleges and Universities), and
- contribute to stronger, more innovative science by diversifying research and widening the STEM pipeline.

Proposal must be aligned with one or more of our four focus areas outlined in Georgia Sea Grant's 2018-2023 strategic plan, namely,

1. Healthy Coastal Ecosystems
2. Sustainable Fisheries and Aquaculture
3. Resilient Communities and Economies
4. Environmental Literacy and Workforce Development

Georgia Sea Grant supports use-inspired<sup>1</sup> research projects that span broad areas of natural, physical, social, behavioral, and economic sciences and engineering. Use-inspired science consists of scientific investigation whose rationale, conceptualization, and research directions are driven by the potential uses of the knowledge. In addition to advancing scientific knowledge and understanding, Georgia Sea Grant funded research stimulates learning (awareness, knowledge, skills, motivations), promotes action (behavior change, practice, decisions, policies) and accrues social, economic and/or environmental benefits.

Some features of use-inspired research are as follows:

- The project aims to produce scientific insights and develop solutions to practical problems facing Georgia's coastal, ocean or marine environment.
- The research question is designed in collaboration with a user/practitioner community.
- The project has the potential to be implemented in the near future.
- In addition to scholarly products (for example, refereed journal articles, extension bulletins, educational publications, curricula, etc.), the project has the potential to accrue environmental, societal, or economic benefits.
- Research results are made accessible to broader public outside academia through outreach and education.
- The research team is composed of scientists, extension specialists and users/practitioners.

Researchers are encouraged to integrate social science approaches, economics, and the use of information technology into the research, where appropriate. They are also encouraged to leverage existing or build new partnerships with individuals from coastal management agencies, commercial or

---

<sup>1</sup> Stokes, D. E. (2011). Pasteur's quadrant: Basic science and technological innovation. Brookings Institution Press.

recreational fishermen, small business owners, representatives from community environmental NGOs, K-12 teachers or students, local government officials or other end-user and stakeholder groups. Proposals must include clear, well-designed plans to engage and transfer findings to users/practitioners.

Georgia Sea Grant strongly encourages collaboration with individuals from historically marginalized groups and scholars at Minority-Serving Institutions and Historically Black Colleges and Universities in Georgia. Researchers might wish to consider ways in which their research projects can address systemic barriers faced by individuals from historically marginalized groups and promote equity and social or environmental justice.

More information about previously funded Sea Grant projects can be found on our website using this link: <https://gacoast.uga.edu/research/funding/current-projects/>.

## **B. Program Priorities**

A preliminary list of priorities highlighted in Georgia Sea Grant's 2018-2023 strategic plan are as follows.

### ***Healthy Coastal Ecosystems (HCE)***

- Develop new models, tools, and technologies to:
  - demonstrate the value and function of healthy ecosystems, as well as the factors and practices that affect them.
  - demonstrate the economic and ecological importance of sustaining critical habitats, biodiversity, ecosystem services and wildlife corridors.
  - understand the impacts of habitat alteration and loss of ecosystem function in coastal environments and watersheds.
  - improve the effectiveness of remediation and restoration of impaired habitats and identify new restoration approaches and technologies.
  - develop actionable information on the effectiveness of habitat enhancement, ecosystem restoration, nonpoint source pollution control, green infrastructure, low impact development and living shoreline planning and design initiatives.

### ***Resilient Communities and Economies (RCE)***

- Develop new models, tools, and technologies to:
  - help communities assess their vulnerability to climate-related hazards, such as shoreline erosion, flooding, drought and salt-water intrusion, man-made disasters, and development.
  - inform comprehensive planning and adaptive management strategies.
  - inform coastal citizens about the connection between economic growth and resource protection, translate science on coastal hazards and increase awareness about coastal hazard mitigation measures.
  - determine how freshwater management policies, regulations, and socio-economic factors affect the relationship between sustainable coastal communities and healthy coastal ecosystems.
  - understand and visualize coastal hazards and disasters and assess interconnections with at-risk communities.
- Conduct research on population growth, land use changes and climate change to inform water use governance.

- Develop actionable information to assist keystone businesses, local governments, and the public in planning for weather-related disasters to build resilience, improve communication and facilitate recovery.

### ***Sustainable Fisheries and Aquaculture (SFA)***

- Develop new models, tools, and technologies to
  - identify and respond to emerging issues that threaten the health and sustainability of Georgia’s seafood supply.
  - help Georgia’s seafood industry market their products and maximize profits.
- Develop actionable information to support sustainable and resilient working waterfronts and marine-dependent businesses.
- Assess rising concerns about bacteria and viruses, such as *Vibrio* species and norovirus, in a changing environment.

### ***Environment Literacy and Workforce Development (ELWD)***

- Develop innovative learning methods to engage public in community planning processes for building resilience to changing weather and climate conditions.
- Develop innovative learning techniques to increase environmental literacy among stakeholders, including how ecosystem change affects economic, social, and cultural values, as well as implications for conservation and management.
- Develop new and assess existing methods of on-line delivery programs to improve educational program delivery in virtual environments.

Considering COVID-19, Georgia Sea Grant is particularly interested in projects that focus on the compound and cascading impacts of pandemics on coastal communities, and lead to the development of new insights, frameworks, tools, and strategies to improve coastal communities’ response to pandemics.

## **II. Award Information**

### **A. Funding Availability**

Georgia Sea Grant has allocated ~\$800,000 for the FY2022-2024 research competition. We anticipate funding 5-7 research awards with a maximum budget of \$150,000 for two years (including indirect costs). The total number of grants awarded by Georgia Sea Grant for the FY2022-2024 funding cycle will depend on the number and types of meritorious applications submitted in response to this request for proposals (RFP). Based on the project scope and budget of all applications selected for awards, the actual award amounts may differ from the funds requested by the applicant.

As part of the Sea Grant National Aquaculture Initiative (<https://seagrants.noaa.gov/Our-Work/Aquaculture>), Georgia Sea Grant anticipates receiving additional funds to support aquaculture research. Therefore, the program encourages proposals that generate knowledge and inform policies about aquaculture in Georgia.

Potential investigators in need of undergraduate or graduate student support may wish to consider encouraging their students to apply to Georgia Sea Grant’s Research Traineeship Program [<https://gacoast.uga.edu/education/research-trainee-program/>]. However, since these are independent research solicitations, it is important that these research efforts are not dependent on obtaining student support from that RFP.

## **B. Project/Award Period**

The start date for all research projects shall be February 1, 2022. Researchers may propose either one or two-year projects. Funding for all Sea Grant funded projects is contingent upon availability of funds from the Congress, satisfactory performance, continued relevance to program objectives, and is the sole discretion of Georgia Sea Grant.

Award recipients may request a no-cost extension of up to 6 months, if additional time beyond the established expiration date is required to assure adequate completion of the original scope of work within the funds already made available. Under such circumstances, a formal request must be submitted to Georgia Sea Grant via email to the director or associate director. The request must explain the need for the extension and a plan to use the unexpended balance. The research plan should not change the approved statement of work of the original proposal.

## **III. Eligibility Information**

### **A. Eligible Applicants**

- Universities and colleges: Georgia universities, and two- and four-year colleges (including community- colleges) acting on behalf of their faculty members. Early-career faculty, and faculty at Minority Serving Institutions and Historically Black Colleges and Universities in Georgia are strongly encouraged to apply.
- Nonprofit, non-academic institutions: Independent museums, observatories, research laboratories, professional societies, and similar organizations in Georgia that are directly associated with educational or research activities.
- For-profit organizations: Commercial firms, especially small businesses with strong capabilities in scientific or engineering research or education. Georgia Sea Grant is interested in supporting collaborative projects between universities and the private sector.
- State, local and Indian tribal governments.
- Unaffiliated persons: Individuals who have no affiliations with organizations that could act as grantee organizations may receive support for meritorious research if they have the capability and use of facilities needed to perform the work and agree to fiscal arrangements satisfactory to Georgia Sea Grant.

### **B. Cost Sharing or Matching Requirement**

Budgets should be no greater than \$75,000 per year for up to two years in direct and indirect costs combined (\$150,000 for two years; not including match). There is mandatory cost-sharing. For every two federal dollars requested, one dollar in non-federal cost-sharing is required. Institutional cost-sharing may be one of two forms: in-kind contributions or matching funds. In-kind contributions are defined under federal guidelines as "contributions other than cash." While they usually add real value to a project, they do not require an actual cash outlay. Some examples of in-kind contributions are effort (existing salaries and benefits of investigators and others working on the proposed project and paid from non-federal sources), indirect costs not charged to the sponsor, third-party contributions and donated labor, materials, equipment, supplies, ship-time, and services. Matching funds are actual cash contributions.

Applicants must use their institution's federally negotiated rate to calculate indirect costs. If a federally negotiated indirect cost rate is not available, then the de-minimus 10% rate can be used.

PIs can request any level of funding for undergraduate or graduate research trainees and matching funds are required for student costs included in the research projects. Matching funds will be not required for students who submit proposals in response to Georgia Sea Grant's Traineeship Program RFP.

### **C. Other Criteria That Affect Eligibility**

Any eligible applicant may submit no more than two applications as principal investigator (PI) or co-PI.

## **IV. Application and Submission Information**

### **A. How to Submit Proposals**

Georgia Sea Grant uses a web-based system called eSeaGrant (eSG) that allows preparation, submission, and management of proposals online. Mandatory registration is required before the pre-proposal submission process. Proposals that are not submitted via eSG will not be considered.

Prior to submitting an application, the PI must complete a one-time registration process in the eSG. It can take as long as two weeks to complete the registration process, so it is critical to begin as soon as possible before the pre-proposal due date.

Instructions on how to register to use the system and how to upload your proposal to the eSG system can be viewed on the following webpage: <https://gacoast.uga.edu/research/funding/sea-grant-request-proposal/>. No proposals will be accepted after the proposal deadline.

### **B. Proposal Format**

Proposals must be single-spaced with 1-inch margins, written in 12 point, Times New Roman format. Additionally, proposals must be numbered and adhere to the specified page limits. Only documents submitted in PDF format will be accepted.

### **C. Pre-Proposal Phase**

Submission of preliminary proposal (pre-proposal) is required to be eligible for a full proposal submission. Pre-proposals must be submitted using the eSG system. It is the investigator's responsibility to ensure that the proposal is compliant with all applicable guidelines. For collaborative proposals, only the lead institution should submit the proposal. All other collaborators should be indicated in the list of personnel in the project description.

Pre-proposal components include:

- 1) Investigator Information: Biographical Sketches (2-page limit) should be included for each person listed on the cover sheet. It should include the individual's expertise as it relates to the proposed research, professional preparation, professional appointments, five relevant publications and up to five synergistic activities. Advisors, advisees, and collaborators should not be listed on this document.
- 2) Project Summary: This section should include a broad overview of the proposed research, addressing the intellectual merit and broader impacts. The summary should be written in third person, informative to those working in the same or related field(s), and understandable to a scientifically literate audience. The summary should not exceed 250 words. Pre-proposals that do not contain a project summary, including an overview and separate statements for intellectual merit and broader impacts will be returned without review.

- 3) Project Narrative: The pre-proposal narrative should not exceed 3-pages and address the following questions.
  - a. What is the research problem, issue, need or hypothesis requiring this work?
  - b. What is the significance of the proposed research?
  - c. What is the project's relevance to the Georgia Sea Grant program goals as outlined in the 2018-2023 strategic plan?
  - d. What are the goals and objectives of the proposed research?
  - e. What will be methodology used? Include theoretical studies, laboratory analyses and/or fieldwork, etc.
  - f. What are the economic, social and/or environmental benefits of the proposed research?
  - g. What are the methods for outreach and education?
  - h. Who will use and benefit from this research? How will the results be made available to the user?
  - i. What is the amount of funding that is being requested? How will these funds be used?
- 4) References: Limit references to 1-page.

No other items, appendices, letters of support or supplementary documents are permitted.

#### **D. Full Proposal Phase**

Any PI who submits a pre-proposal is eligible to submit a full proposal, regardless of the outcome of the pre-proposal merit review process. However, priority will be given to pre-proposals that have been encouraged by Georgia Sea Grant to be developed into full proposal. The full proposal should not deviate from the pre-proposal in the scope of the project or the list of personnel.

Full proposal components include:

- 1) Investigator Information: Investigator information is carried over from pre-proposal stage and updated to reflect changes in senior personnel.
- 2) Project Summary: Each proposal must contain a 1-page summary of the proposed project. The project summary consists of an overview of the proposed research activity and outline the project's intellectual merit and broader impacts. The overview includes a description of the research need that will be addressed if the proposal were funded, identification of Georgia Sea Grant's focus area(s), and a statement of objectives and methods that will be employed to conduct research. The statement on intellectual merit should describe the potential of the proposed activity to advance knowledge. The statement on broader impacts should describe the potential of the proposed activity to benefit Georgia, its coastal communities, and contribute to the achievement of specific, desired, societal outcomes.
- 3) Project Description: The project description should be limited to 12-pages in length. It should provide a clear statement of work that will be undertaken and must include research need, goals and objectives for the period of the proposed research, expected significance of the research project, relevance to 2018-2023 strategic plan, and relation to the present state of knowledge in the field. The project description should also outline the general plan of work including a broad design of the research project, clear methodology, outreach plan, expected outputs and outcomes, any professional or technical partnerships that will be leveraged or created, and timelines for major tasks, target milestones and key project outcomes. Researchers are strongly encouraged to review appendix A for detailed guidance on ways to develop effective outreach and engagement plan.

Some guiding questions are as follows.

- a. *Rationale*: What is the proposed research? What is the problem or issue that the proposed research will address? Why should Georgia Sea Grant invest in the proposed project?
  - b. *Scientific and Professional Merit*: How will the proposed research advance the state of the scientific knowledge or discipline? How will the proposed research be implemented? Which methods will be used in the proposed research?
  - c. *Innovativeness*: How is the proposed research unique? How does the proposed research activity lead to innovative solutions to a research need that is being addressed?
  - d. *Relationship to Sea Grant Priorities*: What is the project's relevance to the Georgia Sea Grant program goals as outlined in the strategic plan?
  - e. *Outputs and Outcomes*: What benefits (societal/economic/environmental) could accrue if the project is successful? How does the proposed research contribute to, or is an essential or complementary unit to other projects?
  - f. *User Relationships*: Who will use and benefit from this research? Are the users engaged in developing the proposal? How will the results be made available to the users?
  - g. *Partnerships*: Does the project leverage or create any professional or technical partnerships? Are the roles of partners and any efforts or resources that will be leveraged to support the project clearly outlined?
  - h. *Timeline*: Does the project description clearly outline a timeline for major tasks, target milestones for important intermediate and final products and key program outcomes?
  - i. *Results from previous Sea Grant support (if applicable)*: What were the outcomes of the applicant's previously funded Sea Grant project?
- 4) References: The list of references should be limited to 2-pages. These pages are outside of the 12-page project description.
  - 5) Budget Narrative and Justification: To allow reviewers to evaluate the appropriateness of all costs, applications should include a detailed budget narrative and a budget justification broken out by individual tasks for both years. The budget narrative submitted with the final application should match the dollar amounts included on all required forms and clearly link to the project narrative. Please explain each calculation and provide a narrative justification to explain expenditures for each budget category. The budget narrative should describe, by category of expenditure, the total funding needed to accomplish the objectives described in the project description for the entire award period.
 

Applicants should include detailed budget information regarding all known contracts and subawards and indicate the basis for the cost and price estimates in the narrative. Describe activities to occur or products or services to be obtained and indicate the applicability or necessity of each to the project.

The budget narrative should also provide, to the extent possible, detailed information on travel, including costs, a description of anticipated travel, destinations, number of travelers, and a justification of how the requested travel is directly relevant to the successful completion of the project.
  - 6) Letters of Support: Letters of support from collaborating institutions, contributors of in-kind or matching funds, and organizations that will benefit from project results may be included. Letters must clearly indicate the level of commitment and any pertinent details about collaboration.
  - 7) Data Management Plan: All applicants are required to complete a 1-page Data Management Plan" (DMP) in eSG. Funds may be allocated for data management activities. The DMP is not part of the 12-page project description. Even if no data will be produced, a DMP is required that states: "No data are expected to be produced from this project." Data Management Plans are not required at the pre-proposal stage.

In collaborative proposals, involving sub-awards, the lead PI is responsible for the DMP of the entire project. The lead PI may assign distinct roles and responsibilities to co-PIs with respect to the management of data. The lead PI is also responsible to provide a contingency plan for management of data in case of departure of key personnel from the project. The lead PI is also responsible for reporting in the Annual and Final Reports on the data management, preservation, and access for the whole project. DMPs will be considered during the merit review process.

- 8) Institutional Letter of Commitment: A letter signed by an institutional representative who has the authority to commit institutional resources and cost share dedicated to the proposed project is required. The institutional letter of commitment for the applicant must be on the institution's standard letter of commitment letterhead stationery.

## V. Merit Review Information

Georgia Sea Grant strives to ensure that all proposals are evaluated in a transparent, objective and rigorous manner. Like the National Science Foundation, Georgia Sea Grant merit review includes two criteria – Intellectual Merit and Broader Impacts. Both criteria are given full consideration during the review and decision-making process; each criterion is necessary but neither, by itself, is sufficient. The intellectual merit criterion encompasses the potential to advance knowledge and understanding within a field or across different fields. The broader impacts criterion potential societal/economic/environmental benefits that could be accrued by the project.

### A. Merit Review Criteria

#### *Pre-Proposal Evaluation Criteria*

Pre-proposals will be evaluated based on following criteria:

- Scientific and technical feasibility of the proposed research project.
- Relevance to Georgia Sea Grant's 2018-2023 strategic plan.
- Feasibility of the project within the proposed timeframe and budget.
- Investigators' expertise.
- Use of collaborative or multidisciplinary teams, where appropriate.

#### *Full Proposal Evaluation Criteria*

Full proposals will be evaluated based on following criteria:

- Scientific and technical feasibility of the proposed research project.
- Engagement with users/practitioners.
- Coordination with Marine Extension and Georgia Sea Grant staff or other Extension/public service professionals to develop outreach and communication plans.
- Relevance to Georgia Sea Grant's 2018-2023 strategic plan.
- Feasibility of the project within the proposed timeframe and budget.
- Investigators' expertise.
- Use of collaborative or multidisciplinary teams, where appropriate.
- Data management plan.

### B. Merit Review Process

### ***Administrative Review***

At each proposal stage, Georgia Sea Grant conducts an administrative review to ensure completeness and conformance with the proposal submission requirements. Adherence to guidelines is enforced. Any proposal that does not adhere to the instructions in the solicitation may be returned without review.

### ***Stakeholder Panel Review***

All pre-proposals are evaluated by a stakeholder panel comprised of partners and representatives from diverse groups, including Georgia Sea Grant's advisory board, coastal management agencies, scientists, and educators. Based on panel recommendations, PIs are discouraged or encouraged to submit full proposals via eSG. Panel comments (blinded) are made available to the PIs. There is no rebuttal or response process. Regardless of the decision, any PI who submits a pre-proposal to Georgia Sea Grant can submit a full proposal as well.

### ***Peer Review***

All full proposals undergo a peer review process wherein each proposal is evaluated by at least three out-of-state experts. Verbatim copies of reviews, excluding the names of the reviewers, are shared with the PIs using eSG.

### ***Technical Panel Review***

All full proposals are also evaluated by a technical review panel that includes out-of-state subject matter experts and extension specialists. Based on the panel recommendations, Georgia Sea Grant communicates makes funding recommendations to the National Sea Grant Office for final approval. Funding decisions along-with panel summaries (blinded) are shared with PIs.

## **VI. Important Dates**

January 15	Request for pre-proposals released
January 25	Informational webinar
February 22	Pre-proposals due
March 24	Pre-proposal review panel
April 22	Invitation for full proposals
May (date tbd)	Research symposium and prospective researchers' workshop
June 4	Full proposals due
August 10	Full proposal review panel
September 1	Funding notification

## **VII. Award Administration Information**

### **A. Award Notices**

Proposals that are recommended for funding by Georgia Sea Grant will be forwarded to the National Sea Grant Office (NSGO). Notification of the award is made to all lead PIs who submitted a full proposal via email. Verbatim copies of reviews, not including the identity of the reviewers, will be provided automatically to the PI.

A Georgia Sea Grant award consists of: (i) the award letter which includes any special provisions applicable to the award and any numbered amendments thereto; (ii) an itemized budget, on

which Georgia Sea Grant has based its support; (iii) the proposal referenced in the award letter; and (iv) any applicable award conditions.

### **B. National Environmental Policy Act (NEPA)**

NEPA requires that Federal agencies consider the environmental impacts of major Federal actions significantly affecting the quality of the human environment. If a proposed project might have an environmental impact, the proposal should furnish sufficient information to assist Sea Grant in assessing the environmental consequences of supporting the project. Applicants will be required to cooperate with Sea Grant in identifying feasible measures to reduce or avoid any identified adverse environmental impacts of their proposal. Failure to do so shall be grounds for not selecting an application. Georgia Sea Grant will determine:

- the adequacy of the information submitted,
- whether or not additional information is needed, and
- whether or not an environmental assessment or environmental impact statement will be necessary.

A NEPA form will only be required if the proposal is selected for funding.

### **C. Data Sharing**

All NOAA funded research projects, data and information collected and/or created under NOAA grants and cooperative agreements must be made visible, accessible, and independently understandable to general users, free of charge or at minimal cost, in a timely manner, except where limited by law, regulation, policy or by security requirements. Georgia Sea Grant will monitor the implementation of project DMPs through the reporting process. PIs will be required to provide information on the data produced during the award period, where the data is being deposited, and how the data will be disseminated for long-term public access. PIs may use any resource to deposit and archive their research related data. Failure to comply with DMP during and after the award may lead to ineligibility for future funding.

### **D. Reporting**

PIs of all Georgia Sea Grant funded projects are required to submit progress, annual and final project reports using eSG. These reports should include detailed information about project participants, research activities, outcomes, publications, tools, and technology developed, management and decision-making processes influenced, education products and programs developed, and other products and contributions that result from Sea Grant funded project. Failure to provide the required project reports jeopardizes continued funding.

### **E. Acknowledgement and Disclaimer Statements**

Georgia Sea Grant must be acknowledged in all promotions, publications, and products (copyrighted or not) that result from Sea Grant funded research projects. The following statement must be included: “Publication is supported in part by an Institutional Grant (NA18OAR4170084) to the Georgia Sea Grant College Program from the National Sea Grant Office, National Oceanic and Atmospheric Administration, U.S. Department of Commerce.”

Except for articles or papers published in scientific, technical, or professional journals, the following disclaimer must also be included: “All views, opinions, findings, conclusions, and recommendations expressed in this material are those of the author(s) and do not necessarily reflect the opinions of Georgia Sea Grant or the National Oceanic and Atmospheric Administration.”

### VIII. Program Contacts

- For questions about application submission, review, and approval process or the eSG system, please contact associate director, Mona Behl at [mbehl@uga.edu](mailto:mbehl@uga.edu).
- For all budget related questions, please contact administrative financial director, Sara Karlsson at [karlsson@uga.edu](mailto:karlsson@uga.edu).
- For questions about Marine Extension and Georgia Sea Grant or program priorities, please contact director, Mark Risse at [mrisse@uga.edu](mailto:mrisse@uga.edu).
- To discuss outreach or education plans, please contact associate marine extension director, Bryan Fluech at [fluech@uga.edu](mailto:fluech@uga.edu) or associate director for education, Anne Lindsay at [lindsaya@uga.edu](mailto:lindsaya@uga.edu).
- To discuss communication and dissemination of research results, please contact public relations coordinator, Emily Kenworthy at [ekenworthy@uga.edu](mailto:ekenworthy@uga.edu).
- For aquaculture-related questions, please contact director of shellfish laboratory, Tom Bliss at [tbliss@uga.edu](mailto:tbliss@uga.edu)

## Appendix A: Guidance on Developing Effective Outreach and Partner Engagement Plan (Adapted from Oregon Sea Grant)

The purpose of this document is to help guide development of effective outreach and identify ways to best engage partners in Georgia Sea Grant funded research projects. Prospective researchers are strongly encouraged to participate in an informational webinar that Georgia Sea Grant will host before the preproposal stage.

### **Definitions**

**Audience:** Organizations or group of individuals that are directly affected by research (results or data). The outreach needs and approach will vary depending upon the research and the audience(s).

**Outreach:** Sharing of project information, including communication of research results to an audience that is interested in or affected by the research (i.e., coastal communities, industry).

**Outreach Plan:** Detailed description of the approach that will be used for sharing information with the audience(s). A competitive proposal will include a specific outreach plan that includes information such as:

- Identification of a target audience(s) who may be interested in or affected by the results of the research.
- Specific methods to reach that audience(s).
- Goals for how the audience(s) will be affected or changed by the information.

**Partner Engagement:** Collaboration with project partners during the formulation of research question(s) or in the process of answering the research question(s) (i.e., while doing the research).

**Project Partners:** Stakeholders (individuals or organizations) who will assist in the completion of the project goals. A partner may participate in the research design, implementation, or lend expertise that the PI(s) do not possess.

**Interested/Supportive Stakeholder:** An individual or entity that is supportive of the research but is not directly involved in the research process or affected by the research results. These interested stakeholders may write letters of support but are not the target audience for outreach efforts and are not involved in research design or implementation.

### **Outreach**

Researchers should clearly define the goal(s) of their outreach. Based on the goal(s), researchers should consider working backwards to define steps that would help them achieve their project goals. Consider identifying specific areas where Sea Grant assistance is needed to accomplish those steps. Researchers should consider the following questions whilst designing their outreach plans.

- What is/are the goal(s) of the outreach?
- Who does it impact?
- Who are the audiences who might benefit from this information?

- How will they use this information?

<b>Outreach About Research Results to Affected/Interested Audiences</b>		
	<b>Proposal Characteristics</b>	<b>Evaluation Criteria</b>
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Clear, meaningful, and realistic outreach goals are defined.</li> <li>• Adequate timeline and funding to achieve goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Are the goals stated?</li> <li>• What is the anticipated outcome of the outreach effort?</li> <li>• How might the audience change with this information?</li> <li>• Does the timeline and budget fit the project?</li> </ul>
<b>Audience(s)</b>	<ul style="list-style-type: none"> <li>• Well-defined audience(s) with a clear connection to the research results.</li> <li>• Evidence of audience buy-in/need. [optional]</li> </ul>	<ul style="list-style-type: none"> <li>• Is the audience defined?</li> <li>• Will audience(s) be affected by the research?</li> <li>• Letters of support stating the need for this research [optional]</li> </ul>
<b>Outreach Methods</b>	<ul style="list-style-type: none"> <li>• Well-defined approach for accessing/engaging identified audiences who will be impacted by research.</li> </ul>	<ul style="list-style-type: none"> <li>• Is the approach effective for engaging intended audience(s)?</li> <li>• Is the outreach product designed to reach the intended audiences impacted by the research (<i>i.e., on their terms/timelines</i>)?</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• A plan to evaluate outreach goals are included.</li> </ul>	<ul style="list-style-type: none"> <li>• Is there an evaluation plan for the outreach? How will success be determined?</li> </ul>
<b>Timeline</b>	Typically, towards the end of the project.	

### **Partner Engagement**

A competitive Sea Grant proposal will likely engage stakeholders as partners in the development or implementation of the proposal development and project implementation process. Partners on Sea Grant projects are usually professionals working outside academia, including but not limited to coastal management agencies, commercial or recreational fishermen, small business owners, representatives from environmental NGOs, K-12 teachers or students, local government officials or other end-user and stakeholder groups.

Georgia Sea Grant strongly encourages collaboration with individuals from historically marginalized groups and scholars at Minority-Serving Institutions and Historically Black Colleges and Universities in Georgia. Researchers might wish to consider ways in which their research projects can address systemic barriers faced by individuals from historically marginalized groups and promote equity and justice.

Partners provide a number of benefits. For example, partners can:

- Play critical roles in helping to design or implement the project.
- Connect researchers to local stakeholders or end-users of information.
- Leverage researcher’s ability to implement the project.

If stakeholders are not truly playing these roles, they should be referred to as “interested stakeholders”.

Researchers should consider the following questions whilst building partnerships.

- Are there any individuals/groups that could help with research design and/or implementation?
- What is the goal of including the partner in the project?
- What connections/expertise do they bring to the process?
- How do they benefit from being involved in the research process?
- What is the partner's role in the process?

<b>Partner Engagement in Research Design and/or implementation</b>		
	<b>Proposal Characteristics</b>	<b>Evaluation Criteria</b>
<b>Partner(s) Identification</b>	<ul style="list-style-type: none"> <li>• Partners are identified.</li> <li>• Partners role(s) is clearly defined.</li> <li>• Partners show support.</li> </ul>	<ul style="list-style-type: none"> <li>• Letters of support</li> <li>• Partners are incorporated into research process.</li> <li>• Roles of partners is outlined in proposal.</li> </ul>
<b>Goals</b>	<ul style="list-style-type: none"> <li>• How does including partners strengthen the project?</li> </ul>	<ul style="list-style-type: none"> <li>• Clear justification for why &amp; how partners need to be included in the work</li> </ul>
<b>Timeline</b>	Typically, at the beginning and during project.	