

NOAA Education Council Meeting

Date/Time: October 18, 2006 (1:00–4:00 pm)

Location: SSMC3, Room 10836

Dial-in: 866.453.7960

Participant: 360528

(Contact: 202.379.6686 in case of telecom problems)

AGENDA

1:00 Welcome/Opening Remarks

1:10 CoOL Conference Outcomes/Next Steps (M. Kaplan)

1:55 NEETF Eyes on the Environment Project (D. Sliter, S. Espinoza)

2:30 NOAA Regional Approach (L. Koch)

2:50 Student Opportunities Update (J. Rousseau)

3:10 200th Anniversary Education Component (M. Harrison)

3:20 Ed Council Participation in PPBES

- Programming Deadlines

3:30 Updates/Announcements

3:55 Upcoming Council Meetings: Dates & Proposed Agenda Items

- November 15, 2006
- December 13, 2006

4:00 Adjourn

Meeting Summary

In attendance: Louisa Koch (Chair), Susan Baker, Kim Benson, Priti Brahma, Jason Chasse, Sara Espinoza, Ron Gird, Molly Harrison, Sami Grimes, Marlene Kaplan, Kristopher Kraus, Jon Lilley, Michiko Martin, Liz McMahon, Carrie McDougall, John McLaughlin, Christos Michalopoulos, Frank Niepold, Ruth Osborne, Dan Pisut, Judy Reeves, Joe Shewmaker, Peg Steffen, Deb Sliter, Carla Wallace

On the phone:, Jorgeann Hiebert, Jim Lubner, Shannon Sprague, Carmella Watkins

Welcome/Opening Remarks – L. Koch

L. Koch welcomed M. Kaplan back to the Council as OEd's new Deputy Director.

CoOL Conference Outcomes/Next Steps – M. Kaplan

Request from M. Kaplan for any Council input regarding where to go next with the CoOL strategic plan/implementation plan.

Request from M. Kaplan for any Council input regarding ideas on how to scale up formal science education efforts. Noted that NSTA reaches only a fraction of the number of science teachers out there.

Question from K. Benson regarding the Excellence in Science award. Details not yet finalized but M. Kaplan has a one-pager that she can pass on. Award hopes to inspire future scientists – would be open to anybody but in doing so the award would recognize the contribution of Edward E. Just to oceanography. M. Martin noted that there is an earmark to University of New Hampshire to honor E. E. Just – earmark set to expire soon.

Comment from R. Gird that he found the Bob Ballard presentation very impressive.

Question from M. Martin regarding whether the report can include NOAA's effort in the California media campaign? Thought it would be a good model to include.

Question from K. Benson regarding what M. Kaplan thinks of the recommendations? Overall pretty good, some could have some more detail and some follow up would be good on some of them. Had a lot of feedback regarding the lack of breakout sessions.

Comment from K. Benson regarding what the ICOSRMI Interagency Working Group (IWG) on Ocean Education will think of the recommendations, especially with the current focus on STEM education. Response is what is the next best step to move things along as many of these issues go beyond ocean matters.

Comment from F. Niepold – one key driver is baseline assessments on how we're doing. In climate have some very good models of how to move people forward from where they are to where we want them to be. Recognition from M. Kaplan that this kind of thing should be included in the IWG report.

Comment from C. Michalopoulos – Jerry Schubel made a comment at CoOL regarding moving ocean literacy forward that "if not NOAA then who." NOAA has the opportunity to become the leader in ocean education. Recognize that we have limited resources but still have the opportunity to move things forward. Agreement from M. Kaplan that NOAA will

certainly be a leader in this area. Have a \$3M earmark in the Gulf of Mexico – will be able to suggest they do certain things e.g. conduct a survey, use the California model. Need to target areas where our small pot of money can make a big difference.

Comment from C. McDougall – ELG FFOs due out this week. Focus priorities on some of the outcomes of CoOL. Also how can we get Smithsonian to play a role in this. Need to think about this some more. P. Keener-Chavis (?) meeting with Smithsonian next week – should try to see if we can have any input in their plans.

Comment from K. Benson as to how we can get involved with the states – can we influence the standards when they come up for revision?

NEETF Eyes on the Environment Project – D. Sliter, S. Espinoza

Comment that Earth Gauge data is targeted as much as possible to local markets and is designed to fit in with the area's weather forecast – e.g. a story on runoff might be targeted to a rainy forecast.

Comment from R. Gird – weather service very interested in this program. Thoughts to give WCMs credit for completed the online course (in the same way that the local weather forecasters get credit).

Question from M. Martin – is there a fee for stations to use the data? No, Earth Gauge is free and non-proprietary as is the online course. Also is there any data looking at how much people are taking this information in? Currently not yet – very expensive to conduct evaluation, would like to do more of this though. See this program as partnership building, keen to work with networks. Any data on whether the stations have an increase in viewership. Nothing on that but do know that the stations are keen to have this information – feel that the program is getting validation based on this interest.

Question from F. Niepold – what kind of feedback is NEETF getting from the stations, are they increasing their time slots? Could use this as a measure of success? Haven't heard anything like that yet but some stations are giving some very good feedback. A lot of this depends on the weather forecast – if there is a big storm coming through then the weather takes up more of the news broadcast than if it's a sunny day. On slow weather days could try and get more Earth Gauge data out there. As develop the program more hope to get more of these metrics up and running. One station in New Jersey asked if NEETF has enough material for daily content.

Comment from S. Grimes that the Sea Grant network could be tapped into to provide stories and info to go out on Earth Gauge. Could also suggest info on how to protect your home.

Comment from C. McDougall - two areas that NERRS are working in – place based research that is becoming increasingly available to lay users. Could tap into this. Also NOAA is creating an Ocean in the News kiosk – would be another source of information. Question regarding the survey – have you looked at what's going on in Europe – see why they are more environmentally literate than people over here.

Comment from M Martin – Sanctuaries also have a weather kiosk which NEETF could get info from.

Comment from R. Gird – could use Science on a Sphere as a backdrop for interviews with weather forecasters.

Question from S. Sprague – has NEETF partnered with StormCenter, the Envirocast program seems similar to what NEETF is doing? Have partnered with them in the past - Envirocast program is different to what NEETF is doing. NEETF does seem Earth Gauge data to Dave Jones at Stormcenter. May be some programming modules for Magic Planet as well with NEETF could tap into.

Question from K. Benson regarding funding? First four years got funding from EPA & Forestry Service. Still have funding from EPA but also get donations in. Ultimate goal is to get the stations doing this themselves.

Comment from P. Steffen – could tie into ocean literacy effort. Could start to work more things in with the ocean literacy working group.

ACTION: Request from NEETF for a point person from each agency to work with NEETF to send info through every few weeks – would be the most helpful thing the Ed Council can do.

Question from F. Niepold regarding getting information from local climate stations? NEETF makes sure that there are links to local centers who can provide more information.

Comment from S. Baker – could also tie in to how humans affect the health of the oceans.

Question from D. Pisut about whether NEETF can get out info that may not be headline news but that is still important – e.g. drought. Do have the opportunity to send out longer pieces as well as the shorter pieces, always looking for information on these types of topic.

NOAA Regional Approach – L. Koch

Question from M. Martin about how the regional councils work – will they work through the PPBES structure? This is a different situation, priority areas can be led by different goals. Topics were worked out by the goal leads so there is a lot of cross-pollination. Regional councils are fully consistent with the PPBES priorities.

Question from M. Kaplan – how do the regional councils work with other bodies e.g. Gulf of Mexico Alliance? People will need to be the same across the board e.g. in the Gulf of Mexico ecosystem plan, will want to have the same people as on the ecosystem regional priority.

Idea to have every line office have at least one member on each regional council.

Question from C. McDougall – can people opt out of regional councils? Not sure yet on the requirements. Not sure what are the sticks & the carrots yet. Comment from K. Benson carrot is when these things build up from the bottom, working at the regional level works better. Unsure yet how it will pan out being driven from the top. Comment from L. Koch that by not dictating the terms, it is hoped that this will get support from the regions. People in

the regions will pick the priorities they feel are most important for their areas. Comment from M. Kaplan, this seems like a disconnect – having regional approaches but keeping it all in house. Should be looking to tie in with other non-NOAA groups.

Comment from C. McDougall – could look to tie in with IOOS regions. Also have a good group of aquaria that could be used to get information out to people.

Concern from M. Martin as to how we're meant to tie education in with this – regional priorities will probably be set by scientists rather than education experts. Outreach will then be targeted in potentially unhelpful subject areas. How will the Sanctuaries educators fit into all of this?

Comment from Christos - two major concerns – do the regional councils have an education presence; and will the councils take into consideration local needs, not just NOAA issues. Part of the concern is that there are no resources. Comment from M. Kaplan, that OEd could put some money into this and require leveraging of funds.

Student Opportunities Update – P. Brahma

Suggestion from K. Benson to move the two-year meeting to years when we aren't under a Continuing Resolution. Response that there is talk of moving the meeting to February rather than November – not sure yet whether this would be in a year and half or two years and a half. If trying to avoid a CR then may be better to go in two and a half years.

200th Anniversary Education Component – M. Harrison

Request for help putting kits together. K. Benson volunteered B. Hansen.

Comment that it will be useful to get some feedback on how the kits will be used.

Question as to whether there is a list of the events that are being held?

ACTION: M. Harrison to send out list of events

Hope to have CDs ready by AMS – comment from R. Gird that WeatherFest could use 3,000.

Question from C. Wallace - will the information on the formal CDs be broken down by grade level. CDs are designed to be a taster of what NOAA has – not going to have all content for all grades.

Ed Council Participation in PPBES – K. Benson

Managed to get e-lit in a \$600K community resilience piece. Not sure whether this will get through. Is a difference to last year – this year E-Lit did have a strong foundation but didn't get through the process.

Question from C. Michalopoulos as to whether the Council needs to provide any guidance? Need to look into this to see if we do.

Updates/Announcements

L. Koch & C. Michalopoulos met with CFOs today regarding billing of AMS & NOSB. Not yet sure of the outcomes but could end up becoming direct billed items.

L. Koch – Revised version of SAB brief will go out soon. Requires performance measures and significant impacts.

C. McDougall – ELG grants out tomorrow. Two separate FRNs – formal & informal. Please distribute to all networks. Magic Planet meeting for NOAA content.

S. Baker – Activity book for IPY now out.