From: Julie Bursek
To: MLPAComments; Julie Bursek;
cc: Chris Mobley; William Douros;
Subject: Julie Bursek RSG education alternate Nomination
Date: Thursday, September 25, 2008 5:49:09 AM

September 24, 2008

Marine Life Protection Act Initiative
c/o California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento, CA 95814
Attention: Melissa Miller-Henson

Dear Ms. Miller-Henson:

I am writing to submit my name as a nominee for the Marine Life Protection Act (MLPA) South Coast Regional stakeholder Group (RSG). My background as a marine biologist of rocky intertidal and nearshore systems and my in-depth experience in the designation and implementation of the Channel Islands Marine Protected Areas will benefit the RSG. I also am a life-long southern California resident with over 20 years experience as a marine science educator and I understand the complexity and diversity of the communities that need to be engaged in the MLPA process along the southern California coast.

As education and outreach coordinator for the NOAA Channel Islands National Marine Sanctuary, I have in-depth experience designing education and outreach products targeting fishermen, boaters, and other key stakeholders for the Channel Islands marine protected area network. A key strategy to developing an effective education and outreach program is to work directly with the targeted user groups to assess their needs and identify the products and programs that will best reach them. Prior to the

establishment of the Channel Islands marine protected area network in 2003, I coordinated a needs assessment with the Channel Islands National Marine Sanctuary Advisory Council Education Team to identify and prioritize audiences and their modes of learning in order to develop effective education and outreach about the Channel Islands marine protected area network. From this effort, the sanctuary established many key findings important to effectively communicate both the rules and regulations and the science of the Channel Islands marine protected area network. I see my participation on the RSG as an opportunity to expand our education and outreach efforts through out the southern California region and ensure that our programs and products continue to be aligned with parallel efforts throughout southern California and along the west coast.

I have extensive experience working with agency managers, scientists, and educators from multiple agencies including the National Park Service, California State Parks, and California Department of Fish and Game. I also participate as a COSEE-West (Centers for Ocean Science Education Excellence) advisory board member, a National Science Foundation funded network, which addresses ocean literacy by working with southern California informal education institutions, the Los Angeles Unified School District, University of California Los Angeles and University of southern California to bridge current science and research with education and outreach. I can provide the regional stakeholder group with valuable expertise on the design and implementation of effective education and outreach programs based on my experience and extensive collaboration with other educational institutions in southern California.

I am providing this nomination letter via email as a "placeholder", pending our agency's final decision, because it is my understanding that this is critical for your process time-line. I appreciate the opportunity to submit my name for the South Coast RSG. Please contact me with any questions about my nomination. Thanks in advance for your consideration.

<!--[if !supportEmptyParas]--> Sincerely,
Julie Bursek
Education and Outreach Coordinator
NOAA Channel Islands National Marine Sanctuary

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