

Social Media Survey

Becky Raulerson, one of the Class XI Fellows, shared the results of a short social media use survey with her other Fellows. Before arriving in Daytona, she had surveyed the other Fellows to determine which, if any, social media channels they use and also found out the frequency of that use. The short discussion followed about using social media in NRLI Class XI and how best to do that. No conclusions were reached, and Laila mentioned that the project team would continue to review the information and formulate a plan for use by the next session.

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Species Protection: Sea Turtle Habitat and Coastal Development.

Welcome to NRLI



Frank Bruno, Volusia County Council Chair, welcomes the NRLI group to Daytona.

Our first NRLI session started with lunch at Traders Restaurant in the Best Western Aku Tiki Inn in Daytona Beach Shores, FL. During lunch, Volusia County Council Chair, Frank Bruno welcomed the class to Daytona Beach.

Immediately following lunch, the class was welcomed to NRLI by project team member Laila Racevskis. She also reviewed the NRLI mission and vision. Other team members present included Bruce Delaney, Jon Dain, and Candy Kaswinkel. Laila noted that Joy Hazel and Marta Hartmann would be joining us for other sessions. She also noted that she will be focusing on the research portion of her appointment over the coming months and would only be joining us for two or three more sessions. Several NRLI alumni were also in attendance.

“STEPS” to NRLI

When it came time to introduce ourselves to each other, we took part in an ice-breaker exercise called “Steps to NLRI.” Jon Dain led this exercise and class members were given two rolls of masking tape and asked to draw a map of the United States and Mexico on the open floor, using the tape. Once the map was complete, class members were asked to step onto the map one at a time and “walk” through their life, including name, birthplace, college, current position, and ending with their favorite scent from home. Class members discovered the diversity in the group, yet also realized things they had in common with others.

After dinner the Fellows returned to the meeting room to participate in an information discussion about “What Do We All Do?” Each Fellow shared more detail about their current positions before adjourning for the evening.



Gregg Eason ‘walks’ through his life during the opening session in Daytona Beach. Holly Abeels, Becky Raulerson, Carolyn Cox and Curt Williams wait their opportunity to introduce themselves.

Expectations and Norms

At the conclusion of Ms. Provanča's briefing, Bruce Delaney facilitated a discussion with class Fellows on their expectations for NRLI. The class divided into smaller groups of three, where Fellows wrote down their expectations and shared them with each other. We then came together as a class again and shared our expectations with the group. A few of these expectations included:

- Learn how to manage and facilitate a group
- Improve public speaking skills and effectively present content
- Build network of natural resources professionals and gain knowledge of technical natural resources content
- Ability to create dialogue among differing viewpoints
- Learning from the contribution of other Fellows
- Design and run an effective meeting (2 groups)
- Practice what we're learning
- Build upon leadership skills
- Learn how to handle continuous situations
- Learn more about resource issues regional and statewide
- Be a better moderator and learn to handle group dynamics
- Work with diverse groups to reach an end product



Sea Turtle Habitat and Protection

Balancing Human development and sea turtle habitat

Thursday afternoon, we were joined by Jane Provanča, an environmental projects manager for Innovative Health Applications, Inc. Ms. Provanča spoke to the class about the threats that sea turtles face.

There are multiple species of sea turtles and they are being researched in relation to them being in spaces that humans also occupy. We reviewed maps showing the distribution of Loggerhead turtle nesting. More and more issues are being discovered with respect to sea turtles coexisting with humans and they are all considered endangered. Their habitats are becoming more constrained.

There are multiple issues affecting sea turtles and their habitat, including: harvest for consumption, marine debris, commercial fishing, artificial lighting, beach activities, illegal shell trade, coastal armoring, beach nourishment and

dredging, invasive species predation, marine pollution, and climate change. It was also mentioned that time was in issue because it may take 25 years before we'll be able to see the evidence of harvesting.

When speaking about the issue of human development of sea turtle habitats, several particular behaviors were mentioned. Sand transport at the river openings to oceans is a problem. Turtles follow artificial lights and go the wrong way, so artificial lights are also a problem. Additionally, sea turtles experience indirect effects from human and other wildlife problems.

In reference to the geography of sea turtles, 87% of all nesting in Florida takes place between Brevard and Broward counties. Morning beach surveys are conducted by volunteers every day to rope off new sea

Several different species of sea turtles can be found in Florida, including Green Turtles, Loggerhead Turtles and Leatherback Turtles.

Recently, Ms. Provanča was involved in a rescue response to the gulf coast oil spill. The risk of trying to protect marine animals versus the risk of saving animals played a huge part in discussions while considering the rescue response. In the end, many turtles were moved from the gulf coast to Cape Canaveral.

Ms. Provanča also took part in the sea turtle rescue during the January 2010 cold stun. Cold waters caused the turtles to freeze and become susceptible to predators. Thousands of turtles were rescued from the very cold waters of Mosquito Lagoon during that time.

87% of all nesting in Florida takes place between Brevard and Broward counties





Beach Walking and Marine Science Center

The morning of Day 2 began with breakfast in Trader’s Restaurant, followed by a walking field trip on the beach. Jennifer Winters, a Volusia County habitat conservation plan program manager, introduced the Fellows to a number of issues with sea turtles and coastal planning in Volusia County. She referenced the sea walls that are built to hold up the sand from new construction. There are also vehicle issues, such as vehicles driving over nests (although there are teams that monitor for new nests before the beach is opened every morning), and turtles getting stuck in the ruts left by vehicles (the baby turtles need all their energy to make it to the gulf stream, which is 40-50 miles off coast).

Ms. Winters mentioned that the turtle monitoring groups that work on the beach do have permits that her department issues, but that they

are all volunteers. She also pointed out the blue poles that form a line between the beach and the sea walls. That area in between the poles and the sea walls is set aside as a conservation zone.

She also gave the fellow some general information about sea turtles. May through October is the official sea turtle nesting session. There are approximately 500 sea turtle nests along the Volusia County shorelines. There is no real dollar amount on how much the county spends to protect sea turtles, but the Marine Science Center costs about two million dollars a year to operate.

We asked questions while walking down to a new condominium building with a sea wall that was “set in”, and we talked about construction (Fieldtrip continued on page 4.)

STAKEHOLDER PANEL

Upon arriving back at the meeting room in the hotel, Laila led a brief discussion about how to get the most out of the stakeholder panel discussion. Then our panel members came into the room and were seated. The panel was a diverse group and included:

- David Griffis – Volusia Extension Director
- Kat Diersen - FWC Habitat Conservation Planner
- Don Henderson – Developer of sites that include sea walls
- Dave Sokoll – Red Dog Surf Shop
- Sally Spencer – A citizen advocate
- Robbin Trindell – Biological Administrator – FWC, Imperiled Species Management

Take away points included:

- Not all developers disregard environmental concerns.
- Changes in government structure have affected sea turtle rescue and restoration efforts.
- There are discrepancies in permitting regulations between local and county agencies when reviewing coastal development plans .

This Month’s Social Media Tip—Best Management Practices

1. Assign someone in the association the responsibility of maintaining social media profiles. A consistent, unified voice is extremely important.
2. Use a social media dashboard to assist in efficiently managing various social media profiles. Social media dashboards allow you to consolidate your time and efforts. (Such as HootSuite or TweetDeck.)
3. Limit the number of posts to 1-2 times a day and no



- more than 5-7 times a week. Too many updates discourage users to continue following. Limiting the number of posts and updates also limits the amount of conversation you should monitor.
4. Be sure the content that is created generates conversation or two-way communication to take full advantage of social media. This type of content should use polls, contents, pictures and should solicit user generated material and feedback.
5. Create a strategic communications plan for using social media, including developing key messages and target audiences.





Fieldtrip (continued from page 3) debris in the sand and how that can also affect sea turtles. The last issue discussed was how sea turtles and their path from the water to their nests are affected by vacationers who leave their furniture out on the beach overnight (such as pop-up tents and beach chairs).

Our bus field trip led us to the Marine Science Center in Ponce Inlet where director Michael Brothers guided us through a tour of the center. It is the only county-run center in the United States, so it is unique. The center accepts and rehabilitates sea turtles that do not hatch properly or are the “washed back” turtles that get washed back to the shore from the water. They also rehabilitate birds.



The Fellows were given the rare opportunity of seeing several baby sea turtles up close, including the more rare leatherback turtle. Mr. Brothers ended the tour with a walk through the bird exhibits and rehabilitation area where Fellows saw several owls and other species.

Our field trip ended with an indoor waterside lunch at the Inlet Harbor Restaurant and Marina.

Above top; Baby leatherback hatching , Above left;: great horned owl, Above right: Michael Brothers discusses the rehabilitation and re-release of Sea Turtles at the Marine Science Center.



Let's get moving

The last formal session of the day included an introduction to natural resources leadership. Fellows were first introduced to a series of stretching exercises by Jon Dain, whom facilitated the session. We were later told that the being asked to do the stretches was a technique facilitators use to get participants active again after a meal or lengthy session being seated.



Above: NRLI Fellows take some time out to participate in a quick “energizer” . Energizers are a way to help keep creative juices flowing, enhance communication and teamwork and help breakdown barriers.

Leadership—What it means to you

Fellows were asked to develop a two parallel lists, on listing the characteristics that describe an effective leader and the other listing the characteristics that described an ineffective leader. Some of those characteristics listed were:

Effective Leadership

Good Listener
Values Team Members
Visionary
Good communicator
Has Integrity
Inspires and Motives others
Self Confident and Empathic

Ineffective Leadership

Vain and Egotistical
Poor time manager
Refuses to listen
Authoritarian
Micromanager
Lack of Vision
Lack of Integrity



Above: Fellows work in teams to brainstorm effective and ineffective leadership qualities.

Coastal Planning and Land Use Policy



Craig Diamond discusses the State Planning process with the Fellows.

Craig Diamond, who serves on the steering committee for the Sierra Club of Florida and the former State Planning Administrator with the Florida Department of Community Affairs was the morning speaker. Mr. Diamond discussed the sea turtles' habitat and coastal development during his presentation. The State of Florida provides the framework for planning, followed by strategic regional policy plans, local government comprehensive plans, and lastly, coastal management plans. Sometimes these plans are consistent, and at other times, they are not. Priorities are needed within the local plan policies because that is the stage where a lot of people get engaged. Finally, Mr. Diamond reviewed several examples of the negative effects and several examples of the positive effects that code and regulation have on outcomes.



Practicum Overview

Laila gave the class Fellows and introduction to the NRLI practicum. She was able to review several examples from the past few years to give current Fellows a starting point. The NRLI project team encouraged Fellows to work in pairs, but mentioned that working individually would be acceptable as well. Fellows were asked to brainstorm ideas before the next session.

Feedback and Debrief

Saturday morning session began with the Fellows providing their feedback on the stakeholder panel from the day before. Several Fellows said they were expecting to see more contention and were almost disappointed that they didn't. Jon Dain responded with the need to remain ethical when setting people up on a panel. He also spoke to the Fellows in reference to facilitation techniques, including using silence between questions and using the skill for how to ask questions that allow people to open up without asking them directly what they think..



During the debrief, facilitated by Jon Dain, Fellows sat in a circle of chairs and were asked to state one thing that they learned from the first session. Answers ranged from new knowledge of the content covered during the session to new friendships and new networks with others who work in natural resources.



Class Fellows Holly Abeels, Gregg Eason, and Eddie Ellis provided a comical, yet truthful Prezi (an online zooming presentation editor) that summarized the first session. Their feedback was very positive. Hotel food and accommodations, session content and speakers, and the hands-on field trip received very high marks. The NRLI project team was commended for doing such an excellent job with organizing the session and logistics. A few more (or more frequent) breaks were recommended for future sessions.



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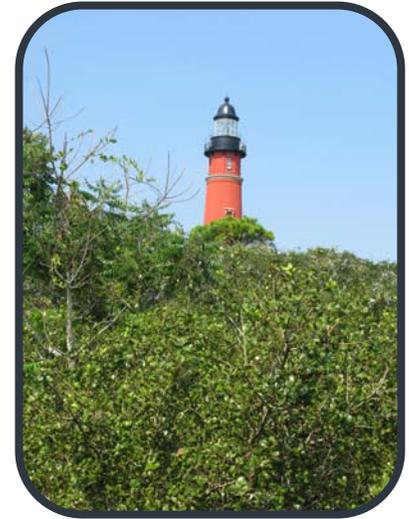
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This report forms part of a series written by current NRLI Fellows. Reports represent and are a product of the experiential learning process that is a highlight of the NRLI program and have not been formally peer reviewed.

Fun Facts to Know

- The Ponce Inlet Lighthouse (near the Marine Science Center) is the only lighthouse in Florida that is still standing in its original location.
- Baby sea turtles must store enough energy to allow them to swim out the 40-50 miles it takes them to get out to the gulf stream.
- Sea turtles that are hatched along the Florida coast usually end up hundreds or thousands of miles from the nesting site.
- There are five types of sea turtles that nest along Florida beaches. The Loggerhead, the Green, the Leatherback, The Kemp's Ridley and the Hawksbill.



Scenes from Daytona Beach

