



## **Application Walkthrough**

Before you begin your stewardship project application, we strongly recommend reading through all instructions and writing your application proposal out in a separate program before opening the application. The Google Form used to apply is not conducive to editing, and it won't save your progress. You should copy and paste your application information from a prepared document. If you prefer, you can download this document and use it as a template to write your application. Then copy and paste into the Google Form when you are ready to submit.

This document is set up to walk you through the application. Beneath each application questions and guidance text are additional instructions and insights provided in text boxes. The majority of questions in the first section of the application - Basic Information - should not require additional guidance. If you have questions, contact: [Bruce.Moravchik@noaa.gov](mailto:Bruce.Moravchik@noaa.gov).

### **Section 1: Basic Information**

1. First Name
2. Last Name
3. Primary Email Address
4. Secondary Email Address

WE RECOMMEND PROVIDING ANOTHER EMAIL ADDRESS. MESSAGES FROM NOAA PLANET STEWARDS MAY SOMETIMES BE BLOCKED FROM SCHOOL/DISTRICT/ORGANIZATIONAL EMAIL ADDRESSES WITH STRONG SPAM FILTERS.

5. Primary Phone Number
6. Secondary Phone Number

PROVIDE ANOTHER NUMBER IN THE EVENT WE ARE UNABLE TO REACH YOU VIA EMAIL OR AT YOUR PREFERRED PHONE NUMBER.

## 7. Position

AS WITH MANY EDUCATORS, YOU MAY HOLD MULTIPLE POSITION AFFILIATIONS. ONLY NOTE THE PRIMARY GROUP YOU CONSIDER YOURSELF AFFILIATED WITH AS REPRESENTED IN YOUR PROPOSAL.

- Formal Education, Grades K-5
- Formal Education, Grades 6-8
- Formal Education, Grades 9-12
- Formal Education, College/University
- Informal Education
- Professional Development Provider
- Other

## 8. Position Title

## 9. Key Responsibilities

*(Optional Question, 35 Words Maximum)*

CONSIDER FILLING OUT THIS SECTION IF YOU HAVE A LEADERSHIP ROLE IN YOUR SCHOOL OR ORGANIZATION THAT MAY NOT BE EVIDENT FROM YOUR POSITION OR POSITION TITLE, BUT THAT SHOWS AN AREA(S) OF EXPERTISE OR RESPONSIBILITY PROVIDING YOU AN ADVANTAGE IN SUCCESSFULLY IMPLEMENTING A STEWARDSHIP PROJECT (E.G., GRADE-LEVEL TEAM LEAD, SCHOOL SCIENCE CLUB COORDINATOR).

## 10. School/Place of Employment

## 11. School/Place of Employment - Phone Number

## 12. School/Place of Employment - Street Address

## 13. School/Place of Employment - City

## 14. School/Place of Employment - State

## 15. School/Place of Employment - Zip Code

## 16. Personal Mailing Address

*(Provide an address at which you are sure you will be able to receive books, educational materials, reimbursement checks, etc. regardless of the time of year.)*

## 17. Personal Mailing Address - City

## 18. Personal Mailing Address - State

## 19. Personal Mailing Address - Zip Code

## 20. Describe any previous experience you've had with NOAA programs.

*(35 words maximum)*

## Section 2: Project Information

21. Select the **primary** focus area of your project

- Marine Debris
- Habitat Restoration
- Carbon Footprint Reduction
- Carbon Sequestration

PROJECTS MAY HAVE COMPONENTS THAT COVER MORE THAN ONE FOCUS AREA. A HABITAT RESTORATION PROJECT MAY INCORPORATE MARINE DEBRIS CLEANUP OR PREVENT MARINE DEBRIS FROM ENTERING A NATURAL AREA. A CARBON FOOTPRINT REDUCTION PROJECT MAY INCORPORATE CARBON SEQUESTRATION. CHOOSE THE FOCUS AREA THAT BEST PRESENTS THE OVERALL EFFORT AND IMPACT OF YOUR PROJECT.

22. Project title:

*(10 words maximum)*

THIS SHOULD BE DESCRIPTIVE, BUT SUCCINCT.

23. Project abstract:

*Provide a short summary of your project, including the issue you will address, your action plan, and the desired results. Include the number and type of individuals who will be involved (e.g., 100 students, 4 teachers, 3 oceanographers) and the specific data you will use to measure your success (e.g., tons of carbon sequestered, pounds of debris collected). (125 words maximum)*

THE ABSTRACT IS MEANT TO BE AN “ELEVATOR PITCH” VERSION OF YOUR PROJECT. IT’S HOW YOU WOULD DESCRIBE YOUR PROJECT IN JUST TWO OR THREE MINUTES TO SOMEONE YOU’VE NEVER MET. THE ABSTRACT SHOULD PRESENT THE PROJECT’S MAJOR GOALS, HIGHLIGHT ACTIVITIES TOWARD REACHING THOSE GOALS, AND OFFER OTHER PERTINENT AND SPECIFIC DETAILS (E.G., WHO WILL BE INVOLVED WITH THE PROJECT). IT WILL PROBABLY BE EASIER TO WRITE THIS SECTION AFTER COMPLETING THE REST OF THE APPLICATION.

24. What environmental issue will your project address?

*Describe the environmental issue and its relationship to your local area. Connect this issue to a larger context (e.g. regional, global). Describe why it is an important issue to address. (500 words maximum)*

HERE YOU SHOULD DESCRIBE HOW YOUR LOCAL COMMUNITY RELATES TO THE ENVIRONMENTAL ISSUE YOU WILL BE ADDRESSING. IN ADDITION, MAKE SURE YOU DISCUSS WHY THIS IS AN IMPORTANT ENVIRONMENTAL ISSUE TO ADDRESS IN A LARGER CONTEXT (E.G., REGIONAL, NATIONAL, GLOBAL). IN THIS SECTION, YOU SHOULD ANSWER THE QUESTIONS “SO WHAT?” AND “WHY SHOULD I CARE?” YOU’LL WANT TO MAKE SURE YOU INCORPORATE AND REFERENCE NOAA AND OTHER REPUTABLE SCIENCE RESOURCES TO SUPPORT YOUR STATEMENTS, PROVIDING LINKS BACK TO THE ORIGINAL SOURCE MATERIAL. WE RECOMMEND DRAWING ON THE [FOCUS AREA RESOURCES](#) PAGE.

25. How will your project address this environmental issue?

*Describe your strategy to address the issue you have identified. If possible, indicate how your project will continue to benefit your community after the project funding period has been completed. (375 words maximum)*

HERE YOU SHOULD PROVIDE AN OVERVIEW OF THE GOALS AND SPECIFIC ACTIVITIES YOUR PROJECT WILL EMPLOY TO ADDRESS THE ENVIRONMENTAL ISSUE AT HAND AND EXPLAIN WHY YOU SELECTED THEM. IN THIS SECTION, YOU SHOULD DESCRIBE HOW YOUR PROJECT'S ACTIONS WILL IMPROVE THE ENVIRONMENTAL ISSUE THROUGH LOCAL ACTION AND IN THE LARGER CONTEXT PRESENTED IN QUESTION 24. YOU SHOULD ALSO INCLUDE REFERENCES AS APPROPRIATE (E.G., TO SUPPORT YOUR DECISION TO RESTORE MANGROVE HABITATS IN YOUR COMMUNITY, YOU MIGHT CITE AN ARTICLE ON CARBON SEQUESTRATION OF MANGROVE TREES OR THE IMPORTANCE OF MANGROVE TREES AS ESSENTIAL NURSERY HABITATS FOR ECOLOGICALLY OR COMMERCIALY IMPORTANT SPECIES) — AGAIN PROVIDING LINKS BACK TO THE ORIGINAL SOURCE MATERIAL.

PREFERENCE WILL BE GIVEN TO PROJECTS DESIGNED TO PERSIST, BENEFITING YOUR COMMUNITY AND CONTINUING TO ADDRESS THE ENVIRONMENTAL ISSUE AT HAND, BEYOND THE FEDERAL FUNDING PERIOD. THIS IS THE SECTION OF THE PROPOSAL WHERE YOU SHOULD THINK ABOUT HOW YOU MIGHT EXTEND THE SCOPE OF THE PROJECT ONCE THE FORMAL FUNDING AND REPORTING PERIOD ENDS.

26. What are the desired outcomes of your project?

*List SPECIFIC outcomes you intend to achieve with your project using quantifiable metrics (e.g, acres of restored habitat, tons of carbon sequestered). Explain how these quantifiable outcomes will demonstrate your project's success. These should not be student learning or engagement goals. (125 words maximum)*

THE DESIRED OUTCOMES YOU LIST SHOULD BE SPECIFIC, QUANTIFIABLE, AND RELATE DIRECTLY BACK TO YOUR STRATEGY TO ADDRESS THE ENVIRONMENTAL ISSUE IN QUESTION 25. THE OUTCOMES SHOULD BE DIRECTLY ATTAINABLE THROUGH STEWARDSHIP ACTIONS CONDUCTED IN YOUR PROJECT — TO BE DESCRIBED IN QUESTION 29.

GOOD EXAMPLES WOULD INCLUDE STATEMENTS LIKE “STUDENTS WILL SEQUESTER 13 TONS OF CARBON BY PLANTING A SCHOOL GARDEN. STUDENTS WILL RESTORE 4 ACRES OF LAKESHORE HABITAT BY CLEARING INVASIVE SPECIES (REMOVING 200 LBS OF VEGETATION), CONDUCTING LITTER CLEANUPS (REMOVING 300 POUNDS OF TRASH), AND PLANTING AND MAINTAINING 100 NATIVE SPECIES PLANTS.”

INADEQUATE EXAMPLES WOULD INCLUDE: “THE CLASS WILL LEARN ABOUT CARBON SEQUESTRATION. STUDENTS WILL CONDUCT AN OCEAN ACIDIFICATION EXPERIMENT.”

27. Who will be involved in this project and how?

*Include a list of all the people who will be actively involved. For students, include the number and grade levels. For adults, include names, titles (if known), and their institutional affiliation. List how each group or individual will participate. (E.g., 100 eighth grade students will collect marine debris; two ecologists will provide scientific support and a STEM career presentation for the students.) (375 words maximum)*

HERE YOU SHOULD INCLUDE ALL INDIVIDUALS WHOSE ACTIONS WILL CONTRIBUTE IN MAJOR WAYS, E.G., STUDENTS, EDUCATOR COLLEAGUES, EXTERNAL PARTNERS, MEMBERS OF THE COMMUNITY, VOLUNTEERS, SCIENTISTS, AND ANYONE WHO WILL WORK DIRECTLY WITH STUDENTS OR PROJECT PARTICIPANTS. LETTERS OF SUPPORT FROM ADULTS CONTRIBUTING IN MAJOR CAPACITIES ARE **STRONGLY RECOMMENDED** AS PART OF THIS PROPOSAL. YOU WILL BE ASKED TO UPLOAD ALL LETTERS OF SUPPORT IN QUESTION 34.

WE **STRONGLY RECOMMEND** YOU CONTACT THESE INDIVIDUALS AS EARLY AS POSSIBLE IN YOUR PLANNING PROCESS TO SECURE THEIR PARTICIPATION AND RECEIVE LETTERS OF SUPPORT FROM THEM. TO FACILITATE SUBMISSION OF SUPPORT LETTERS, WE RECOMMEND YOU DRAFT SUPPORT LETTER LANGUAGE AND REQUEST THAT INDIVIDUALS PERSONALIZE IT FOR YOU DEPENDING ON THEIR ROLE IN THE PROJECT.

28. Whose permission do you need to complete your project?

*Include their names, roles, institutional affiliation, and why you need their permission (e.g., school administration, organizational managers, colleague educators, local government, STEM career professionals). (125 words maximum)*

HERE YOU SHOULD INCLUDE ALL INDIVIDUALS WHOSE APPROVAL IS ESSENTIAL TO INITIATE AND IMPLEMENT THE PROJECT. **YOUR APPLICATION WILL NOT BE CONSIDERED FOR FUNDING IF YOU DO NOT SUBMIT LETTERS OF SUPPORT FROM THESE INDIVIDUALS.** YOU WILL BE ASKED TO UPLOAD ALL LETTERS OF SUPPORT IN QUESTION 34. WE **STRONGLY RECOMMEND** YOU CONTACT THESE INDIVIDUALS AS EARLY IN YOUR PLANNING PROCESS AS POSSIBLE TO DETERMINE IF THE PROJECT YOU ARE PROPOSING IS FEASIBLE AND, IF SO, RECEIVE LETTERS OF SUPPORT FROM THEM. TO FACILITATE SUBMISSION OF SUPPORT LETTERS, WE RECOMMEND YOU DRAFT SUPPORT LETTER LANGUAGE AND REQUEST THAT INDIVIDUALS PERSONALIZE IT FOR YOU DEPENDING ON THEIR AFFILIATION TO THE PROJECT.

29. What activities will the project involve?

*List and describe the stewardship activities that will be conducted during the project. Indicate who will be involved in each activity, strategies and plans for implementation, as well as when and where each activity will occur. In addition to hands-on stewardship activities, this section should include planning meetings, preparatory lessons or activities, pre- and post-project surveys, lectures/activities by STEM career professionals, communication activities, etc. (1,000 words maximum)*

THIS SECTION OF THE PROPOSAL SERVES AS YOUR PROJECT'S IMPLEMENTATION PLAN, WHERE YOU LAY OUT ALL THE MAJOR PHASES AND ACTIVITIES OF YOUR PROJECT. WE RECOMMEND BREAKING THIS SECTION OUT BY MONTH AND ACTIVITY TYPE TO HELP YOU ORGANIZE AND PRESENT YOUR PLANS. IF AN ACTIVITY REPEATS ITSELF IN SUBSEQUENT MONTHS, YOU SHOULD LIST IT WITHIN THE APPROPRIATE MONTHS, BUT NEED ONLY DESCRIBE IT THE FIRST TIME. BE SURE TO INCLUDE DATA COLLECTION, STEM CAREER, AND COMMUNICATION/OUTREACH ACTIVITIES, WHICH YOU ARE ASKED TO DESCRIBE IN MORE DETAIL IN QUESTIONS 30-32.

30. Which activities will involve data collection? Describe your data collection process.

*Describe the data collection efforts involved in your project. List the specific data you will collect and track throughout your project. Note how you will collect, track, and organize the data to achieve your desired project outcomes. This section must include pre- and post-project surveys measuring the changes in participants' attitudes toward the environmental issue being addressed. (750 words maximum)*

THIS SECTION SHOULD PROVIDE SPECIFIC DETAILS OF THE DATA COLLECTION ACTIVITIES YOU NOTED IN QUESTION 29. IT SHOULD BE CLEAR WHEN AND HOW OFTEN YOU WILL COLLECT DATA TOWARD ACHIEVING THE FINAL DESIRED OUTCOME(S) PRESENTED IN QUESTION 26. WHEN DESCRIBING YOUR DATA COLLECTION EFFORTS, KEEP IN MIND THE ACTIVITY TIMELINE YOU PRESENTED IN QUESTION 29. IF YOU ARE USING PARTICULAR SOFTWARE OR EQUIPMENT TO MEASURE OR TRACK DATA, SPECIFY IT HERE.

31. Which STEM careers will students learn about during the project?

*List STEM careers and explain what and how students will actively learn about each of them (e.g., project supervision, class presentation/activity, Q&A session). List the names and titles of individuals who will be engaging students, if known. (250 words maximum)*

NOAA PLANET STEWARDS IS COMMITTED TO SUPPORTING STUDENT AND COMMUNITY MEMBERS' AWARENESS OF OPPORTUNITIES AND ENGAGEMENT IN STEM-FOCUSED CAREERS — ESPECIALLY THOSE RELATED TO NOAA SCIENCE TOPIC AREAS. FOR THIS REASON, WE ASK ALL APPLICANTS TO THINK ABOUT AND INCLUDE STEM CAREERS DIRECTLY RELATED TO THEIR PROJECT, AND EXPLAIN HOW PROJECT PARTICIPANTS WILL BE ACTIVELY EXPOSED TO THEM AND BE ABLE TO FURTHER EXPLORE THEM IN A MEANINGFUL WAY. THIS SECTION SHOULD EXPAND ON STEM-FOCUSED CAREER ACTIVITIES YOU NOTED IN QUESTION 29.

32. How will you conduct outreach within your community? Describe your specific communication and outreach plans.

*Provide a communication and outreach plan for your project, including a rough timeline. How do you plan to publicize the project to your local community, the media, and other interested parties? How will you publicize your results to your school, the local community, and beyond? (750 words maximum)*

AN ESSENTIAL PART OF ANY PROJECT IS COMMUNICATION. THINK ABOUT WHO YOU SHOULD DISCUSS YOUR PROJECT IDEA(S) WITH AND HOW TO: CREATE INTEREST AMONG STUDENTS, PARENTS, OR MEMBERS OF THE COMMUNITY; ENCOURAGE VOLUNTEERS TO PARTICIPATE IN THE PROJECT; PUBLICIZE YOUR PROJECT WHILE IT'S GOING ON, AND SHARE THE RESULTS WHEN YOU'RE DONE (E.G., WITH LOCAL MEDIA, PTA, SCHOOL BOARD). YOU MAY WANT TO CONSIDER PRESENTING YOUR RESULTS AT A CONFERENCE OR WRITING IT UP AS A JOURNAL ARTICLE. THIS SECTION SHOULD EXPAND ON AND PROVIDE DETAILS OF COMMUNICATION AND OUTREACH ACTIVITIES YOU NOTED IN QUESTION 29. WE RECOMMEND YOU ORGANIZE IT INTO THREE PARTS: 1. BEFORE STARTING THE PROJECT, 2. DURING THE PROJECT, AND 3. AFTER THE PROJECT. IN ORGANIZING THIS SECTION OF THE PROPOSAL, KEEP IN MIND THE ACTIVITY TIMELINE YOU PRESENTED IN QUESTION 29.

### 33. Project Budget:

*Upload a detailed budget, including specific costs and quantities for materials and resources. Include links to items online if available. If in-kind donations are providing additional funds or resources, clearly indicate this as separate from your NOAA Planet Stewards budget. See application instructions for information on which costs are eligible. All uploaded files MUST be named with the proposal submitter's name (aka YOUR name), using the following format: Last Name\_First Name\_Budget*

THE BUDGET IS A VERY IMPORTANT PART OF YOUR APPLICATION. EACH ITEM LISTED IN YOUR BUDGET SHOULD BE CLEARLY NOTED AND EXPLAINED IN THE APPROPRIATE SECTION OF YOUR APPLICATION (E.G., DATA MEASUREMENT EQUIPMENT SHOULD BE SPECIFIED IN THE DATA COLLECTION SECTION, VIDEO OR PUBLISHING REQUIREMENTS SHOULD BE EXPLAINED IN THE COMMUNICATION AND OUTREACH SECTION). IT MUST BE CLEAR WHEN READING YOUR BUDGET WHY EACH ITEM IS NECESSARY TO COMPLETE YOUR PROJECT.

REMINDER: NOAA PLANET STEWARDS FUNDS MUST BE DIRECTLY APPLIED TO RESOURCES AND ACTIVITIES LEADING TOWARD THE SUCCESSFUL COMPLETION OF THE PROJECT. FUNDS MAY NOT BE USED FOR SALARIES (EXCEPT FOR SUBSTITUTE TEACHERS IN FORMAL EDUCATION SETTINGS), TRANSPORTATION/LODGING/FEEs FOR ATTENDANCE AT PROFESSIONAL CONFERENCES OR PERSONAL PROFESSIONAL DEVELOPMENT, OR OVERHEAD COSTS. FUNDS MAY BE USED TO TRANSPORT STUDENTS TO OR FROM PROJECT FIELD SITES AND FOR REASONABLE FOOD AND BEVERAGE COSTS FOR STUDENTS AND PROJECT PARTICIPANTS DIRECTLY ENGAGED IN PROJECT ACTIVITIES (E.G., LUNCH/SNACKS AT FIELD SITES).

NOAA PLANET STEWARDS FUNDS WILL ONLY BE ALLOCATED TO A SCHOOL/SCHOOL DISTRICT, NOT-FOR-PROFIT ORGANIZATION, OR INSTITUTIONS AFFILIATED WITH THE EDUCATOR APPLICANT(S). FUNDS WILL NOT BE DIRECTLY ALLOCATED TO EDUCATORS. BEFORE SUBMITTING AN APPLICATION, WE **STRONGLY ADVISE** YOU TO:

1. DETERMINE WHO WILL BE RECEIVING FUNDING ON YOUR BEHALF.
2. LET THEM KNOW YOU ARE SUBMITTING A FEDERAL FUNDING APPLICATION.
3. HAVE THEM ACKNOWLEDGE THEY WILL RECEIVE FEDERAL FUNDS ON YOUR BEHALF FOR THE PROJECT, SHOULD IT BE FUNDED.
4. VERIFY THEIR PROCESS FOR RECEIVING FUNDS (CHECK OR DIRECT DEPOSIT) FROM NOAA PLANET STEWARDS.
5. CHECK THEIR PROCESS FOR ALLOCATING FUNDS TO YOU TO PURCHASE NECESSARY ITEMS IN YOUR BUDGET.

34. Letters of Support:

*Upload letters of support from all individuals playing a key role and associated in a major way with your project as noted in question 27 and 28 (e.g., school administrators, directors of informal education organizations, partnering educators, etc.) School administrators and organizational directors must verify that they plan to have the educator applicants back for the following academic year pending budget approval. Letters of support should be written on the individual's school or organization letterhead, and should be dated and signed by the individual. All uploaded files MUST be named and numbered sequentially with the proposal submitter's name (aka YOUR name) using the following format: Last Name\_First Name\_Letter of Support\_01 for the first letter, \_02 for the second letter, etc.*