



## OUTREACH AND EDUCATION PROGRESS REPORT Period December 1, 2016 – May 30, 2017

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### LONG-TERM GOALS

Continue O&E formal and informal activities focused on enhancing awareness and appropriate utilization of CARICOOS products and services. Perform workshops, complete video tutorials to strengthen outreach, education and engagement for CARICOOS.org website

### MILESTONES / OBJECTIVES

To maintain and further develop effective communication pathways and strategies with Stakeholders in order to:

- Improve the interaction between the user and CARICOOS.org products and services to enhance awareness and encourage proper utilization of the decisional tools.
- Develop or modify products and services based on stakeholder's needs.

### WORK COMPLETED

Active participation in the following organizations

- CARICOOS General Assembly 2017
- South Puerto Rico Harbor Safety and Security Committee
- Tropical/Sub-Tropical Regional Sea Grant Draft Workshop (Exhibit)
- Collaboration with the following organizations
- Sea Grant Center for the Education on Environmental Climate Change Field Trips
- Kinesis Foundation
- USCG Auxiliary Boating Skills and Seamanship course Cabo Rojo Fleet.
- NWS- San Juan WFO
- PR Emergency Management and Disaster Administration Agency
- Department of Natural and Environmental Resources Coastal Zone Management Program
- 2017 Drifter Day with Leonides Morales High School
- One pagers and exhibit booth for Mall of San Juan Boat Show.
- USCG Auxiliary-Coastal Weather Training for the Boating Skills and Seamanship course.
- CARICOOS Kiosk Tablet in Rincon 413.

- CARICOOS Surf forecasting for The Legends Surf Contest.
- CARICOOS Forecast for the Puerto Rico Surfing and SUP Federation events.
- Water Quality, WRF and SWAN tutorials in YouTube Channel.
- CARICOOS 10-year Booklet.
- Science Week presentations at MASIS and WALKS.

## **MAJOR OUTCOMES**

**CARICOOS General Assembly 2017** - The CARICOOS General Assembly and Stakeholders Council Meeting took place last April 28 at the Rincon Beach Resort. CARICOOS staff, students and collaborators presented their work in through the poster sessions, plus high-impact talks from the CARICOOS PI's on a variety of topics including ocean currents, wave forecasts, beach water quality, and more.

**CARICOOS Regional Information Coordination Entity** - CARICOOS has been certified as a Regional Information Coordination Entity (RICE) This means that users can rely on data or information tools offered through these regional entities or built upon that information to be as reliable as data directly from NOAA.

## **CARICOOS BY THE NUMBERS**

CARICOOS.org 438,527 pageviews - 23,250 users (Data by Google Analytics®)

CARICOOS Summer Internship Students - 2

Engagement Activities – 18

TV Appearance - 2

Training / Educational Activities– 5

Youtube Tutorial Videos - 6

Facebook Likes – 2,859 New likes 485

## **RELATED PROJECTS**

CARICOOS collaboration with Sea Grant's Center for the Education on Environmental Climate Change (CENECCA) performing a presentations to educate about coastal weather and climate change impacts to coastal marine ecosystems.

## **WORK PLAN FOR UPCOMING PERFORMANCE PERIOD (June 1,2017 - Dec 31 2017)**

- Complete a survey for stakeholders needs.
- Identify Focal Groups and engage them with CARICOOS products and services.
- Fisherman workshop.
- Commercial SCUBA divers workshop with Sea Grant.
- Continue the Teacher's workshop.



- Promote CARICOOS Youtube videos for other products on the website.
- Continue the participation of CARICOOS in TV Local News
- Expand O&E programs to USVI.