

NOAA Education Council Meeting

Date/Time: June 21, 2006 (1:00–4:00 pm)

Location: SSMC3, Room 10836

Dial-in: 866.453.7960

Participant: 360528

(Contact: 202.379.6686 in case of teleconference problems)

AGENDA

1:00 Welcome/Opening Remarks

1:10 CoOL

1:30 NOAA Student Opportunities

2:00 NOAA 200th Anniversary Planning

2:30 Ed Council Participation in PPBES

2:50 Academic Competitiveness Initiative

3:15 SAB Nominations

3:30 Updates/Announcements

3:50 Upcoming Council Meetings: Dates & Proposed Agenda Items

- July 12--Reviews Draft POPs, propose changes, recommend strategies/approaches for further coordination with Programs
- 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 Notes

In attendance: Louisa Koch, Janice Beattie, Kim Benson, Linda Belton, Tom Cox, Tina Deakin, Molly Harrison, Jennifer Hammond, Atziri Ibanez, Jon Lilley, Michiko Martin, Carrie McDougall, John McLaughlin, Jim Murray, Frank Niepold, Rebecca Reuter, Jacqueline Rousseau, Carla Wallace, Camilla Watkins-Davis

On the phone: Bob Hansen, Jorgeann Hiebert Nina Jackson, Liza Johnson, Paula Keener-Chavis, Jim Lubner

Welcome/Opening Remarks (L. Koch)

L. Koch asked attendees to provide an assessment of the House Mark:

- NWS – fine, same as President’s Budget.
- SeaGrant – down \$2.4/\$2.8 M from the PB – could lead to serious consequences, last year took a \$7 M hit but were able to minimize the damage due to carryover, won’t have that this year though. Could lead to a 15% cut at the program level and problems for the National Office.
- Climate – up \$4.3 M
- NOS – down \$8 M. No money for construction/land acquisition.
- NMAO – not sure
- NMFS – not sure
- OEd – mark of \$26.5 M but added programs total \$35 M – essentially down \$8.5 M. Mark did say to fund Hollings & Nancy Foster.
- OE - \$16 M, not good news
- Sanctuaries - \$32 M, last year at \$34 M
- Corals – not sure

Overall House Mark is better than the PB but the dry side got most of the funding.

CoOL (L. Koch)

Agreement to have regional CoOL presentation at the Ed Council.

Comment from J. Murray – thought CoOL was a powerful conference, clear that there’s a movement beginning. Clearly an interest in having NOAA take the lead. OEd is in a position to seize the momentum. NOAA is the only agency able to run with ocean literacy but need a coordination effort, need to bring all groups together – NGOs, universities, other agencies – need to be a coalescing force. If we’re going to pursue ocean literacy agenda it will take leadership, if this isn’t forthcoming them it will lose a national focus.

NOAA Student Opportunities (J. Rousseau)

2005 class have started internships – 1 candidate ill and 2 others at different places from where they were thought to be going. Full placement list should arrive by Friday June 23.

2006 selection process – 385 applicants (down from last year). Will do an assessment to find out why this was the case. NOAA has to do more outreach earlier in the process. J. Rousseau not sure on the value of having 1000 candidates as opposed to 400 – still have enough strong candidates to fill the slots and having more applications increases the amount of work needed up front. J. Murray commented that there is a certain prestige value associated with having more candidates for a particular program.

Applications reviewed by NOAA reviewers – averaged scores & ranked from 1-125. Any students who expressed interest in medicine were pulled out. Candidates selected in rank order 1-90. Eleven were selected out of rank order – in particular looking for those interested in education & policy. 101 students selected in total. Two students selected from Community Colleges.

Plan to undertake an assessment in the fall to look into recruitment/selection process.

Question how was 'science' interpreted? Many physical sciences covered, may have missed some social sciences – ORISE was understaffed which could be part of the explanation why there were fewer applications (comment that last year there was very little notice of the opportunity too).

Question how we can get the word out better? Will have an open competition to win the contract to run the program. Need to make sure the program will be open to more sectors. ORISE should be given the chance to explain why fewer students applied this year. Competition will be open end of this year/beginning of next year.

Question regarding timeline? J. Rousseau will present at next Ed Council Mtg.

Question regarding demographics of current class? 38 states & territories represented, 69 different schools, 26 different fields of study.

Question regarding demographics of actual students? No ethnicity breakdown, students not required to state race on application.

Question whether candidates where the students host were looking for? K. Benson has data on this.

Comment from J. Murray that we could look for patterns in institutions and see if some schools promote the program more than others. Have 2 years of data which we could analyze.

Comment from K. Benson that one concern we have is that we had schools where we didn't get any applications from, where we have people who could certainly champion the program but which we didn't tap into. Last year had 48 states & territories represented.

Comment from R. Reuter: found she had to print off the website to hand out to interested students – couldn't find any flyers/posters available to give out.

Question whether Human Resources are working on this at all? HR working with all student opportunities – Sea Grant, Sanctuaries, Civil Rights, EPP.

J. Rousseau has requested information from the line offices three times to put together an one NOAA student opportunity website.

NOAA 200th Anniversary Planning (M. Harrison)

Comment from F. Niepold that \$25,000 doesn't sound like enough money for the website. Response that there will be a lot of in kind support plus the money is for a web page rather than a whole site. The web page will be designed to act as a portal to link to other existing content.

Comment from T. Cox – concern over amount of content available – not enough time to get new material. Response that this won't be cut off after the 200th – idea is to morph the web page into the new NOAA Education web site.

Suggestion to link with Weatherfest – C. Wallace is on the events committee and the 200th will link to this.

Suggestion from T. Cox to have 200th presence at the Iowa State Fair – materials could be used in other areas to get bigger bang for the buck.

Comment from M. Martin that material can be used in future years as well.

Comment from A. Ibanez that NW NERRS has an event that could work with 200th – will provide details to Rebecca Reuter.

Number of general comments about linking to more events – M. Harrison noted that six events was already a lot given staff time/restraints

Discussion over composition of 200th kits – questions whether good use of money & whether 10,000 will be enough? Idea to put a 'Best of NOAA' piece in – could combine Hurricane & Tsunami kits with 'Best of NOAA' Question as to whether we can put an ocean literacy survey in? Been stated that measuring ocean literacy is not to be part of the 200th. K. Benson would like to see more of a constant theme running through the items. As we develop educational themes could have them more woven through the packages.

Question as to how we can determine what constitutes the Best of NOAA? Could look to the Ed Council to decide criteria. Comment from A. Ibanez that we can do more than just put out a best of NOAA – need to identify a theme of what we're trying to say. Have a Best of NOAA tell the story we want to have out there.

Question regarding the evaluation of the kits? Question over Paperwork Reduction Act – can build this in to the process if plan well enough. Also have partners who can do the evaluation to avoid PRA requirements. Comment from L. Koch that many aquaria do surveys – could work with them & regional science centers.

Ed Council Participation in PPBES

Question from M. Harrison how we get people's programs up through the POP system.
Comment from N. Jackson that in the past work was done to produce a spreadsheet, not been able to find this – could be a useful starting point.

ACTION: L. Koch will look for program spreadsheet and pass on to C. Wallace

Comment from K. Benson that this year we have good support regarding goal guidance in the Weather & Water and Climate goals. This is the first year where E-Lit has had such a high level of visibility in the PPBES structure. Agree with M. Harrison that one of the problems with the Ecosystem Goal Team is that they're planning at a very high level – hard to be at the forefront of this.

Need to ensure that any program with an education component is in a POP. L. Koch urged J. Murray & Sea Grant to talk to K. Benson, C. Wallace and any others who know PPBES.
Comment from J. Hammond that groups with mandates for education need to get them to their goal leads.

Have three weeks between getting draft POPs and when final POPs are due. Need to make sure that we address any gaps at that stage.

Comment from A. Ibanez that she is concerned that programs are not being captured in the alternatives. Concern that the problem is not at the goal team lead but at the program manager level – the people checking the boxes.

Comment from K. Benson that we need to get all of NOAA educators working together on ecosystem approach to management

SAB Nominations

Suggestions from L. Koch – Tim Cowells & George Sedberry

Updates/Announcements

L. Koch – Frank Caderna pushed for creation of education & outreach working group of SAB & is looking for members. Could be an opportunity to try someone out for the SAB. Will be discussed at California SAB meeting.

ACTION: M. Martin to provide a couple of names of sanctuaries educators to L. Koch.

F. Niepold – attended NASA Earth Sciences meeting. NOAA better recognized in outreach & education re Earth Sciences (primarily web-based). NASA starting to realize that they're not alone in Earth Science, might start looking to work more with other groups. Comment from L. Koch that we could get NASA to come present to Ed Council.

ACTION: F. Niepold will look into getting NASA to present at Ed Council meeting.

L. Koch – Baltimore Aquarium has taken over the National Aquarium. Keen to increase space from 20,000 ft² to 60,000 ft² with an new entrance on Constitution Ave. They want to focus on NOAA and national aspects of what we do – highlight sanctuaries. They would like to come and talk to the Council and we should think of what aspects we want to highlight.

J. Murray – SeaGrant held a briefing on community resilience on the Hill – 60 staffers attended. Need to coordinate with Jim Lubner & NMEA.

F. Niepold – working with NSTA on their next meeting, IPY theme coming on strong – have a keynote and 3 theme-based symposia. Leveraging Environmental Literacy Grants to work on this. Comment from N. Jackson for the Council to see the packet before it goes out.

M. Martin – B-WET evaluation program continues to move forward. Hope to have website for environmental education evaluation up soon. Will provide a link when it comes out.

A. Ibanez – now have 26 reserves designated, just added a reserve in Texas. Have an education representative coming on board. Opened a new 50,000 ft² Interpretation Center at the Great Bay Reserve. Estuaries.gov site selected by teachers.

M. Harrison – invited by Discovery Education to talk with them and will coordinate with M. Martin. Have some pass-on money for assessment – want to talk with OEd about this.

C. Michalopoulos – working to put in a combined B-WET request to go through OEd, FTEs will reside with line offices.

J. Hammond – Teachers are at sea, one teacher is blogging. International Science Fair winner has a place on board a boat and will work with a teacher at sea.

L. Belton – have language in appropriation for education but not ‘hereafter.’

C. McDougall – submitted Ocean Hall words. Will attend a meeting with the Association of Science and Technology Centers (ASTC) on IPY.

N. Jackson – will be attending OAR retreat. Have posters to send out to schools.

J. Murray – Great Lakes COSEE up and running and has a workshop coming up.

ACTION: J. Murray to send material out about NMEA (check with K. Benson).