

Engaging NOAA Audiences

Report of the Engagement Working Group

In response to the SAB

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Background

- Science Advisory Board Report on Engaging NOAA's Constituents (March, 2008)
- Ed Council established an Education/Outreach/ Extension WG to develop response

What is Engagement?

According to the SAB, engagement is:

- A commitment of service to society through a partnership
- An ongoing dialogue to address jointly the problems and opportunities facing society

What is Engagement to NOAA?

A continuum of activities to:

- Build literacy
- Change behavior
- Leverage partnerships
- Improve products and services
- Build support in Congress
- One-NOAA
- Improve visibility

Approach

- Build on existing capabilities (Education Council, Communications Committee, Regional Collaboration)
- Identify Gaps
- Focus on priorities
- Improve coordination

SAB 1: No Engagement Strategy

Current Capabilities:

- Education Plan
- Communications Plan
- Regional Plans
- Integrated Coastal Strategy

Gaps and Solutions:

- Build engagement into existing plans
- Build teams around key themes (*e.g.*, climate, hazard resilience) that cross continuum of education, communications, extension, training and outreach

SAB 2: No Coordinating Body

Current Capabilities:

- Education Council
- Communications Committee
- Regional Collaboration Teams

Gaps and Solutions:

- Establish Ad Hoc Extension and Training Committee
- Establish regular meetings of Chairs of Ed Council, Comm Comm, Ext/Training Cmte and Regional Collaboration
- Formalize Communications Committee

SAB 3: Resources are Insufficient

Current Capabilities:

- Approximately \$100 million or 2.5% of NOAA budget spent annually on engagement activities

Gaps and Solutions:

- Focus existing resources on key priority issues
- Determine resource requirements based on needs

SAB 4: Make NOAA Conducive to Engagement

Current Capabilities:

- Training programs in E/O project design

Gaps and Solutions:

- Add engagement to operating plans
- Develop consistent performance indicators
- Assess the utility of the Kellogg test for measuring performance

SAB 5: Public not aware of NOAA

Current Capabilities:

- Communications Office has responsibility for developing corporate messages
- Recent public surveys (conducted by Harmonic, Int) highlights need for fewer messages that everyone uses

Gaps and Solutions:

- Phase II of Harmonic study is to develop a consistent, recognizable tagline for NOAA
- Vertical integration of message development and dissemination

SAB 6: Engage Locally and Regionally

Current Capabilities:

- Regional Collaboration teams
- Regional education grants (BWET)
- Pilot engagement project in the Gulf of Mexico
- Regional Alliances (GOMA, West Coast, GL, NE and SE)

Gaps and Solutions:

- Link corporate communications and education plans to Regional Collaboration Plans

SAB 7: Better Utilize Partnerships

Current Capabilities:

- Regional Collaboration
- Regional Alliances
- Constituent Roundtables
- External Advisory Boards (SAB, ORRAP)

Gaps and Solutions:

- Develop partnership inventory
- Continue regional partnership projects

SAB 8: Accountability and Evaluation

Current Capabilities:

- Some evaluation conducted at the individual program level

Gaps and Solutions:

- Develop a rubric for the Kellogg test and implement it on a pilot scale
- Develop common evaluation framework for education
- Develop online evaluation training

Conclusion

To respond to SAB:

- Build on existing capabilities
- Fill gaps, e.g., coordinating extension and training programs through ad hoc committee
- Improve coordination across continuum of activities
- Focus on priority topics
- Invest in evaluation