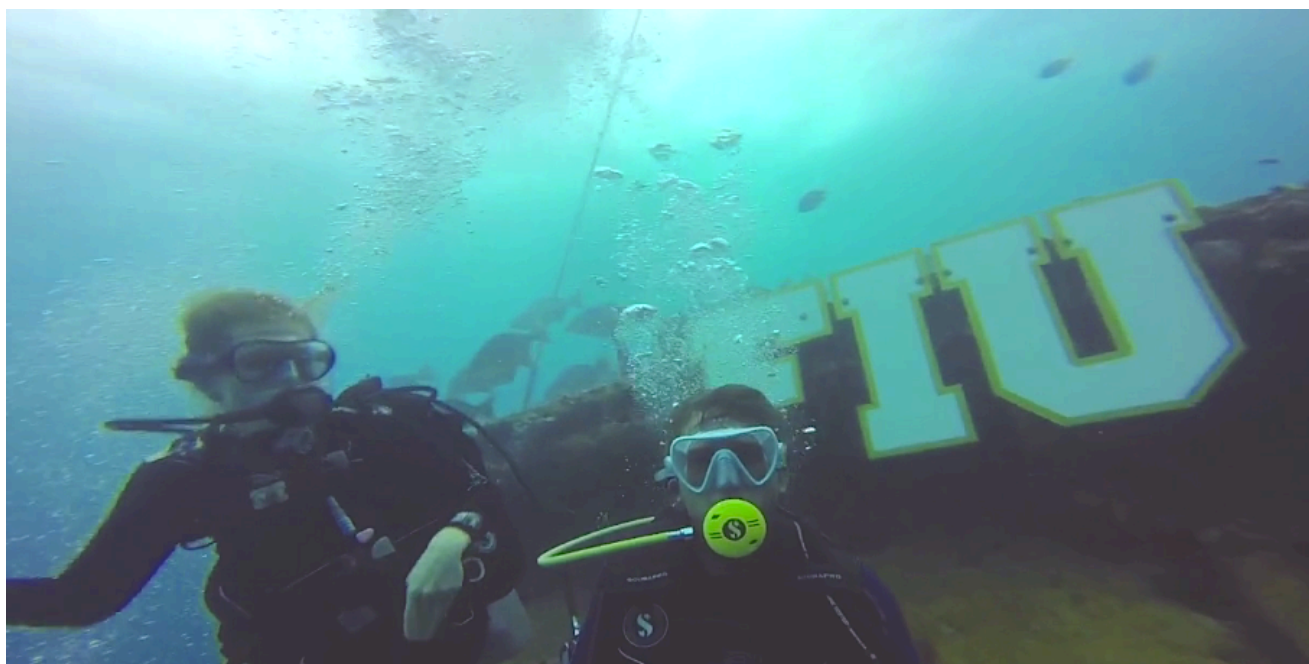

SEA CORPS: STUDENT ENVIRONMENTAL ADVOCACY CORPS.: PILOT



Students from FIU's School of Journalism and Mass Communication featured NASA's partnership with Aquarius through underwater journalism in summer 2014

Video at <https://vimeo.com/102619840>

Project Proposal

Prepared for: Celebration of the Sea Foundation

Prepared by: Matthew J. Welker, Ed.D.
Principal, MAST@FIU BBC

Robert (Ted) Gutsche, Jr. Ph.D.,
Assistant Professor, FIU School of Journalism and Mass Communication

Date: May 24, 2015

EXECUTIVE SUMMARY

Objective

Sea Corps. provides a pre-college, educational experience for 10 high school students from MAST@FIU BBC who have little or no historical relationship to water or knowledge about South Florida ecology through hands-on experiences with aquatic science, multimedia journalism, and art that advocates for engagement with responsible land use and development.

Goals

Sea Corps will familiarize and acclimate 10 high school students from MAST@FIU BBC to the ecological and scientific principles associated with swimming, snorkeling, and SCUBA diving in South Florida while enhancing their ability to create visual and multimedia storytelling through journalism and art in ways that give voice to their education and experiences with the South Florida ecology.

Solution

Create a positive outlook for land use and commercial development in South Florida that is based on sound environmental principles reflective of the current regional dilemmas associated with climate change and sea level rise. Sea Corps. will be based at Florida International University's Biscayne Bay Campus, utilizing classrooms from MAST@FIU BBC and the School of Journalism and Mass Communication's Media Innovation Incubator Lab. Students will be selected from MAST@FIU BBC. The educational staff will be drawn from MAST@FIU, SJMC, Arts and Sciences, and the Celebration of the Sea Foundation, and World Ocean Watch..

Project Outcomes

Education: Students will become familiar with methods of aquatic science and diving techniques.

Communication: Students will produce journalistic multimedia content that addresses the values and issues at the forefront of adapting to sea level rise in South Florida. This content can be repurposed to promote responsible land use and development.

Art: Students will engage with local artists and storytellers to express the wonders of South Florida's rich environment in ways that will advocate for preservation. This art will become a visual representation of the students' experiences during the camp experiences and will be available for public display.

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Brands: Sea Corps. will provide opportunities for environmentally conscious brands to engage with youth and citizens of South Florida in educational and entertaining ways that focus on preserving the region's rich cultural and environmental resources.

Project Outline

The project will involve classroom-based instruction, scientific experimentation, field activities, and field trips that encompass the following key components:

Key Scientific Components

- Understand and apply gas laws and gas motion to human physiology
- Understand and apply Archimedes Principle to density, salinity and turbidity
- Understand basic pressure concepts and terminology as applied to mixed gases
- Understand tidal phenomenon and lunar position
- Understand diffusion, reflection, and refraction in air and water
- Explore and understand sea and fresh water relationships in South Florida
- Explore and relate coastal and Everglades ecology to regional biodiversity

Key Communication Components

- Become exposed to multimedia production techniques and journalistic approaches
- Exercise effective communication strategies to translate real science language to general audiences
- Improve use of social media and event journalism to communicate data and information about ecology, climate change, and sea level rise to audiences in South Florida and beyond
- Understand how to measure the efficacy of journalism and storytelling about local environmental issues
- Employ the Hospital Model to explore and expand the foundation of curriculum development and instruction in journalism and strategic communication pedagogy

Key Education Components

- Engage in interdisciplinary research, journalism, and strategic communication
- Enhance critical thinking skills related to the scientific method
- Develop data analysis and communication skills

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- Build interest in and aptitudes for science, technology, engineering, and mathematics, as well as develop stronger skills across various modes of expression
- Provide cross-curricular opportunities for high school and university faculty to experiment with progressive, reality based pedagogies

Key Performing and Visual Arts Components

- Engage in basic illustrative art and drawing
- Develop an esthetic appreciation for environmental art and nature
- Acquire the kinesthetic skills necessary to perform in aquatic environments
- Create visual and artistic artifacts about one's personal experiences during the camp that exemplify a keen awareness of perspective, objective, and emotion

Proposed Daily Schedule (Beginning Monday, June 8 and ending Tuesday, June 30)

8:00 AM - 11:00 AM	Classroom Instruction and Experimentation
11:00 AM - 12:00 PM	Lunch and Video Presentation
12:00 PM - 5:00 PM	Field Activities

Key Personnel

- Matthew J. Welker, Ed.D., Principal, MAST@FIU BBC
- Bridgette Gunn, Teacher, Aquatics coach, MAST@FIU BBC
- Robert (Ted) Gutsche, Jr., Ph.D., Assistant Professor, FIU School of Journalism and Mass Communication

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BUDGET

The following budget items are proposed as part of the project:

Description	Quantity	Unit Price	Cost
Diving and production donations	0	0	In-kind (\$2,000)
Lunch for 10 students for 40 days	200	\$10	\$2,000
Mask, fins, and snorkel	10	\$20	\$200
Daily pool rental	35	\$10	\$350
Video camera (HD and waterproof)	2		In-kind (\$500)
MAST@FIU BBC Personnel	2		\$6,000
FIU SJMC Personnel	1		\$4,000
Computer with video editing software	5		In-kind (\$2,000)
Total			\$17,000