

NOAA Education Council Meeting

Date/Time: July 12, 2006 (1:00–4:00 pm)
Location: SSMC3, Room 5836
Dial-in: 866.453.7960
Pass code: 360528
(Contact: 202.379.6686 in case of telecom problems)

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 NOAA Student Opportunities (J. Rousseau)
- Results from the FY2006 Student Orientation Week
- 1:40 Ed Council Participation in PPBES
- Review of Draft POPs
 - Schedule/Upcoming Activities
 - July 10-21--Period of Review and Coordination (No official Council response required, but the expectation is that we will review the drafts, and work with the goals and programs as necessary to plan appropriately for E-Lit
 - July 28--Final POPs Due
 - July 28-August 23--Goals begins official review/consolidation to develop their Strategic Portfolio Analysis; Council's also have the unofficial opportunity to review the final POPs and work with Goals to influence the final package
 - Aug 23--Goal Team Strategic Portfolio Analysis Due
 - Aug 23-September 7--Council review of Strategic Portfolio Analysis
 - Sept 7--Official Council Comment on Strategic Portfolio Analysis Due to PPI and PAE
- 3:40 Updates/Announcements
- 3:50 Upcoming Council Meetings: Dates & Proposed Agenda Items
- August 9--Review Final POPs, recommend strategies/approaches for working with Goals
 - August 30--Review Strategic Portfolio Analysis and develop comments/recommendations for PPI & PAE
- 4:00 Adjourn

Meeting Summary

In attendance: Christos Michalopoulos (Acting Chair), Kim Benson, Tina Dakun, Ron Gird, Sami Grimes, Bob Hansen, Molly Harrison, Chantell Haskins, Atziri Ibanez, Liza Johnson, Meka Laster, Jon Lilley, Michiko Martin, Frank Niepold, Jacqueline Rousseau, Brenda Rupli, Shannon Sprague.

On the phone: Linda Belton, Alyssa Gundersen, Jorgeann Hiebert, Nina Jackson, Paula Keener-Chavis, Jim Lubner, Carrie McDougall, John McLaughlin, Liz McMahon, Luke Nacbar

Opening Remarks – C. Michalopoulos

Concern over funds for B-WET CA – L. Belton answered that it is traditionally appropriated in House Bill & reinstated in conference. L. Belton also added that Hollings & Nancy Foster will continue as a tax.

Gulf of Mexico funding (\$3 M) is for the new Joint Institute.

Sanctuaries - approx \$50M (more than House) of which \$4M must be on NWHI

Climate – above President's Budget (both for Senate & House) Arctic program for IPY also up.

Student Opportunities – J. Rousseau

Question from B. Hansen regarding what NOS did in the briefing that was exciting? Used movie clips and had a fast, slick presentation.

Question from F. Niepold regarding what was mentioned as being repetitive in the presentations? Different programs within same line office repeating general info about the line office.

Comment from C. Michalopoulos about having a first night social event – could possibly find someone to sponsor to offset the costs. Would still need added effort to set up though.

Comment from R. Gird – at AMS student event they had tables with a NOAA representative on each table. Students could rotate round the tables and talk to different people – format is somewhere in between a general presentation and a one-on-one meeting. Could use a similar method here.

PPBES – K. Benson

Ecosystems Goal

EC-AQC – no further info at this time

ACTION: M. Harrison agreed to talk to EC-AQC as to whether they have any options that they might want to partner on.

EC-CMR – *Transferring Critical Knowledge and Skills to Coastal Decision Makers* Option involves the CSC running workshops for coastal decision makers. Generally we haven't been including those types of efforts in education but this is targeted at an external audience.

Question from F. Niepold about what we're including as education? Climate has programs which he has not included as didn't think they were classed as education. Comment from M. Martin that in the case of the CSC, the programs they run are education based and fit into the informal education category. The general line that is currently drawn is whether the program is targeted at an internal or an external constituency.

Question from F. Niepold as to whether we could add a fourth column to the education category to include they types of program? Answered that if the program doesn't fit into one of the three existing categories then it shouldn't be included.

Comment from M. Martin about what we call education – should this be based solely on the audience that the material is presented to? Answered that if the target audience is not recognized as a formal education setting then can't count as formal education.

Suggestion from C. Michalopoulos to discuss this issue at a separate council meeting – what do we consider education and what do we consider professional development.

ACTION: OEd to engage with F. Niepold, M. Martin & A. Ibanez to discuss question of program support for this year's POPs

EC-CMR – *Ocean Literacy Campaign* Option is a coordinated effort in California to promote an ocean literacy campaign. Option proposed to use lessons learned from California and expand to four other regions to make it a nationwide campaign. Have done a needs assessment in California and would like to replicate it across the country. Approx \$1.3 M.

ACTION: Any interested parties in working on a partnership POP for this option to contact M. Martin.

EC-CMR – *Multicultural Ocean Literacy and Education* Option involves working with Spanish language partner to develop ocean literacy program for Spanish speakers. Option includes California and looks to expand to Gulf of Mexico and one other region. Presently program very coastal focused – look to expand to make it more reflective of NOAA by including weather, fisheries & climate topics. Approx \$1.6 M.

ACTION: M. Martin to send info to N. Jackson for partnership POP for this option.

EC-CMR – *Enhancing NOAA's Capabilities to Deliver Effective Educational Programs and Advance Estuarine and Coastal Literacy* Option develops professional teacher training programs in all 27 reserves & includes distance-learning capabilities. Looking to expand to climate & fisheries. Approx \$2 M.

ACTION: M. Martin & A. Ibanez to track EC-CMR options

EC-COR – two options (one didn't make it into CassaNOSA). *Promoting Stewardship and Environmental Behavior Change* Option will look to train campaign managers to use different methods to create behavior change at the community level - \$1.5 M. Currently in between tier 1 & 2 on COR priority list, may get bumped up if can get no-cost support.

EC-ERP – program meeting this Friday, will have more info then.

ACTION: S. Grimes agreed to find out more about EC-ERP

EC-EOP – no info at this time

ACTION: M. Harrison to try to find out more info about EC-EOP

EC-ENF – nobody present to discuss, no further info at this time.

EC-FMP – *FishWatch* Option will be modeled after Monterey Bay seafood card/website program. Question from M. Martin about whether Council will look at other EC-FMP options to see if they fit with education? Concern that we want to make sure programs are actually education based.

ACTION: M. Harrison will provide a name to K. Benson to follow up on this. OEd will review options to ensure they are education based.

EC-HAB – no information at this point.

ACTION: OEd to get more information on this.

EC-PSP – M. Harrison not sure whether formal education numbers are correct. Option involves working with boy & girl scouts to integrate NOAA science into their activities - approx \$250 K.

ACTION: M. Harrison to sit down with strategic planner to discuss numbers and report back.

Mission Support Goal

Nothing listed regarding Teacher at Sea. Thought to be a lack of time issue. Need to make sure that TAS is listed under MS Goal.

MS-MGT – idea to pull out a number of current earmarks and get them into budget. Approx \$13.5 M. B-WET included, target to expand to 2 more regions and hire a National coordinator. Environmental Literacy Grants also included as well as NOSB and AMS. Decided to promote as a single option.

ACTION: OEd to talk to leads of EC-CMR & EC-HAB to discuss B-WET partnership.

MS-STP – Science on a Sphere

Weather & Water Goal

R. Gird commented that W&W has three main themes – hurricanes, drought & water, high impact events.

ACTION: If anyone has an option that would be relevant to W&W then pass on to OEd.

Climate Goal

CL-CLE – need to look into, not sure why no outreach dollars listed.

ACTION: F. Niepold to look into CL-CLE.

CL-COA – not sure why there is a negative gap. May relate to questions over what counts as formal education. Support post-doc program – decided that this is more a training program than an education program.

CL-CPP - \$3 M listed for formal education could be the post-doc program. Need to look into this and remove if necessary.

ACTION: F. Niepold to look into CL-CPP \$3 M negative gap and fix if needed.

CL-RDS – trying to build a home within on of the programs for education. *Building Community Resilience in the Face of Coastal Hazards* Alternative is an all goal initiative, education/outreach component, has an opportunity to grow over the years. Focused more at decision-makers than public outreach. Approx \$3.3 M. *New Program Framework for International Collaborations* Alternative – not sure why this shows up, didn't think it had a strong education component. *Regional Climate Literacy Initiative* Alternative has a solid education component – could partner with a number of other programs. Fits with RISA (Regional Integrated Science Assessment) program which looks at integrating regional science with decision makers. Often RISA programs don't have resources to conduct education, this alternative looks to help with education spending – approx \$990,000 a year.

Commerce & Transportation Goal

Have anomalies that we need to track down.

ACTION: K. Benson to contact Amy Hollman & Ashley Chapple (staff at the Goal level) to track down numbers.

PPBES next steps:

ACTION: Council members to make sure everything we want in is in the final POPs.

ACTION: If any Council members have ideas for partnerships then let OEd know.

ACTION: Council members to track down priorities to find out what priorities Ed programs are being put in at – if can be bumped up then that would be helpful.

ACTION: K. Benson to provide program manager contact info in a revised POP Summary spreadsheet.

Media Library – M. Martin

Question from R. Gird as to value of accepting images with restrictions. Answered that Sanctuaries have a form that the owner of the image will fill out and sign stating what rights they will give over. Some of the Sanctuaries photographers are professionals who will not give their images over to the public domain but will allow NOAA or Sanctuaries to use under certain circumstances.

Hope to launch the site soon with around 2000 images – nowhere near all of Sanctuaries images but this will be an ongoing project.

Question from F. Niepold as to the cost of uploading an image? Answered that it depends on how pre-formatted the image is. If photo comes with metadata included then it is relatively cheap. If it is just the photo then will take longer and will be more expensive as Sanctuaries pays \$60 an hour to have photos uploaded and it will take longer to enter the required metadata.

If any Council members want to do something similar for their line office they should talk to M. Martin as she can probably get a better deal on pricing than the Council member could get by themselves.

Noted that the Sanctuaries library can either be part of a larger media library, link to other media libraries or stand alone as needed.

ACTION: K. Benson to check with NOAA Library as to whether they've included anything in PPBES regarding the media library.

Updates/Announcements

J. Lubner reminded Council members about NMEA meeting next week. Requested that M. Martin send him the media library info through again.

S. Sprague noted that the B-WET Chesapeake RFP is open until October 23.

L. McMahon commented one of their Teachers at Sea will be giving a keynote address in California.

R. Gird commented that NWS & Sea Grant met with United States Lifesaving Association to discuss awareness/education of rip currents.

B. Hansen has been working with Julie Bedford on a NOAA Education article.

F. Niepold will be attending JASON Action Summit with R. Gird. He noted that there is a lot of activity currently going on with IPY. He will be attending the Globe annual conference next week and is also working on the NSTA SciGuide with OEd.

J. Lilley noted that OEd held Mini Grant debrief sessions with NSW & OAR. The OEd website has been updated and will be used to post future Council materials.

B. Rupli noted that OGP has completed the first phase of the coral reef education project to develop student and teachers guide for middle school students. She is also working on Discovery books for elementary school children.

A. Ibanez commented that NERRS have 12/13 educators attending NMEA.

M. Martin mentioned that the NOAA OceansLive website (www.oceanslive.org) will officially launch on Monday

M. Harrison has been talking with Discovery about education collaboration. They are very interested in NOAA data, especially weather data. She will be going to Discovery in 3/4 weeks if anyone is interested in attending. She also requested a future agenda item to discuss the content of the NOAA 200th kits.

ACTION: K. Benson to add agenda item for kits for NOAA 200th

L. Johnson commented that the coral program finishing suite of professional development tools with NSTA, currently in last phase & looking to keep going in FY07.