



Spring 2006

Ocean Literacy: (Coming To A Classroom Near You)

By Dan Haifley, Executive Director



Photo Nikki Brooks

Sea Odyssey students perform a "plankton tow" on the Team O'Neill catamaran.

Why is it that while most of the earth is covered by ocean, the academic standards that guide the education of our youth largely ignore ocean concepts? There is no good answer to that question, but there is an effort underway to correct the oversight that lead to it.

A dedicated group of scientists, educators, and administrators have invested a lot of effort and research to promulgate the Ocean Literacy Essential Principles and Fundamental Concepts (OLEP and FC) - on the web at www.coexploration.org/oceanliteracy - for inclusion in academic
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THE KIDS NEED YOUR SUPPORT!



This has been a very tough year for non-profits in general - and for O'Neill Sea Odyssey in particular. In order to succeed this year we need your support, now more than ever. Please use the enclosed envelope and give generously, today.
Thank you!

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Stronger Public and Private Commitment Needed To Ocean Education

By Bridget O'Neill and Jack O'Neill

Chair and Founder and Co-Chair of the Board of Directors, O'Neill Sea Odyssey

On the front page of this newsletter, OSO Executive Director Dan Haifley makes the case that more resources and funding are needed to promote the use of ocean concepts in our education system. In California, a massive and laudable effort has been made to protect and promote our coastline and marine resources. Now that the policy pieces are being put into place, it is important to build a foundation for their future: ocean education for a growing and diverse population.

To sustain the policy goals of the California Ocean Protection Council's Strategic Plan over the next several decades and to effectively implement the California Ocean Strategy, both the public and private sectors will need to commit a more appropriate level of resources for basic ocean education to California's

The majority of our planet is covered by water, and that water sustains life on a massive scale. We must preserve our oceans to preserve life.

youth, particularly for low-income and minority youth. Informal as well as formal education must be supported at a more significant level.

It has been stated in this column before that the future leaders of California will emerge from a state that is rapidly becoming more culturally and ethnically diverse. While 71.5% of the students served by OSO in 2004/2005 were ethnic minorities and 63% were English learners, we have a much longer way to go if we are to make a difference.

The majority of our planet is covered by water, and that water sustains life on a massive scale. We must preserve our oceans to preserve life. And, as someone once remarked, we cannot preserve what we cannot understand. We need to commit the resources – the funding – to teach our kids to preserve what's left.

BUILDING DONORS CREATE PERMANENT LEGACY FOR THE KIDS

As of January 2006, over \$1.2 million has been raised for the renovation of O'Neill Sea Odyssey's education center. Over the next two years we will continue to accept building gifts with naming opportunities for two remaining classrooms and several plaques available for individual or family recognition. We would like to thank the following donors: California Wildlife Conservation Board: the bond-funded gift was made possible thanks to then-State Assembly Speaker Pro Tempore Fred Keeley. Jack O'Neill and Harry Hind: Business partners in the original O'Neill Building, Jack and Harry donated the original building and two remaining years on its lease to OSO in 2000, along with a cash gift. California Coastal Conservancy: Thanks to the encouragement of California Assemblymember John Laird, funding was provided from California's environmental license plate fund. The David and Lucile Packard Foundation provided a grant early in the campaign, in addition to significant program gifts. The O'Neill Sea Odyssey Building Fund, representing revenues from building tenants, has provided funding. Balance Vector, Inc., a company owned by Seagate Chairman and sports entrepreneur Stephen J. Luczo, has provided support for the Marine Biology

classroom. Robert Stephens and Julie Packard, who have consistently supported our program through a variety of ways, contributed to education center renovation. Charles A. Walton and Ann K. Walton were enthusiastic in their support of our renovation with a generous gift. Charlie is well known for his generous support of the Walton Lighthouse at the Santa Cruz Harbor, and his brilliant career as an inventor. Jim and Debbie Thoits generously provided support for the education center, and have continued to support our efforts through program gifts and have volunteered time to raise funds for the program. Jim Thoits is currently serving as Chairman of the Santa Cruz Port Commission. O'Neill Sea Odyssey Board of Directors and Staff: A collective contribution was provided by the following leaders of our program: Jack O'Neill, Robert Bremner, Tim O'Neill, Shannon and Tom Brady, Nick Petredis, Dan and Rebecca Haifley, Bridget O'Neill, Dr. Jack McLaughlin, and Mike and Ann McCabe. Other significant donors to the renovation include Coast Commercial Bank, West Marine, Merrill and Lee Newman, Russ Rolfe, Sr., and the Westcliff Foundation. If you would like to participate in the capital funding effort, including naming opportunities, please contact dhaifley@oneillseaodyssey.org.

Rex Foundation Provides Support

In January our program received a grant from the Rex Foundation, thanks to the efforts of Cabrillo Community College Trustee and Rex Foundation Board member John Leopold. The Foundation was established in 1983 by members of the Grateful Dead and friends in order to respond to requests for donations and, according to the Foundation's website, "to go beyond multiple requests and proactively community sup-endeavors in the responding to multiple requests, provide extensive port to creative arts, sciences, and education." The Foundation is named after Rex Jackson, a Grateful Dead roadie and later road manager who died in 1976. After Dead guitarist Jerry Garcia's death in 1995 and the subsequent cessation of Grateful Dead shows and benefit concerts, the Rex Foundation embarked on a new path by raising funds through a variety of activities. We thank them for their support. On the web: www.rexfoundation.org.



O'NEILL SEA ODYSSEY CELEBRATES TEN-YEAR ANNIVERSARY

OSO's ten year anniversary celebration has been tentatively set for the evening of October 6, 2006, at the Seymour Center at Long Marine Lab. The event will honor Jack O'Neill, the program's founder. In addition, donors to OSO's building renovation will be recognized. The festivities will kick off in April, when [REDACTED]

This section has been blocked out due to state regulations prohibiting the advertising of raffles via the internet.

[REDACTED]
[REDACTED] To learn more about [REDACTED], contact Dan Haifley at 831-465-9390 or dhaifley@oneillseaodyssey.org.



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standards and practices. To be successful, advocates for OLEP and FC will need to demonstrate its ability to promote academic achievement among youth at all academic levels to educators and decision-makers.

Like other non-profit organizations and learning institutions, O'Neill Sea Odyssey (OSO) has set its sights on alignment of its curriculum to the OLEP and FC, and much of OSO's current curriculum already covers most of the fundamental ocean learning concepts. But a lack of resources has forced us to be creative and seek external fund-

“The resulting study found that children who attended outdoor education had science scores 27% higher than those who did not”

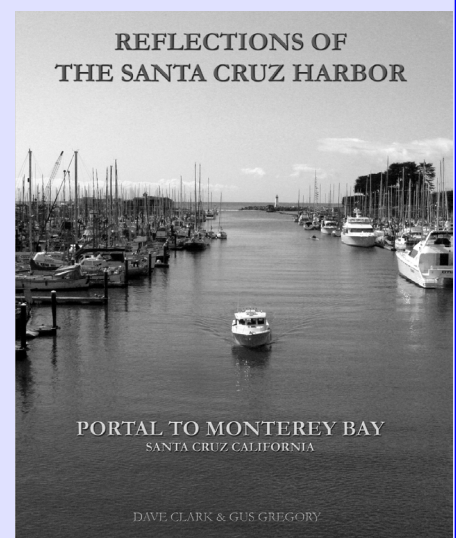
ing in order to achieve our goals.

A few years ago we had to find an innovative way fund two demands of our program: to serve English learners and to align with State and Federal Education standards. In 2003 OSO received a grant from the Toyota USA Foundation to translate our curriculum into Spanish, and align it with State and Federal academic standards. We worked with the Monterey Bay National Marine Sanctuary to develop the “O'Neill Sea Odyssey: Investigations in a National Marine Sanctuary” handbook - <http://montereybay.noaa.gov/educate/curric.html> - and subsequently distributed it nationally. The curriculum is in use today.

The reasons for OSO's program popularity include the fact that it assists teachers in attaining academic objectives. Therefore, in moving OSO's curriculum towards the OLEP and FC, OSO must retain it's ability to help our clients – the kids who learn and the teachers who teach them – meet their yearly objectives. Measuring program objectives is expected by educators that use, and donors that support, informal education programs. Educators must “teach to the standards” and be successful in required student testing. Formal and informal educators must therefore demonstrate the alignment of ocean-based curricula to the Standards, and develop evaluation tools that demonstrate their success in raising academic achievement. Because

Volunteer Team Makes OSO's Case To Public

From January to March, 2006 University of California, Santa Cruz Intern Amelia Cartwright developed a communications plan for outreach to area service clubs and community organizations, in order to educate the community about the Santa Cruz Harbor, and the O'Neill Sea Odyssey program. The effort is running parallel with the promotion of the book:



Reflections of the Santa Cruz Harbor: Portal to Monterey Bay, released in December 2005, is a beautiful photographic essay and a great education tool about the purpose of the Harbor, its economic impact, and its unique role in the region.

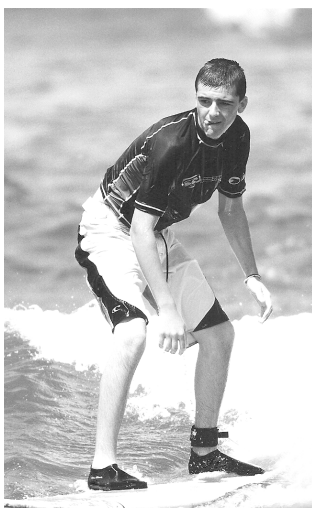
Teaming up with Amelia were three veterans of civic involvement: Friends of the Harbor Group Board member and recreational fisherman Hank Cureton, local author and Harbor historian Ed Larson, and Harbor neighbor and “Reflections” co-author Gus Gregory. They are available for venues for their presentations. If you are part of a service club or community organization that would like an entertaining presentation about the Harbor and OSO, please contact dhaifley@oneillseaodyssey.org.

environmental education is recognized as an integrator of academic subjects, using ocean-based education to promote academic achievement is a credible proposition to educators.

Besides being ocean-based, OSO operates in an “informal” setting, as opposed to the indoor, “formal” classroom setting. Therefore in 2003 OSO worked with then-State Assemblymember - now State Senator - Joe Simitian and the Sierra Club's Youth In Wilderness Project to obtain approval of California Assembly Bill 1330 to study the impact of outdoor education. The resulting study found that children who attended outdoor education had science scores 27% higher than those who did not (http://www.yni.org/yi/standards_project/pdf/AB-1330summary.pdf). Now that the value of informal education to academic achievement is being established, OSO believes that we can also establish the value of ocean concepts to academic achievement to kids everywhere. During the 2004/2005 school year cycle 71.5% of the students served were ethnic minorities, and 63% were English learners. Stay tuned as OSO works to make our staff, our content and our resources available to bring the ocean to a classroom near you.

Daniel Motta Memorial Fund to Benefit Castlemont Elementary

Daniel Joseph Motta, also known as Danny, passed away after a tragic accident in Davenport on July 29, 2005. He was 16 years old. Daniel was a student at Del Mar High School in San Jose. In a message after his passing, his family said: "Daniel, you are an independent and free spirit, drawing many to you, as you look beyond the surface of those you meet, to see the inner truth, judging no one. Your way with younger children is a gift." The Motta Family established a memorial fund in his name at O'Neill Sea Odyssey. The fund will support the annual participation of Castlemont Elementary, which Daniel attended, in Campbell, California.



Daniel Motta

Harden Foundation Provides \$15,000 Matching Grant for Marine Science Program for Monterey County Youth

The Harden Foundation of Salinas has provided a \$15,000 matching grant to O'Neill Sea Odyssey to provide its free marine science and ecology program to Monterey County youth. For every donation to support the involvement of Monterey County youth with O'Neill Sea Odyssey's ocean-based youth program, that contribution is matched dollar for dollar by the Harden Foundation.

The 30,000th youth served was from Natividad School in Salinas, a class that had been funded by the Harden Foundation in 2004. Eugene and Ercia Harden founded the Harden Foundation in 1963 to assist charitable organizations in the Salinas Valley. When the Hardens passed away in the mid-1980s, their foundation was well established to assist non-profit organizations serving needs in Salinas Valley and Monterey County.

"The Harden Foundation's support will enable O'Neill Sea Odyssey to serve and educate children from the Salinas Valley, especially those who have never had exposure to the ocean, science, or technology," said Dan Haifley, Executive Director for O'Neill Sea Odyssey.

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Science Equipment Donation Delivered to Cuban Ocean Education Program

Local civic leaders Louise and Joel Wallach spent their new year visiting Cuba, and delivered a beautiful new plankton net to Dr. Lilliana Gomez Luna, who runs an ocean-based environmental education program in Santiago de Cuba, on the Caribbean Sea. The net was donated by O'Neill Sea Odyssey stalwarts Judy and Tom Webster, who were honored as Community Heroes in 2005 for their work on the Adam Webster Memorial Fund for O'Neill Sea Odyssey.



Starbucks Grant Furthers Literacy and Environment

The Starbucks Foundation has provided a \$10,000 grant to O'Neill Sea Odyssey (OSO) to implement Writing about Science program, which will target 5 area classes for a two part marine education and literacy program focused on shared learning and ocean conservation. Each class will participate in the OSO program. After completion of the OSO program students will perform a community service project in the form of an essay, story or poem highlighting what they learned during their experience.



Local Starbucks stores will participate in events for the essays, stories or poems. After a community event is held at each Starbucks store introducing the youth and their work, the essays are posted for one month at those stores. They will be copied then bound into a booklet. The Writing about Science booklets will then be given to 1st – 3rd graders not yet eligible for OSO. This shared learning component will introduce younger students to environmental conservation concepts and vocabulary at an early age and prepare them for a future educational experience with O'Neill Sea Odyssey, or other similar outdoor education curriculum.

“We are honored to have the ongoing support of The Starbucks Foundation”, said OSO Executive Director Dan Haifley. In 2003 Starbucks provided a \$25,000 grant to the program, and Starbucks partners (employees) have volunteered extensively for the program, including helping move the program before and after an extensive renovation of the program’s education center.