Blue Star Mission: Iconic Reefs Program - Educational Materials Development

PURPOSE

The National Marine Sanctuary Foundation in partnership with the Florida Keys National Marine Sanctuary (NMS) is looking for a partner to develop and adapt training material content for the Blue Star Mission: Iconic Reefs program into digital educational materials that will be utilized in online learning platforms, community workshops, and other educational opportunities.

OVERVIEW

Project Background

The Blue Star Mission: Iconic Reef program seeks to empower scuba divers (both professional dive shop operators and recreational scuba divers) who are working in, and visiting, Florida Keys NMS to be knowledgeable and supportive of coral reef restoration efforts and to become stewards of Mission: Iconic Reef restoration sites as part of the Site Maintenance Program.

To facilitate this diver training, the Foundation and Florida Keys NMS are developing an online learning platform and educational training modules to begin piloting the Blue Star Mission; Iconic Reefs program that will eventually support coral restoration site maintenance. The pilot of this program will use the Tovuti online learning platform, which the Foundation has already acquired.

There are currently seven training modules and knowledge reviews that have been developed for dive shop staff and one training module and knowledge review that has been developed for recreational scuba divers. There are also assorted handouts such as dive briefings, maps, etc. The materials developed will be utilized after the Blue Star Mission: Iconic Reefs pilot program.

Need

The partner will be working with the Foundation to adapt existing learning materials developed for the Blue Star Mission: Iconic Reef program to be more interactive and engaging on a digital learning platform. The existing materials, currently in the form of powerpoint slides, should have all information necessary to develop into content that is more interactive in a digital format; such as videos enriched with interactions, interactive slides, drag and drop tasks with images, or interactive 360 environments. The slides need to be accessible to different learners, easy to follow, have interactive components throughout the content, and follow our branding guidelines, and files that can be kept and uploaded to different platforms if needed.

During the development of interactive materials, we anticipate the partner working with the Foundation, Florida Keys NMS staff, and the dive operators to review and provide feedback on the materials that we hope to incorporate into the next iteration of the training platform. Materials will need to be created using Mission: Iconic Reef branding guidelines which will be provided.
The partner will work with the Foundation to help ensure materials are visually represented and integrated into Tovuti properly based on the multiple interactive digital learning experiences they provide. We included an example of an existing training PowerPoint module under the Additional Resources section as a PDF.

**FUNDING AVAILABILITY AND PERIOD OF PERFORMANCE**

The total project budget is not to exceed $21,000. The project timeline is expected to take place from January 2022 - May 2022. Final deliverables are expected to be sent to the Foundation no later than May 2022. Timeline of project activities should be clearly addressed in the applicant’s proposal. Projects that are unclear whether work can be completed within the noted timeline will not be rated as highly in the review process.

**ELIGIBILITY AND CRITERIA**

The organization or individual chosen should have

- Educational background that includes knowledge of digital learning theories and experience with online digital learning platforms such as Tovuti, BlackBoard, Canvas, etc. Tovuti as an online learning platform can function on a computer, phone, tablet, as well as a smartphone application.
- Experience with digital creation, such as interactive videos and/or images
- Experience with or understanding of the scuba diving community and marine conservation would be a plus.
- The created material needs to be engaging and easy for learners of different backgrounds and ages to follow.
- The interactive digital learning content should meet Section 508 standards as much as possible. This includes captions for all audio/video content, alt text for all images, appropriate tags for content. Tovuti also has a Voluntary Product Accessibility Template that can be found here: [https://www.tovutilms.com/vpat20](https://www.tovutilms.com/vpat20)

**HOW TO APPLY**

Applicants must submit the project proposal and supporting materials by 11:59pm ET on December 22nd, 2021 to [RFP@marinesanctuary.org](mailto:RFP@marinesanctuary.org) with the subject line “Iconic Reefs - Educational Materials Development.” Determinations will be made by January 12th, 2021 and applicants notified shortly thereafter.

Project proposal - not to exceed 5 pages typed (single spaced, 12 point font) - should address the following:

- Vision for this digital and interactive learning experience
- PI and project team’s CVs and/or outline of qualifications
- Clear project timelines, including deliverables
- Proposed Budget
The applicant should include these additional materials (which will not count towards the 5 page limit):
   - 3 references
   - 2-3 examples of previous client products

Additional Information
This is a Request for Proposals only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:
(a) The Foundation may cancel RFP and not award;
(b) The Foundation may reject any or all responses received;
(c) Issuance of RFP does not constitute award commitment by The Foundation;
(d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
(e) The Foundation will not compensate offerors for a response to RFP;
(f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
(g) The Foundation may negotiate with short-listed offerors for their best and final offer;
(h) The Foundation reserves the right to order additional quantities or units with the selected offer or;
(i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
(j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
(k) The Foundation may choose to award only part of the activities in the RFP or issue multiple awards based on multiple RFP activities; and
(l) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.

ADDITIONAL RESOURCES

Information On The Online Learning Platform
The pilot program will be launched using Tovuti as an online learning platform. Formats supported by Tovuti as an online learning platform: MP4, PDF, JPG, PPTs. Also, YouTube and Vimeo Pro Videos are supported as a replacement for MP4. These formats must be kept in mind for the further development of the Blue Star educational materials. Content that is created should be developed in a format that allows it to be used on the Tovuti platform as well as outside the platform.

Below is the list of different interactive content that correlates to a Tovuti subscription.

Interactive Digital Content:
   - Video - Create videos enriched with interactions
National Marine Sanctuary Foundation

- Courses - Presentation - Create a presentation with interactive slides
- Advanced - Fill the blanks - Fill in the missing words
- Accordion - Create vertically stacked expandable items
- Agamotto - (Image Blender) - Create a sequence of images that gradually change
- Arithmetic - Quiz - Create time-based arithmetic quizzes
- Audio - Recorder - Create an audio recording
- Chart - Quickly generate bar and pie charts
- Branching - Scenario - Create dilemmas and self-paced learning
- Collage - Create a collage of multiple images
- Column - Column layout for H5P Content
- Dialog - Cards - Create text-based turning cards
- Dictation - Create a dictation with instant feedback
- Documentation Tool - Create a form wizard with text export
- Drag and Drop - Create drag and drop tasks with images
- Drag the Words - Create text-based drag and drop tasks
- Essay - Create essay with instant feedback
- Fill in the Blanks - Create a task with missing words in a text
- Find Multiple Hotspots - Create many hotspots for users to find
- Find the Hotspot - Create image hotspot for users to find
- Find the words - Grid word search game
- Flashcards - Create stylish and modern flashcards
- Guess the Answer - Create an image with a question and answer button
- Iframe Embedder - Embed from a url or a set of files
- Image Hotspots - Create an image with multiple info hotspots
- Image Juxtaposition - Create interactive images
- Image pairing - Drag and drop image matching game
- Image Sequencing - Place images in the correct order
- Image Slider - Easily create an Image Slider
- Mark - the Words - Create a task where users highlight words
- Memory - Game - Create the classic image pairing game
- Multiple - Choice - Create flexible multiple choice questions
- Personality - Quiz - Create personality quizzes
- Questionnaire - Create a questionnaire to receive feedback
- Quiz (Question Set) - Create a sequence of various question types
- Single - Choice Set - Create questions with one correct answer
- Speak - the Words - Answer a question using your voice
- Speak - the Words Set - A series of questions answered by speech
- Summary - Create tasks with a list of statements
- Timeline - Create a timeline of events with multimedia
- True/False - Question - Create True/False questions
- Virtual - Tour (360) - Create interactive 360 environments

Example of Training Module
Note: This is a draft and not for any distribution purposes. Finalized content will be provided upon contract selection.
Blue Star Coral Restoration Program

Tier 1
Recreational Diver Training
Iconic Reef Guardians Program

Thanks for choosing to support Mission: Iconic Reefs!

You will be helping to restore our coral reef ecosystem in the Florida Keys! This presentation will give you some background about corals, where you are diving, why restoration is occurring in the first place, and how you can become part of the solution!
Mission Iconic Reef Guardians - Recreational Diver Module

Learning Objectives
After completion of this module, participants will be able to...

- Understand what is and isn’t allowed when diving in Florida Keys National Marine Sanctuary
- Identify key threats to corals in the Florida Keys
- Explain ways the Mission: Iconic Reefs program is supporting healthy coral reefs
- Explain what a coral nursery is and why it is important for restoration efforts
- List five actions you can take while diving to avoid damaging the nursery
- List five actions you can take in your daily life to reduce risks to corals

You will be diving in a....
Marine Protected Area

Marine protected areas (MPAs) are areas of the marine environment that have been reserved by Federal, State, territorial, tribal or local laws or regulations to provide lasting protection for natural and cultural resources.

Who protects MPAs?
NOAA’s Office of National Marine Sanctuaries is the largest system of MPAs in the United States

Map of NOAA’s National Marine Sanctuary System
What are National Marine Sanctuaries?

“Areas of the marine environment with special conservation, recreational, ecological, historical, cultural, archeological, or esthetic qualities…”

National Marine Sanctuary Act (1972) (sec. 301)

Florida Keys National Marine Sanctuary
extends from Miami south to the Dry Tortugas and protects all of the water surrounding the Florida Keys
Sanctuary Regulations:
The following activities are prohibited sanctuary-wide:

Injure or possess coral or live rock
Sanctuary Regulations:
The following activities are prohibited sanctuary-wide:

Operate vessel to strike or injure resources

Sanctuary Regulations:
The following activities are prohibited sanctuary-wide:

Operate a vessel more than no wake within 100 feet of residential shorelines, stationary vessels, or navigation aids
Sanctuary Regulations:
The following activities are **prohibited** sanctuary-wide:

- Anchor on living coral

Sanctuary Regulations:
The following activities are **prohibited** sanctuary-wide:

- Discharge or deposit trash or other pollutants
Sanctuary Regulations:
The following activities are prohibited sanctuary-wide:

Operate a vessel at more than no wake within 100 yards of a “divers down” flag.

You may be diving in a zone that has additional rules to protect the marine habitat. Ask your guide for more information.
Coral reefs are beautiful and fragile ecosystems.

Take a moment to explore Florida Keys National Marine Sanctuary.

How do these images make you feel?
Pause and Reflect:

What drew you to Florida Keys National Marine Sanctuary? Why do you care about this place?

Join the Mission!
Coral Restoration

Nursery Etiquette

Protect coral by not touching it!
It is illegal to touch or otherwise damage coral within the Florida Keys National Marine Sanctuary.

You may see scientists or volunteers working with the corals which may include touching, fragmenting or hanging. They are trained to properly handle the corals without injuring the animal and have the proper permits to conduct this work.

Leave coral in place.
Both living corals and dead skeletons can contribute to a healthy reef. Leaving corals in place is essential to the restoration process.
Nursery Etiquette

As a diver in a coral nursery you must:

1. Maintain good buoyancy
2. Ensure all long hoses and gauges are secured
3. Be aware of your fin position at all times to avoid kicking the corals in the tree (try frog kicking)!
4. Swim slowly (enjoy this unique dive!)
5. Swim single file
6. Watch your air

Safety Procedures and Requirements

Follow your Blue Star Dive Leader!

The coral nursery is a large space with many identical structures. It is easy to get turned around. Follow your dive leader and stay with your buddy.

Be aware of your surroundings. If you become entangled in a tree: STOP. Do not panic. Signal to your buddy or Group Leader for assistance. Attempt to locate, or have your buddy locate, the piece of equipment caught on a line from a tree. Carefully untangle the hose and slowly move away from the tree.
What can divers do to support coral restoration?

Practice good scuba diving etiquette:

- Perform a buoyancy check when you get in the water. Take time to get comfortable before swimming near coral.
- Swim horizontally. Kick the water not the reef!
- Secure gauges and hoses before jumping in and check them during the dive.

Photo Credit: NOAA

SCUBA diver is maintaining a safe distance from the reef while swimming horizontally with all gauges secured

What can divers do to support coral restoration?

Donate time:

Coral restoration practitioners rely on volunteers for all kinds of support
- preparing corals
- engaging the community
- building coral trees
- and completing other tasks that keep operational capacity up

Credit: A. Neufeld/Coral Restoration Foundation

A volunteer diver cleans algae off a coral tree in a nursery
What can divers do to support coral restoration?

**Book a restoration dive adventure:**

The Florida Keys is one of a handful of locations in the world where scuba divers can come on vacation and actively participate in coral restoration efforts. Take the next step and participate in these efforts. Ask you dive guides to learn more.

---

What can divers do to support coral restoration?

**Support the cause:**

- The estimated cost of Mission Iconic Reefs is $100,000,000.
- Every penny counts in this fight to restore the beautiful reefs of the Florida Keys.
- Restoration practitioners utilize grants, donations, and other sources of grassroots funding to accomplish this mission.

---

Elkhorn coral transplanted to Pudles Reef by the Coral Restoration Foundation™
Elkhorn coral is a fast-growing species that creates important, three-dimensional structures on Florida reefs.
What can divers do to support coral restoration?

Talk to others about coral restoration:

- Share your knowledge! Knowledge is the first step to change.
- Pick one idea and share it with your family, neighbors and friends. Encourage them to make small changes in their daily lives.

These small changes will multiply and have a big impact.

Coral reefs play a vital role in sustaining the health of our oceans and our economy. NOAA is working to increase understanding of the causes of reef decline. Photo provided by NOAA.

10 ways to protect CORAL REEFS

- Choose sustainable seafood.
- Volunteer! Volunteer in local reef or reef-related projects. If you can’t dive near your local reef, consider volunteering elsewhere.
- Conserve water. The less water you use, the less runoff and nutrients will eventually find their way back into the ocean.
- Practice safe boating. Anchor in sandy areas away from coral and use groceries so that the anchor and chain do not drag on nearby corals.

An ocean-based coral nursery operated by the Coral Restoration Foundation™ in Florida Keys National Marine Sanctuary. Species like staghorn coral (pictured) are grown in these nurseries and transplanted to reefs.
Thank you for completing this training! Please proceed to the knowledge review.