

NOAA Education Council Meeting

Date/Time: November 19, 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 Introduction - (S. Rudolph)
Earth Sciences Week (AGI) – G. Camphire (*informational*)
- 1:40 Metadata Working Group – C. McDougall/B.Rice (*decisional*)
- 2:25 Education Strategic Plan –S.Storck (*input requested*)
- 3:30 Updates & Announcements

Upcoming Council Meetings:

December 17
January 21, 2009

Attendance

In person: Louisa Koch (LK – Chair), Jennifer Faught (JF), Ron Gird (RG), Doria Grimes (DG), Jennifer Hammond (JH), Molly Harrison (MH), Susan Haynes (SH), Paula Keener-Chavis (PKC), Judy Koepsell (JKo), Jamie Krauk (JK), Carrie McDougall (CMc) John McLaughlin (JM), Luis Leandro(LL), Michiko Martin (MM), Paulo Maurin (PM), Frank Niepold (FN), Dan Pisuit (DP), Davida Reemer (DR), Bronwen Rice (BR), Stacey Rudolph (SR), Peg Steffen (PS), Steve Storck (SSt), Sharon Walker (SW), Carla Wallace (CW) Marci Wulff (MW)

On the phone: Janet Baran (JB), Sarah Schoedinger (SS), Ashley Steel (AS)

Announcements

- The new President-elect Transition Team (PETT) began meeting today with NOAA leadership. Monica Medina is leading the Department of Commerce transition team. Deputy Under Secretary Mary Glackin is attending GEOSS team meetings in Europe so the Acting Under Secretary, Bill Brennan and the Director of the Office of General Council, Jane Luxton, are representing NOAA's transition team.
- Transition team document should be available to everyone soon
- We are pleased that we have several program adjustments in the FY11-15 Program Plans that were supported within core including the Climate Portal, Teacher at NOAA, and the Ocean Hall Initiative

Earth Sciences Week (AGI) – G. Camphire

This informational briefing was given by Geoffrey Camphire of the American Geological Institute to promote Earth Science Week and NOAA's potential future involvement. Geoff discussed NOAA's past involvement, through the Office of Education's financial support 4 years ago, what Earth Science week entails and how NOAA could become involved both through products provided and monetary support for Earth Sciences Week.

- Discussion as to including a link to the AGI/Earth Sciences Week site on the main NOAA website.
- MM: educational activities on the site and the number of hits they receive, are they made available through other searches on DLESE or other sites?
- GC: Unsure about DLESE or where we are getting our referrals-but perhaps through other teacher link sites
- Suggestion of doing PSA's as a possibility for next year. RG and NWS supported the possibility of this through WCM's
- GC: Have begun discussion with NAAEE to make the group aware of what they do and promoting what is out there.
- GC: Earth Science Week provides education kits to teachers with educational materials included. Walden Media has educational component to all movies that they do and so provided education guides that went into the kits
- JK: What does earth science week entail?
- GC: Teachers can buy the kits for \$7 and integrate the materials into their curriculum during Earth Science week. Earth Science week is teachers doing educational activities with their students related to Earth Science week in various locations
- The average cost per year to run the program is \$150,000
- Suggestions to include organizations in the calendar during a particular month with a picture that way there is more visibility for them and more financial support for Earth Sciences week. This could also be sent to NOAA networks of teachers.
- PKC: Do you measure the effectiveness or use of these teacher education kits? Do you get feedback or keep track of the hits?
- GC: I don't have that information available however on the website teachers are asked to evaluate the kit
- GC: A survey is sent out to ~4000 subscribers to our list serve to ask for evaluation and we receive approximately a 5-10% return on the survey
- DG: Have you asked media or Discovery Channel about this?
- GC: Yes, we have had conversations
- GC: Would appreciate any support for this either financial or materials/products from NOAA

Metadata Working Group – C. McDougall

A decisional brief from the metadata working group on progress made to date for metadata fields as well as discussion on creating a NOAA library of lesson plans and how to make them searchable.

Discussion of the different sites to use including usa.gov, DLESE, among others and the pros/cons of each one. The working group felt that DLESE was much better and flexible but if down the road the Education Council wants to look at products in a media gallery then the usa.gov site could be used and select a subset of collections so that people could find the subset through usa.gov. DLESE is very appropriate for lesson plans. The usa.gov site is great for other educational resources that are not lesson plans. However, you cannot use the usa.gov site to find non-governmental partner resources so would be an area of concern for groups such as sanctuary partnerships etc. We would want to ensure that these sites are listed as affiliates. Really good metadata is needed regardless of what mechanism is decided upon

Working group is asking the Council to decide on education content standards including the possibility of expanding the list of education standards to include science, geography, and mathematics. There are currently no education content standards so the council needs to agree on some education content standards to align with. The group has determined that the Council should not be limiting themselves to DLESE science and education content standards. The working group suggests adopting the DLESE developed metadata fields

- SH: This is set up for future lesson plans that have not yet been created and future application that is what we are voting on? Correct.
- MM: The cost associated with this, is it the cost to use that actual activity or to have the kit shipped?
- CMc: all Department of Commerce websites have metadata tags included and all the ones we recommend on our list are Department of Commerce metadata tags so we would be Department of Commerce compliant.

Discussion of the discrepancy between date created and date reviewed. Suggestion that lesson plans be reviewed on regular basis for broken links, updates on new and emerging science, etc.

- CMc: This is under temporal coverage that is speaking to the science so you could indicate how current is the data or how often is it reviewed

Council VOTE: adopting NOAA metadata tag list for education lesson plans in the future. Vote: unanimous

Discussion of a proposed 3 phased implementation strategy

- MM: For environmental literacy grants partners, will they be required to use our metadata fields? If so, what if those individuals ignore that request to include the following metadata tags? Will we exclude them as findable on our site?
- CMc: How does this apply to Sea Grant and the ELG? At this point we were mainly thinking about the federal programs. It is a much different situation when you are providing funds for someone to do something versus being partners to do something
- SST: you can do this and work with that group and then if you want to include that group in our collection, you could include the tags to the database record so it could still be findable in NOAA.
- MH: Who will be reviewing products?
- CMc: At this point that has yet to be determined and it would be both internal and external review. The implementation plan will take roughly 12-24 months.

Council voting to determine if the Council wants to work with DLESE or a contract company similar to DLESE and apply funds towards it? The fee is a one time cost. The vote includes approving the general concept of Phases 1-3 and specifically approving Phase 1 and products in Phase 1 will allow virtual review prior to final product for the education.noaa.gov website. Phase 3 is the quality review process. Council members can post what they want on their own sites, because this vote is strictly for the education.noaa.gov site. **VOTE UNANIMOUS**

Council vote on creation of html templates and guide kits and working group to bring back templates to the education council in January/February. At that time, the Council will talk again regarding specific concepts. **VOTE UNANIMOUS.**

Concerns were raised from Council members regarding hiring DLESE or a contract company similar to DLESE. If the Office of Education (OEd) receives money they will fund it. If OEd runs short on money, we will pass the hat but we are not limiting ourselves this way because we have similarities.

Discussion on the merits of hiring DLESE or similar contract organization to build a customized interface and automate migration. DLESE would be the primary search engine on education.noaa.gov and then council members can migrate content onto other search engines. The other option is that Council members “fat finger” items into the DLESE database and then go to DLESE.org and add the information. Concerns raised regarding the value of hiring DLESE or similar company.

Council vote to move forward on hiring DLESE or an organization like DLESE to provide services like those offered by DLESE **VOTE: UNANIMOUS**

Future council tasks: propose future working group participants to develop the next phases of the metadata implementation at the next Education Council meeting

Education Strategic Plan – S. Storck

Steve Storck handed out comments from the NEP/NEC final review of the Education Strategic Plan and how those comments were addressed. First discussion related to DUS Mary Glackin's comments and the interpretation of the America COMPETES Act language and how to interpret it for the agency-outreach, stakeholder and training comments need to allow the door to be open for other components of NOAA

- LK: Parts A and B of the America COMPETES Act can be interpreted broadly or narrowly. The first paragraph relates to enhancing public awareness and understanding...for education. The second paragraph says create a science education plan. The first paragraph's science educational activities can be interpreted broadly to include communications, outreach, and training but education in the education strategic plan could be interpreted broadly or narrowly. DUS Glackin is in favor of the broad educational activities and the narrow understanding of the education plan. So to clarify, the Education Strategic Plan now says broad mandates for educational activities. This is a subtle change that addresses Mary's concerns. We have addressed Mary's 3 comments. Mary introduced those questions for closing out the NEP review which is why they are not formally in the NEP/NEC review

OAR Comments:

- SSt: first comment a little painful to read re: having a visionary or stretch goal because this is a strategic plan.
- LK: we will be direct and gentle as we can be in responding to his comments

NWS Comments:

- RG agrees Steve's proposal addresses NWS comments

PA&E Comments:

- General comments
- Austin proposes a statement to introduce goal 2. Less NOAA centric.
- In all, Not a large NEP NEC response

Steering Committee Actions:

- Some inconsistencies in glossary definitions (i.e. engagement and communications). Council will adopt consistent definition that the steering committee recommends
- SW: Asked if extension can be included
- JK: Agreed, we will see what engagement folks come back with
- LK: This is an umbrella. We want to make sure that the engagement plan and education plan are aligned and the definitions mesh.
- SSt: addressing the indigenous knowledge issue (“Native science” definition) Use the definition of Native Science Academy. Outreach has been added to the glossary

Discussion regarding definition of education and what should be included.

- LK: will send around the two definitions (NSF and engagement communications) and try to come to consensus on something by COB Thursday
- Great Job Steve!

Discussion on Earth Science Week Presentation:

- LK: For Earth Sciences week presentation, do we have a sense of what we can reply? They are asking for money. Does anyone have some or is it a priority?
- CMC: Last time we provided support it was approximately \$10-15,000, on NASA model, and we bought packets for AGI to distribute
- JK: do we have feedback from folks who have used these kits? Seemed overwhelming, that perhaps the resources could be dedicated to consolidating materials. Seemed like it might be difficult to use
- MM: There is an evaluation mechanism on their web site, we should look into it.
- PKC: If they align them selves with networks, this would get more use than being mailed to individual teachers, this is a lot of material
- MH: I wouldn't use this. I would use the discs. Teachers get a lot of this stuff. A few things are of use, posters potentially.
- PS: A teacher could use the posters and file the rest. This could be done through a conference. It's a nice way for agencies to get the word out when don't have other options, but may not be appropriate for us
- MM: feedback to Geoff could be that if we see good evaluation, we could provide in kind support, perhaps electronic. The other option is to have them apply for our funds through BAA (but not really competitive, what we saw today)

Discussion on Council Format:

- SW: constructive criticism- more time was needed for metadata discussion so perhaps in the future informational presentations are limited to 15 minutes so there is sufficient time for the business of the council.
- FN: Some Council members may have insight on some of the topic areas and could have offered insight as to whether or not the discussion would be valuable.
- MM: Suggestion to pre screen presentations or ask for feedback from the Council in advance to make sure that presentations are appropriate/tailored for the Council. Suggestion of a form that asks specific questions to understand the basic premise of the presentation. Then guidance on format of presentation with specific guidance on what the council will want to hear.
- LK: PKC will lead a working group to gather information and set up criteria for future presentations. Suggestion to look into NPE/NEC procedures, perhaps not with that level of formality but a good model

Updates & Announcements

- SW: January 21 is inauguration week and March meeting is during NSTA, so we may need to change those dates
- MW: Introducing Paulo Maurin who will be taking over in February for the Corals Program Education Council responsibilities while MW is on maternity leave
- PKC/LK: Commission papers will be addressed at next meeting
- PKC: concerned, did they get the SAB report? Disagreement about definition of engagement. OEAWG concerns. Hope that this other group not taking report as a recommendation for NOAA Education?
- JK: Will send communications plan to the group, please send comments to her. Next month will be JK's last meeting for a while. She will be going on detail to the Senate.