



## **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>

## **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



- 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

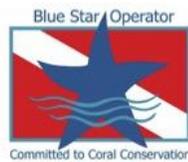
#### **Example of Training Module**

*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

Photo Credit:

## **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)

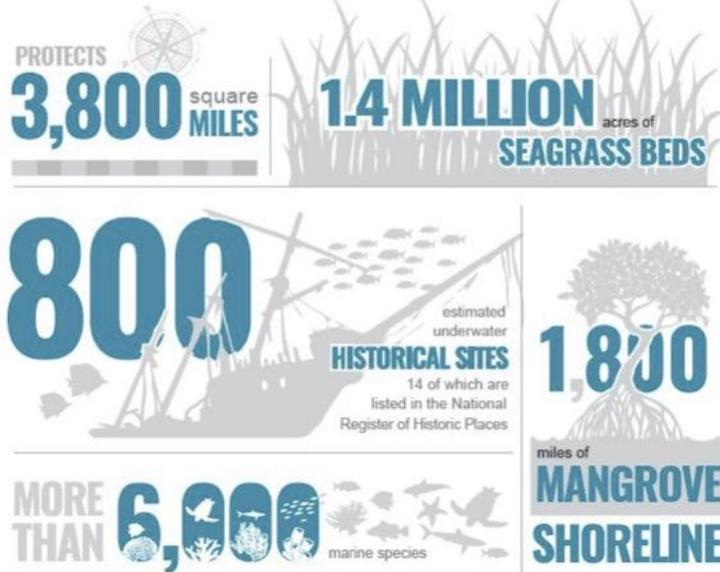
### Florida Keys National Marine Sanctuary

extends from Miami south to the Dry Tortugas and protects all of the water surrounding the Florida Keys

FLORIDA KEYS  
NATIONAL MARINE SANCTUARY



Florida Keys National Marine Sanctuary was designated in 1990 and is jointly managed with the state of Florida.



## 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



National  
Marine Sanctuary  
Foundation

## 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

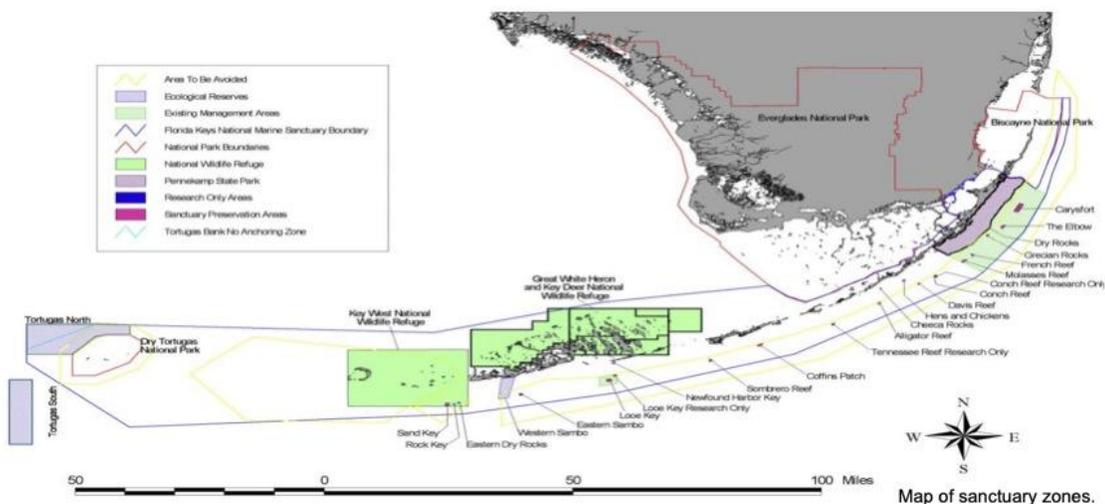
## Sanctuary Regulations:

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.***

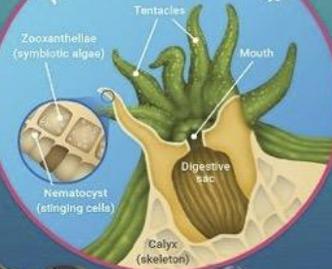
### WHAT MAKES A CORAL REEF?

Corals are living, ocean-dwelling animals. Each individual coral exists as a colony consisting of multiple small, identical coral polyps. Wherever corals make up the foundation of an underwater habitat, a coral reef occurs. Coral reefs are complex marine ecosystems that include diverse collections of colorful fish and other sea creatures. But what is it that allows corals to grow and support so much wildlife?

#### 1. ONE CORAL IS MADE OF MANY POLYPS

Polyps are the basic building block for all coral colonies. They are small, colorful, and essential for corals to grow, eat, reproduce, and recover if ever injured.

#### ANATOMY OF A CORAL POLYP



#### 2. CORALS BUILD CORAL REEFS

Corals build their skeleton from calcium and carbonate in seawater. This skeleton not only gives corals their structure, but also provides the architecture for the coral reef overall.

#### 3. CORAL REEFS PROVIDE FOOD AND SHELTER

With small animals seeking shelter in the coral—and herbivorous fish keeping corals clean of nuisance algae—corals lie at the heart of a complex food web system that allows marine life to thrive in a coral reef.



**Take a moment to explore Florida Keys National  
Marine Sanctuary.**

**How do these images make you feel?**















National  
Marine Sanctuary  
Foundation

***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..



CRF Tavernier Nursery  
Photo Credit: Coral Restoration Foundation™

## 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

Read more about  
diving in a national  
marine sanctuary  
[here!](#)

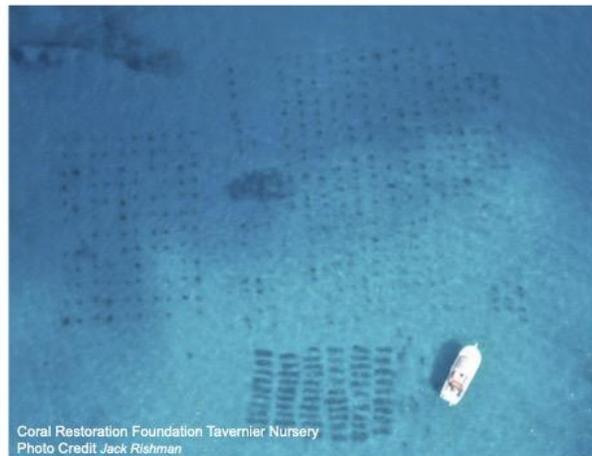


## Safety Procedures and Requirements

### 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 Pickles Reef by the Coral Restoration Foundation.™ Elkhorn coral is a fast-growing species that creates important, three-dimensional structure 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.**



Credit: Coral Restoration Foundation™

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.

# 10 ways to protect CORAL REEFS

### Choose sustainable seafood.



Learn how to make smart seafood choices at [www.FishWatch.gov](http://www.FishWatch.gov).

### CONSERVE WATER



The less water you use, the less runoff and wastewater that eventually find their ways back into the ocean.

### Volunteer!

Volunteer in local beach or reef cleanups. If you don't live near the coast, get involved in protecting your watershed.



Corals are already a gift. Don't give them as presents.

It takes corals decades or longer to create reef structures, so leave them on the reef.

Long-lasting light bulbs - ARE A BRIGHT IDEA

Energy efficient light bulbs reduce greenhouse gas emissions. Climate change is one of the leading threats to coral reef survival.



IF YOU DIVE DON'T TOUCH.

Coral reefs are alive. Stirred-up sediment can smother corals.



Practice safe boating.



Anchor in sandy areas away from coral and sea grasses so that the anchor and chain do not drag on nearby corals.

### CHECK SUNSCREEN ACTIVE INGREDIENTS.



Seek shade between 10 a.m. and 2 p.m., use Ultraviolet Protection Factor (UPF) sunwear, and choose sunscreens with chemicals that don't harm marine life. For more information, visit [oceanservice.noaa.gov/sunscreen](http://oceanservice.noaa.gov/sunscreen).

### BE A MARINE DEBRIS CRUSADER.

In addition to picking up your own trash, carry away the trash that others have left behind.

Don't send chemicals into our waterways.



[oceanservice.noaa.gov](http://oceanservice.noaa.gov)

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



Thank you for completing this training! Please proceed to the knowledge review.

