



WORKSHOP SUMMARY
Education & Outreach Strategic Plan Workshop
Pensacola & Perdido Bays Estuary Program

April 20, 2021

4:00 pm – 5:00 pm CT

Virtual Meeting

[Recording Link](#)

I. Registered Participants

Chasidy Hobbs	UWF, Chair
Carrie Stevenson	UF/IFAS Escambia, Vice Chair
Whitney Scheffel	PPBEP
Logan McDonald	PPBEP
Emerson Cheney	PPBEP
Donald Killorn	PPBEP
Matt Posner	PPBEP/Escambia County
Amanda Croteau	UWF
Haley Gancel	UF
Paul Looney	WRA
Chelsea Conley	CBEC
Ashley Campbell	Baldwin County
Samantha Bolduc	Escambia County
Lee Yokel	Community Member
Taurai Gweshe	Community Member
Brian Underwood	CBEC
Chris Verlinde	Santa Rosa County
Christian Wagley	350 Pensacola
Clara Zubrick	Weeks Bay
Jessica Bibza	NWF
Sonia Vedral	PLACE: SLR
Shawn Brown	Visit Pensacola
Elizabeth Major	Community Member
Shannon McGlynn	ADEM

II. Workshop Summary

- a. Purpose, goals, and expected outcomes
 - i. Determine program niche (priority focus areas) for education and outreach efforts
 - ii. Inventory existing efforts (organizations currently implementing, audiences being reached, activities) around these focus areas and identify the program's role
- b. Structure
 - i. Introduction and welcome
 - ii. Overview of workshop purpose and goals
 - iii. Review of Community Values Survey and Technical Committee Outputs
 - iv. Reviewed Themes
 - v. MURAL digital whiteboard overview and session format
 - vi. MURAL Activities
 1. Inventoried existing efforts around identified themes
 2. Brainstormed PPBEP niche around identified themes

- vii. Wrap-Up Discussion
- viii. Process Evaluation Overview
- ix. Adjourned