

NOAA Education Council – August 20, 2008

Agenda

Date/Time: August 20, 2008 (1:00–4:00 pm)
Location: SSMC3, Room 10836
Dial-in: 866.453.7960
Passcode: 360528
Contact: Jen Faught 410.245.7055 (in case of telecom problems)

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Updating NOAA Student Opportunities Website – J. Rousseau (*Input Requested*)
- 1:25 Introduction – R. Gird
Boy Scouts Weather Merit Badge – S. Buchanan/D. Franklin (*Informational*)
NOAA/Scouts Partnership – R. Gird (*Input Requested*)
- 1:45 Next Steps Metadata:

Use of NOAA Logo on Education Materials – J. Krauk (*Informational*)

Metadata Working Group –C. McDougall/B.Rice (*Decisional*)
- 2:15 Review of draft Education Strategic Plan comments– S. Storck (*Input Requested*)
- 3:15 Beyond the Opening-Ocean Hall Education Partnerships –P. Keener-Chavis (*Informational*)
- 3:30 Updates & Announcements

Attendance

In person: Louisa Koch (LK – Chair), Susan Buchanan (SB), Gene Cope (GC), Karen Eason (KE), Jennifer Faught (JF), Joanne Flanders (JF), Donna Franklin (DF), Ron Gird (RG), Doria Grimes (DG), Bob Hansen (BH), Jennifer Hammond (JH), Nina Jackson (NJ), Judy Koepsell (JKo), Jamie Krauk (JK), Miguel Lugo

(ML), Carrie McDougall(CMc), Christos Michalopoulos (CM), Jeannine Montgomery (JM), Dan Pisuit (DP), Bronwen Rice (BR), Jacqueline Rousseau (JR), Stacey Rudolph (SR), Peg Steffen (PS), Steve Storck (SSt), Kate Thompson (NMSP)

On the phone: Sarah Schoedinger (SS), Paula Keener-Chavis (PKC), Janet Baran (JB) (PA&E)

Actions NWS does have virtual NEP comments on the Draft Strategic Plan-RG to send to SSt, LK, CM, and JF

Updating NOAA Student Opportunities Website – J. Rousseau

- Request to have Council members coordinate with their various Line Offices to review the information on the NOAA Student Opportunities Website and determine if there is information that is outdated. Please be sure to look at items such as application deadlines, the amount of the award, phone numbers, website addresses as well as updating the points of contact. **Please submit revisions to Jacqueline Rousseau by 9/18/09.** Several council members mentioned that the website is a great resource and many students are utilizing it. Jacqueline mentioned that they would be happy to make additional updates at other times of the year besides this opportunity if it is needed.
- **Action Item: send any updates/edits to the Student Opportunities Website to JR by 9/19/08**

Scouts Weather Merit Badge –S. Buchanan/D. Franklin/R.Gird

In June, NWS personnel offered a weather merit badge training day for 50 local boy scouts which also included information on lightning awareness. This training day included most (95%) of all 10 requirements of the Boy Scouts of America Weather Merit Badge Training and utilized the pre-established curriculum required by the Boy Scouts of America. NWS personnel are developing a "how to" guide so that field offices can sponsor the same kind of activity if they would like. Council members questioned whether field offices would have the staffing to produce that same level of workshop and consensus was that field offices might be able to produce a smaller scale workshop but not do all 10 activities. NWS plans to continue to host the weather merit badge day for Boy Scouts. Caren Madsen is offering the National Weather Service badge to the Girl Scouts on October 17. Skip Therberge is working on a coordinated NOAA effort to expand the NWS program across NOAA. He has already talked with NOS, OAR, and NMFS. Skip's initiative aims to develop a "One NOAA" scout merit badge day for Boy Scouts and a "One NOAA" scout day for Girl Scouts. Using the recent NWS weather badge workshop as a model, he'd like us to support other line offices to develop similar workshops in their areas of expertise (oceanography, fish and wildlife management, etc) and have all of these workshops offered on the same day, NOAA-wide. Skip has solicited 4 "co-leaders" from each line office, 2 to

serve as the Boy Scout program co-leaders and 2 to serve as the Girl Scout program co-leaders to develop these programs and make up the core planning team of the "One NOAA" Scouting initiative. Susan's suggestion is to make this a NOAA engagement activity as it grows and expands. Questions were raised regarding the content of the curriculum and if there would be an opportunity to have NWS subject matter experts review/edit content. RG mentioned that they are pursuing this as well as expanding the program. RG suggested that at the 2010 jamboree in Fort A.P Hill, Virginia, NWS could participate in this event. In addition, some ideas for future expansion include a tool kit and adult training so troops could have a dedicated adult weather safety officer who knows what to do in hazardous weather events. In addition, discussion of possibly offering career information/opportunities for those Boy Scouts interested in a career in meteorology. There was also discussion regarding NOAA Weather Radios being provided to individual troops. RG is going to talk further with Molly Harrison about her work with NOAA and the Girl Scouts of America. JH offered the services of Suzie Hill (former Teacher at Sea) and other Teacher at Sea alumni to assist National Weather Service with this network. PS and RG are participants in Skip's committee for Scouts of America.

Next Steps Metadata

NOAA Logo/Education Materials – J.Krauk

JK provided the NOAA template to Council members and explained its acceptable usage. The template is very benign and includes the NOAA emblem at the bottom along with "noaa.gov." Suggestions were that it could have "Curriculum" to the left where the current template has "Fact Sheet" and it could also include when it was last updated in the bottom left corner. The back looks exactly the same except without a header. How Council members wish to use it is up to their discretion. Other individuals are doing fact sheets on their own. As of right now, the fact sheet template JK is showing the Council is not going to affect how other individuals create their fact sheets however the template is available for them to use as they create new fact sheets.

The NOAA emblem can be used right now by any federal employee of NOAA if the materials have been approved by that employee's supervisor. JK recommends Council members use their best judgment with this. JK will be sending a short statement to JF to accompany the administrative order which notes that all NOAA employees can use the NOAA emblem. All of this information will then be posted on the web along with the link for the administrative order. The caveat is that some things such as the climate change fact sheets actually have to be vetted all way through the Department of Commerce. This template is for print materials but will be posted on the website as well. JK offered to run templates up the chain for approval if council members are using them for curricula. In addition, currently the DOC seal does not have to be used, but that could change at a later date.

Metadata Working Group – C. McDougall/B.Rice

Metadata presentation to solicit feedback from the Council on the following issues: the membership of the new working group and if there are any major programs that do not have a representative on this group that should (i.e., ones that are involved in creating lesson plans). In addition, Council discussed the tasks (listed below) that the working group will address.

1. Identifying which metadata tags to implement for the DLESE database.
2. Determining whether or not we want to implement a standard set of headings for lesson plans (aligned with the selected metadata).
3. Determining whether or not we would like to see a common look and feel to NOAA Ed products, and if so, what that would look like.
4. Exploring a NOAA "footer" or "tag line" bar for products. Points 1-3 above will inform what this might look like and what information it could contain.
5. For all of the above: the working group will conduct an assessment to determine the workload impacts of implementing different options for all products, or future products only.
6. Participating in a teleconference with representatives from DLESE to discuss the flexibility and requirements of their database, as well as the potential of a future "user rating system."

Question was raised as to whether or not this referred to current or future lesson plans. CMc recommends that the working group look at the feasibility of both but it likely will apply to current ones. Suggestion was raised to determine how many existing products are out there (i.e. 100 vs. 1000) as it will impact the workload associated with making a new template retroactive. PS suggested an html template would be easiest to implement. KT suggested that working group consider something similar to the function on the *Oceans Live* website in which individuals can enter information such as certain standards and then the search generates information that they can print out and is helpful for people to search for lesson plans. Suggestion to create a web-based template that will allow NOAA lesson plan creators to easily input lesson plan info and have a web tool that creates the lesson plan in the NOAA template automatically. Comment made that there are strengths in the marine areas and gaps in the weather, climate, and satellite areas. SSt pointed out that if we do the inventory, then we will be able to do a topical gap analysis. RG is having his staff look into it. LK requested to ML that she would like to see Sea Grant program represented in this metadata working group.

Action Item: Metadata working group members will brief the Education Council at the November Education Council meeting on above listed 6 topics.

Review of Draft Education Strategic Plan comments – S. Storck

Review of both public comments to date and Virtual NEP review comments.

Public Comments:

- The only comments to date that reflect a network came from NEI.
- Sea Grant and NMSF are both submitting individual comments.
- No comments have been received by NMEA.
- The Extension Working group commented right away to both LK and Mary Glackin.
- There was a good distribution of comments from groups- all core groups are represented here.
- It was noted that engagement really stood out i.e. should this be an engagement plan?
- On August 28, the response to the SAB working group report is being briefed to the NEP however it is not the full response-it is more about decisional items in the response, and the full response will occur in a February 2009 NEP briefing.
- Suggestions also included further expanding partnerships such as state and regional partnerships.
- Suggestion for environmental literacy- that there is a need for greater urgency related to climate change in the Plan.
- Comment that NOAA doesn't do Environmental Literacy but is mandated to do oceanic/atmospheric literacy
- Along the Workforce side-comments mentioned that the Plan is a little light on elementary and middle school folks
- Comment regarding NWS's need for workforce and that the plan doesn't address this however this may need to be included in the implementation plan
- SST: do we feel that the 32 comments are enough- could folks send a reminder to their networks?

Virtual NEP comments:

- No disapprovals
- We are asked to respond-on how we would address the Virtual NEP comments by 9/12/08
- PPI/ PA&E had great comments-some were more structural comments
- NOS read through the document in great detail and provided very detailed comments
- NOS concerned that we don't tie to the research priorities in NOAA
- Suggestion made to include guidance on how to implement the America COMPETES Act
- Suggestion made that in the workforce development section we do address the Ph.D level but the language may stop at the masters level
- The working groups will convene to discuss comments in order to respond to the Virtual NEP by September 12
- BH: Who determine changes? OEd will go through and make recommendations to the working groups and they can make decisions/recommendations based on comments received.

- CM: We may also have a special session of the Education council or executive working groups
- LK: There is the possibility of pushing back the NEP deadline; we will work on that as it gets closer;
- Many thank you's to SSt for a job well done!!!
- JK: From the Office of Communications perspective-the engagement report is absolutely part of the broader engagement piece which has many elements and should not necessarily be an either/or. There is also a communications plan in the works. It is an FY09 strategy-looking at something larger than the Office of Communications.

ACTION ITEM: The final NEP brief will be sent out to Education council as soon as it is posted

- CM: For the virtual NEP comments, no one made the connections between the SAB and the NEP-either they agree or they missed the boat.
- Cmc: Is there a plan to address this issue to move forward with the Education Plan if the two are not connected?
- LK: I will not make any attempt to connect them in the NEP
- CM: It will come up in the NEP
- LK: Mary Glackin is aware of the SAB and we are not hiding it. It will be discussed at the NEP
- JK: Suggestion that we keep moving forward with the existing plans: education strategic plan, communications plan etc...and that all requirements should be connected by fewer priorities and address engagement

Beyond the Opening-Ocean Hall Education Partnerships – P.Keener-Chavis

- Discussion of the COSEE, SI NMNH, NOAA OE, NMSF and NOAA SG network/national collaboration
- Creation of a senior level contractor position with expertise in ocean education to provide an avenue to reach the public, provide consistent visibility at the national level and established networks for disseminating information about Ocean Hall throughout the nation.
- JH: suggestion to keep the position open for longer than two weeks (perhaps a month) otherwise most people will not apply as they think you already have someone in mind
- PKC: Announcement is coming out through the Smithsonian (which has its own mechanism) as well as the Sea Grant Educators Network, Scuttlebutt, the OE Educators list serve, the COSEE network list serve, and the Education Council
- Cmc: These folks tie to the larger NOAA network mostly through PKC and SW with the Education Council
- PS: It is Shari's intent that the new person would be introduced to NOAA line offices in the way that she was- that would be something separate & apart from COSEE piece (PKC concurs)

- CMC: It seems like NOAA benefits will take a 3rd seat to everything
- PKC: We are looking out for NOAA interests with this position as it is a major way to be/stay involved with this. Besides SOS and the Kiosk this is the strongest way we have to provide content on Ocean Hall
- LK: are you applying for NSF for continued funding?
- PKC: Someone needs to look for sustained funding for this-have not pursued that any further at this point
- LK: Would anyone be interested in picking up the salary line after two years?

Updates & Announcements

- PKC to come back to the Council and give us updates on progress/keep the Council fully informed
- JH: Captain Keers swore in the first NOAA Corp. Officer that is a former Hollings Scholar
- JH: Teacher at Sea (TAS) educator at the Pink Place in Tennessee. The museum has an exhibit on turtle research and fisheries enforcement. She has also received teacher 30 requests to teach at schools. Her museum has the “suitcase” school programs.
- JH: TAS is becoming part of partnership program for 1st time in 20 years with NMFS, OMAO, and OED. In October-Jennifer and Liz will relocate to SSMC3.
- PS: There was a great climate conference the end of July and will get the evaluation databank very soon. There is a great deal of interest in offering the same opportunities regionally ex: Kansas city and Seattle
- PS: NOAA’s first educational game-the estuaries game will be coming out this fall. This is a cooperative effort between NOAA’s NOS and Montgomery College
- PS: all Sci-guides are being repurposed on the NOS site with permission of NSTA so anyone can access them for free. The oceans, weather, climate, estuaries and coral Sci-guides will be published by National Estuaries Day in September 27, 2008.
- PS: The climate change kit cards are to be included as DVD’s. The lesson plans and materials will be online in September. NOAA will have a chance to review them. The lesson plans were developed by the Einstein fellows.
- CMc: Just held the SOS Users Collaborative Network in HI. DP, FN, JMc, and CMc as well as over 70 people from 30 different institutions attended. There was great discussion on how to utilize SOS to impact universities and museums more, docent training, evaluation and training discussed also. The current docent requirements run the gamut and folks think NOAA could play a role in making training consistent.
- CMc: Sphere casting with Sandy McDonald in Boulder. He led folks through the lecture in Boulder remotely on the SOS. The discussion was on climate change and other topics. This was done using video of him via Skype in addition to the sphere. It was a nice data set lecture with the

- CM: We are working on installing an SOS in SSMC4 Science Center-sphere casting
- JK: The national climate service roundtables-sector specific are being held now with two more for the NGO community next Tuesday and one on public health on September 5.
- JK: Pat Sweeney from ITA is on rotation with the Office of Communications for the next two month. His role to create a Communications Plan for FY09.
- BR: Just returned from the Knauss Sea Grant Fellowship class project in New Orleans. It was a fabulous experience and many thanks to all those who support the fellowship. The class may also produce a report based on their class project.
- BH: Future agenda Item: Jeff Campfire, the Education Coordinator at The America Geological Institute is interested in giving a presentation about Earth Science Week. OEd has been a paying sponsor in the past and we participate in Earth Science Week.
- DP: Channel 1 very interested in putting NOAA science into the classroom for example as an alert system regarding fires, hurricanes, etc. They have done a test bed and have some states that have already signed on to this.
- CMC: NOAA Watch is what we have but this is not a video content and not spontaneous. The Kiosk pieces deal only with oceans. If we had a weather piece to go along with that it would be great.
- RG: We do not have national capability yet. NOAA Watch is on a 24 hour cycle.
- PS: before I would offer any NOAA content, it has to be run through communications and we'd have to vette it first.
- LK: Suggestion to put together a meeting and get NOAA Watch and other people from council attending
- PKC: OE commissioned the Okeanos Explorer and had a successful forum after. PCK will pull together input and comments for the Council.
- BH: NOAA World is always looking for articles especially education-related content pieces