

2013-14
Program Evaluation



The Value
of Education



California Sanctuaries
Seek to Expand
Northward

odyssey NEWS

2013-14 Program Evaluation Demonstrates Ocean Science Program's Impact

Applied Survey Research (ASR) has completed its evaluation of student survey results for O'Neill Sea Odyssey's (OSO) program for the 2013-14 school year and found that the free, ocean-going science and ecology program had a high impact on participating youth.

The ASR study measured the results of surveys of students administered before and after the program as well as the results of surveys completed by teachers whose classes participated in the program, and cross-analyzed them against demographic data about the participating schools. "We are pleased that the ASR analysis indicates that we continue to be effective at teaching ocean concepts across several subjects including math and science while inspiring environmental stewardship and advocacy", said OSO Executive Director Dan Haifley.

From July 2013 to June 2014, two surveys were administered to program participants. Teachers and group

leaders were asked to fill out a survey after participating in the program, to get their feedback on the organization and effectiveness of the program, program materials, and the OSO website. The Teacher Survey was revised for 2013-14. A second survey was read aloud to the students that asked them before and after the program about their

knowledge of, and attitudes toward, the environment to measure the change in their awareness. This survey was revised in March 2014.

Between July 2013 and June 2014, 201 groups participated in OSO, representing 5,201 students, with an average group size of 27. It was estimated that 51% (*'Evaluation' continued inside*)





Thank You

October - December 2014

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The Value of Education

BY JACK, BRIDGET
& TIM O'NEILL



In this newsletter is a description of O'Neill Sea Odyssey's latest program evaluation by Applied

Survey Research, covering the school year that ended on June 30, 2014. The fact is that while education has always been highly valued, it's still important to measure success. OSO does exactly that, and the results of the ASR report bear that out.

In the later part of the 2013-14 school year OSO used a new, simpler student survey to more accurately portray what the students learned. It showed that lower income students had lower levels of agreement with the survey, at 74%, compared to 77% for middle income and 80% for higher income students before the program. But lower income students caught up with their peers, at 96%, compared to 97% for middle and higher

income students. 99% of participating classroom teachers felt their students had "learned a lot."

For the last few years, the results of our ASR surveys have aligned with what Lauren Hanneman found in her recent San Jose State University study of the long-term impact of OSO, that 75% of youth retained information and "intentions to act" based on our ecology curriculum.

What the survey does not measure is something more fundamental. That's the sense of wonder and awe the students get as a result of the program. Thank you for your help in making that a reality for them. ♦

System Studies Team Giving

System Studies' Team Giving leaders Geri Karleen, Sheryl Hiatt and Becca Mosley present a generous donation of \$5,000 to the Adam Webster Memorial Fund to fund founders Tom and Judy Webster and OSO Executive Director Dan Haifley. The employees of System Studies have been very generous supporters to the Adam Webster Memorial Fund

for several years, and their support has made a huge difference in the effort to get youth with special needs onto Monterey Bay with an experiential O'Neill Sea Odyssey program. ♦

Left to Right: Geri Karleen, Tom Webster, Judy Webster, Sheryl Hiatt, Becca Mosley and Dan Haifley



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Leave a Legacy for Youth and the Ocean

You're part of the reason we're here and you can also be part of the reason we'll be here 100 years from now. Since 1996, O'Neill Sea Odyssey (OSO) has served nearly 75,000 youth with a free, ocean-going science and environment program.

This has been possible in part because you have provided much-needed and deeply appreciated support for OSO's program for area youth. In 2005 OSO's Board of Directors made a commitment to raise funds to ensure

our future by establishing a permanent endowment fund for OSO which is housed at the Community Foundation for Santa Cruz County.

We would like to invite you to help us build a future foundation for our program, for the kids, and for the ocean. You can do this by naming OSO's permanent fund at Community Foundation of Santa Cruz County in your estate plan. There are also many ways to leave a permanent legacy and reap some significant financial benefits before hand, including: a beneficiary designation in your retirement fund or insurance policy, gifts from a will or living trust, an annuity that provides you with lifetime income, gifts of real estate, and charitable trusts.

We would be honored to meet with you to discuss supporting our permanent fund in a way that works best for you. Please contact Dan Haifley at **(831) 465-9390** or at **dhaifley@oneillseaodyssey.org**, or fill out the form below and mail it to us. Thank you! ♦

Enrollment Form

- I have named OSO in my estate plan (we will contact you relative to recognition)
- I would like to talk to someone about a gift to OSO in my estate plan
- I wish to learn more about the OSO/Community Foundation's gift annuity program
- I would like the recommended language for including OSO in my estate plan

Name(s): _____

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Please send to OSO, 2222 East Cliff Drive, Suite 222; Santa Cruz, CA 95062

(‘Evaluation’ continued from front cover)
of the students attending the OSO program did not have English as their primary language, a slight increase since 2007-08. 59% of students were receiving free or reduced price meals. Approximately 51% of participating groups were lower income groups, 26% were middle income groups, and 23% were higher income groups.

77% of all teachers/group leaders reported that they had used the online teaching materials provided on the website before their trip, and most teachers (93%) intended to use the online teaching materials in their classrooms after the OSO field trip. In every topic area, between 95% and 98% of classroom teachers or group leaders indicated that their students had “learned a lot.” 99% reported that their students had “learned a lot” from the overall learning experience.

When student surveys were divided by income level, results showed that all groups of students increased their environmental knowledge after attending the program. The students from lower income groups generally had lower levels of agreement at 74% compared to 77% for middle income and 80% for higher income students before the program. But lower income students caught up with their knowledge, at 96%, compared to 97% for middle and higher income students. ♦



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Our Ocean Backyard: California Sanctuaries Seek to Expand Northward

BY DAN HAIFLEY,
EXECUTIVE DIRECTOR

In 1981, the Gulf of the Farallones National Marine Sanctuary was created to protect 1,250 square miles of ocean off San Francisco, Marin, and San Mateo counties.

Eight years later the Cordell Bank National Marine Sanctuary was established to its west, covering 339 square miles around a seamount named for nineteenth century surveyor Captain Edward Cordell.

The Monterey Bay National Marine Sanctuary was then created in 1992, sharing its northern boundary with the Gulf of the Farallones then stretching 276 miles south to Santa Rosa Creek in northern San Luis Obispo County. Today it encompasses 6,094 square miles, including a main body with a seaward boundary an average of 30 miles from shore in addition to an area covering the Davidson Seamount to its south and west.

In a matter of weeks the National Oceanic and Atmospheric Administration (NOAA), which administers marine sanctuaries, will likely approve plans to expand the boundaries of the Cordell Bank and Gulf of the Farallones National Marine Sanctuaries north to protect waters off Sonoma County and a portion of Mendocino County to Manchester Beach, just north of the Point Arena Lighthouse.

With that expansion the two refuges will total more than 4,500 square

miles. When added to the area now covered by the Monterey Bay National Marine Sanctuary, over 10,000 square miles from Point Arena to Cambria will be protected. There is also a fourth, the Channel Islands National Marine Sanctuary, off Santa Barbara.

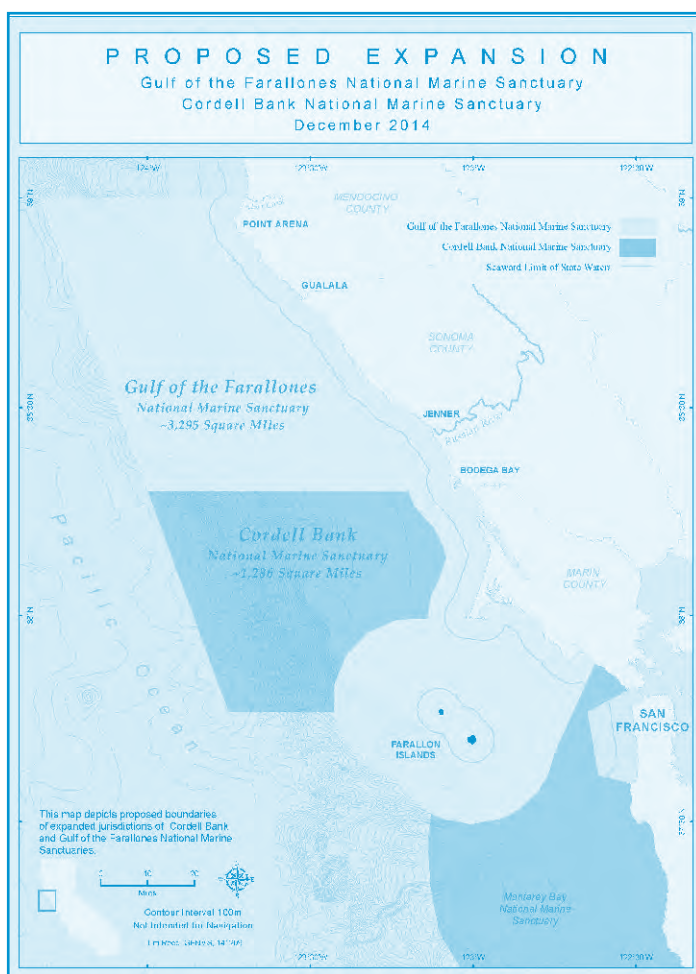
for the expansion, proposing the same rules as the current Gulf of the Farallones National Marine Sanctuary. NOAA's draft regulations provided for motorized personal watercraft use in specific areas. "The 'jet-ski zone' topic became so controversial that NOAA decided to just

leave the new boundary expansion waters open to jet-skis until the Sanctuary Advisory Councils could later conduct a public process to determine whether and where they might be accommodated," Charter said.

There was also a proposal to exclude what Charter called "key ecosystems within the Russian River and the Gualala River estuaries" that were part of the legislation by Representative Woolsey. "The good news is that the Final Environmental Statement for the boundary expansion now more closely resembles the original legislative intent expressed in Congress, with the exception of the estuaries," said Charter.

The Final Environmental Statement has been published. For more information, go to farallones.noaa.gov/manage/pdf/expansion/CBNMS_GFNMS_FEIS_Expansion_122014.pdf. Final rules will be released no less than 30 days after the FEIS's publication. "It appears that April 2015 will bring a long-awaited celebration to the communities along the affected coastline, and one more piece of history will have been written in the protection of our coastal economies and wildlife," Charter said. My next column: citizens nominate new areas for protection. ♦

This column ran in the Santa Cruz Sentinel on January 17, 2015.



Proposed expansion, courtesy NOAA

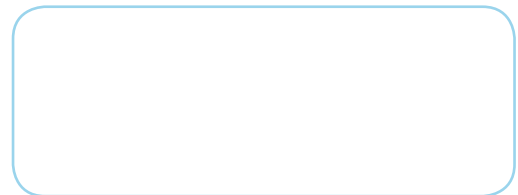
The expansion will occur through administrative action by President Obama. Several public meetings were held to receive input. Among those advocating for the expansion was Ocean Foundation Senior Fellow Richard Charter, who explained that former Congresswoman Lynn Woolsey worked



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Socks Support Sea Odyssey

When the City of Santa Cruz began to require merchants to charge fees as part of their effort to eliminate single-use plastic bags, which are a significant source of ocean pollution, Eric and Ellen Gill decided to go one step further. They decided to send those fees they collected at their Santa Cruz stores Sockshop & Shoe Company, Legs, and Old School Shoes, to O'Neill Sea Odyssey to help in the effort to prevent land-based pollution in the sea. As of November 2014 nearly \$2,000 collected over 6 months

had been given to our program. Not stopping there, the Gills teamed up with Santa Cruz Waves to design and retail "Socks for the Sea" which were a big hit over the holidays. They are still available at Sockshop & Shoe Company, Old School Shoes, or at O'Neill Surf Shops. ♦

You can still get these surfer socks at Sockshop and Old School Shoes and a portion of the proceeds will go to OSO.



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oneillseaodyssey.org