

NOAA EDUCATION COUNCIL – APRIL 2007

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 A model for program design & evaluation – K. Benson & M. Martin
- 2:40 Council working groups formation – M. Kaplan
- Outreach
 - Metadata
 - Other working groups (Corals, Climate Literacy)
- 3:10 Council meeting guidelines – J. Lilley
- 3:25 SAB EOE Working Group response: NOAA's customers – D. Ginsburg
- 3:35 Updates/Announcements
- 4:00 Adjourn

Upcoming Council Meetings:

- May 16
- June 20
- July 18

ATTENDANCE

In person: Louisa Koch (LK – Chair), Susan Abbott-Jamieson (SAJ), Janice Beattie (JB), Kim Benson (KB), Neil Casky (NC), Gene Cope (GC), Dave Ginsberg (DGi), Ron Gird (RG), Ginger Hinchcliff (GH), Liza Johnson (LJ), Marlene Kaplan (MK), Jon Lilley (JL), Christos Michalopoulos (CM), Carrie McDougall (CMc), Frank Niepold (FN), Dan Pisut (DP), Jacqueline Rousseau (JR), Peg Steffen (PS), Sharon Walker (SW), Carla Wallace (CW).

On the phone: Alyssa Gundersen (AG), Nina Jackson (NJ), Paula Keener-Chavis (PKC), Michiko Martin (MM), John McLaughlin (JM), Corey Riley (CR), Sarah Schoedinger (SS), Carmella Watkins-Davis (CWD) .

ACTIONS

Who	Action	Due
All	Sign up for working groups – respond to email from JL	4/27
JL	OEd to brainstorm potential agenda items, report back to Council at June meeting and ask for further input	6/20
All	Review proposed Council guidelines and provide JL with any comments/edits	5/9
DG	Rework NOAA customer table and send out to Council for comment by 4/27	4/23

DISCUSSION

A model for program design & evaluation – K. Benson & M. Martin

Question (NJ): Why was the Bennett TOP Model selected?

- Originally developed by Department of Agriculture for extension and outreach activities – thus relatively easy to adapt to NOAA programs
- Bennett is consistent with ‘other’ existing models on market
- Bennett Model has been pilot tested in NOAA Sanctuaries programs
- Bennett is a logical (and simple) model for education and outreach programs

Question: Is NSF currently using this model?

- NSF is not using this model, however, they have adopted “categories” and “outcome metrics” to the “practices” level

Question (NJ): Would it not have been useful for the SOS assessment to have been completed before hand?

- Yes – However, at the time of the SOS assessment, the framework for creating evaluations did not exist
- A preliminary evaluation conducted at the MD Science Museum provided very useful feedback – this information has allowed specific impacts to be addressed

Question (FN): Did recent Teacher PD inquiry from Congress address reaction/impacts?

- No – Congressional inquiry only addressed the number of participants and activities

Question: Are we headed toward specific evaluations of each education program and professional development activity?

- Yes – there is a growing need to identify the mechanisms of why certain outcomes are not being met, and more importantly – how to overcome these shortfalls
- We need to move beyond “reactions” and obtain useful information on “outcomes”
- To date the only way to characterize activities has been through the PPBES process which is based on resources.

Comment (FN): Need to consider at what scale these issues be addressed.

Comment (SW): Sea Grant has had difficulty with post-training follow-ups – this is a very difficult task to accomplish. Often outside the grant window plus students & teachers may have moved on.

Comment (LK): Out of \$100 million invested in education programs by NOAA – there exists almost no information on the “outputs and impacts” of programs themselves. Even if we could say how many teachers we have trained that would be a start.

Question (NC): Do we have information on the kinds of data being used by teachers in the field, as well as information about teach professional development?

Question (FN): How will programmatic evaluation data be collected and organized?

- A computer data sink would be ideal – currently, such a platform is in the works
- Current NWS platforms could be useful references (e.g. StormWatch program)

Question: Is NERRS using the TOP model with it's programs?

- NERRS is interested in it, as is Sea Grant

Comment (SW): Recommends TOP should be on the table for internal training with Sea Grant educators (although Sea Grant Extension may already be doing this)

Question (FN): When will implementation of TOP Model begin? Has a time line been established yet?

- Model still needs fine tuning – after obtaining buy-in from the Council, a good next step would be to select specific program participants, as well as program leaders

Ed-Council Endorsements of TOP model: LJ, SW, CW, PS, JB, NJ, AI (by way of CR), MM, PKC – no objections by Council members.

Council working groups formation – M. Kaplan

Comment (MK): LJ is the NOAA-wide coordinator for International Year of the Reef (this includes, but is not limited to, education. LJ is also coordinating communications, outreach, management, science, etc. efforts). DG is the Ed-Council sub group advisory leader for International Year of the Reef education efforts.

Question (FN): Should “decision support” be included in extension and outreach training?

- Outreach group will determine where to draw the line with this.

Question (CW): Will issues involving PPBES be included in work groups?

- Yes – but only definitions relative to education programs and issues
- Might be best to set up a Definitions group as a follow-on from the Outreach group.

Council meeting guidelines – J. Lilley

Comment (CW): Would like to see a fixed time for talks established

Comment (FN): Amount of time depends on speaker and issue – should remain flexible

Question (JR): How are speaker slots organized and determined?

- Contact JL with names of people and suggestions, which will then be forwarded on to Louisa
- Suggestions to have a Council brainstorming session regarding agenda items

Comment: Suggest the term ‘handler’ be changed to ‘point of contact’ or ‘sponsor’

SAB EOE Working Group response: NOAA’s customers – D. Ginsburg

Question: If programs not represented on the Council will they be included?

- Idea is that the Council will represent all NOAA Education programs – either through specific program reps or through the LO-wide reps

Comment: How will the SAB be using the data – if all they need is whether NOAA targets certain audiences then this will be fine, if they want more detail then we may need more information.

Comment: Would be interesting to see level of market penetration but not sure how to get that data.

Comment: Table represents more education than extension and outreach

- Can add a footnote that the data was collected by the Education Council as NOAA has no equivalent forum for extension and outreach

Comment: For now it might be better to provide the SAB with a list of customers we hit and ask them if they need more info.

UPDATES & ANNOUNCEMENTS

- SAJ Molly Harrison will be returning to council as an active member next month
- MK Currently revising Ocean Literacy piece for JSOST
- CW April 26 is Bring Your Child to Work Day
- RG AMS/NWS 2 day workshop recently held – received lots of good feedback
- PS International Reading Association April 20 – first time NOAA at this meeting for primary education. Meeting is twice as large as NSTA. Also meeting with NSTA on May 8 to better understand NOAA/NSTA relationship
- JB NOAA photo library is improving/growing, now have 10,000 images and improved search capability – will be attending the American Library Association (ALA) conference in DC later this year (26,000 librarians!)
- FN Held climate literacy workshop last week (part of the mini grant he received). Encouraged by progress and will have a preliminary report for the May meeting
- CMc Bishop Museum has figured out Magic Planet/SOS compatibility problem so SOS content can now be converted to Magic Planet
- JR 2007 Hollings scholarships awarded. Total of 111
- CWD Finalizing workshop at NC A&T June 25-29
- NJ Recently back from the National Science Symposium – teachers liked CDs and activity books from NOS. Education Achievement Awards coming up – need goodies for bags/discovery kits ASAP

Next Meeting: May 16, 1-4pm, Room 10836 SSMC3