

NOAA Education Council Meeting

Date/Time: January 21, 2009 (1:00–4:00 pm)
Location: SSMC3, Room 10836
Dial-in: 866.901.0711
Passcode: 8134683
Contact: Jen Faught 410.245.7055 (in case of telecom problems)

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Introduction - (Molly Harrison, NMFS)
NOAA Fisheries: Voices from the Fisheries Project –S. Abbott-Jamieson (*informational*)
- 1:40 National Marine Sanctuaries Media Library –M. Martin (*informational*)
- 2:10 NOAA Preserve America Initiative – C. Oliver (*informational*)
- 3:30 Updates & Announcements

Upcoming Council Meetings:

January 21, 2009
February 18, 2009

Attendance

In person: Louisa Koch (LK – Chair), Kirk Beckendorf (KB), Karen Eason (KE), Thanh Vo Din (TD), Jennifer Faught (JF), Ron Gird (RG), Doria Grimes (DG), Molly Harrison (MH), Jennifer Hammond (JH), Atziri Ibanez (AI) Nina Jackson (NJ), Judy Koepsell (JK), Meka Laster (ML), Luis Leandro (LL) Paulo Marin (PM), Carrie McDougall(CMc), John McLaughlin (JM), Michiko Martin (MM), Frank Niepold (FN), Dan Pisuit (DP), Bronwen Rice (BR), Jacqueline Rousseau (JR), Stacey Rudolph (SR), Kate Thompson (KT), Carla Wallace (CW)

On the phone: Paula Keener-Chavis (PKC), Steve Storck (SSt), Sharon Walker (SW), Marci Wulff (MW) Sarah Schoedinger (SS), Susan Haynes (SH), Peg Steffen (PS)

Announcements

- Welcome to Luis Leandro who will be joining the Office of Education staff on February 2, 2009. Luis has spent the last year at Legislative Affairs as a Sea Grant Fellow. During that time he was very effective at promoting NOAA's education programs on the hill. Luis will be helping with the education implementation plan, increasing our visibility to Congress and working on other issues as they arise.
- Education Implementation Plan Update: we will be providing a proposal for the education implementation plan in February and then would like to schedule an offsite meeting in April/May where all program have the opportunity to present their programs and projects to the Education Council
- Agenda items: In relation to the education implementation plan, we are going to have members provide briefings on their programs and want to ensure that they are consistent and we fit together the pieces with an element of timeliness. So if you have items that you would like to see placed on the agenda for future Education Council meetings, please let Jen know as she is keeping a running list of agenda topics for future meetings so that we can get you on the agenda
- ACC report: LK has copies available of the ACC subcommittee on education report for anyone that wants them

NOAA Fisheries: Voices from the Fisheries Project

A discussion and overview of the original Local Fisheries Knowledge (LFK) Pilot Project, as well as the new Voices from the Fisheries (VFF) Project, and the VFF Handbook and how this relates to NOAA's goals for environmental education. The Voices project is the website for the Voices Project is <http://www.voices.nmfs.noaa.gov/>

The Voices from the Fisheries Database is a central repository for consolidating, archiving, and disseminating oral history interviews related to commercial, recreational, and subsistence fishing in the United States and its territories. Each history provides an in depth view into the professional and personal lives of individual participants. Together, they have the power to illuminate common themes, issues and concerns across diverse fishing communities over time. The Voices from the Fisheries Database is a powerful resource available to the public to inform, educate, and provide primary information for researchers interested in our local, human experience with the surrounding marine environment.

This site provides information such as FAQ's, links, how to get in to the site and add interviews if you want to. The site also has a search collection screen where individuals can query the transcripts of the 154 interviews currently in the database and this will provide information about the individual interviews by predetermined keywords, topics, abstract, where, and what year the interviews were collected. Interviews are currently available as a pdf or can also be accessed as an audio file. Plans are currently in place to include a digital video option in the near future. Indigenous knowledge is currently not coded as something of its own but would be coded by the kind of topics that indigenous knowledge reports such as content or location or subsistence fisherman or harvester (roles). The data are used for social impact assessments when fisheries management plans are developed and how communities are affected for example. The handbook is now in draft form, MH giving the first review to link it with the Education Strategic Plan and the work that has been going on with the Education Council. The handbook will eventually go on to the "Voices" website as a download. The pilot project did help influence feelings in the community about the project and NOAA's presence in the community. Julie Bard assisted in working to work with the school systems and align the project with state standards.

National Marine Sanctuaries Media Library (marinelife.noaa.gov)

The library is an online vault where a comprehensive collection of select video clips and high-resolution still images from National Marine Sanctuaries across the country are securely stored and available for searchable access and download. The library holds images of approximately 100 species from the different sanctuaries with information on abundance, type, and where it is found. The library was created as a mechanism to make these images more widely available. The two main audiences for the images and data were the Sanctuaries themselves and the general public in order to educate and inform them. The Library has four levels of security, the first being public domain images, and then three increasingly higher levels of security. The next installation of this website development is planning to use the ocean galleries xml feed that people can use on sites such as MySpace and face book. In addition, it will feature a user defined "best of" option. Mandatory metadata fields currently include credits, usage rights, size and resolution. The system was meant to be an education and outreach database but not an archival database for any/all images out there. The system is not being widely advertising yet. The sanctuaries program wanted to make sure their NOAA colleagues know about the system first. The public launch of the site is imminent. The site needs a new security certificate prior to the public launch. A press release will go out in the next few weeks. They are currently not accepting general submissions.

- AI: NERRS is interested in adopting this and learning how others can play with this as well but are unsure of how NOS is interested in adopting this. This resource was designed for NMSP but the backbone is extremely flexible. More NOAA folks need to think about what needs to happen in order to migrate this over to more NOAA people being able to use this. If there was more of an investment and commitment from other line offices this could become a corporate decision and not just at the line office level but the CIO level.
- MM: Office of Exploration and Corals are working with the existing architecture to leverage the site. OE plans to include some of their highly visited expeditions. Currently the search engine function is a challenge as it is not currently set up to search by expedition for OE because it takes an architectural change for the advanced search but that will be coming in the next round of edits to the site.
- PKC: teachers are a large portion of our users group so we wanted to be able to reach out to them. Therefore we tied the search function key words to lesson plans that have been used to guide students.
- MM: The metadata was developed using scientists, contractors, and/or ocean.com can populate it for us. Architectural changes do trigger a security scan so they try to bundle as many as they can together.
- MM: The project has been very user driven and not really about the individual office or line office. Sanctuaries invites others to come to table so they can keep it user friendly
- PS: The Year of Science DVD has to adhere to the 508 compliance measures. Is there a way to identify which are closed caption?
- MM: All future videos will be in 508 compliance. Closed caption is different as you can turn it off at any time. 508 compliance has alt tags which the Sanctuaries sites have. Closed caption is much more costly.

NOAA Preserve America Initiative (PreserveAmerica.noaa.gov)

- This initiative was inspired by the White House Preserve America Initiative and is part of a partnership with the Advisory Council on Historic Preservation. It is a multi-faceted effort to inventory, preserve, and showcase heritage resources in NOAA's care and to foster tourism in partnership with local communities. This includes the Preserve America Heritage Initiative Mini grant program, and the Traveling Treasures of NOAA's Ark exhibit. In addition, there was a discussion of the remodeling project in the current SSMC 2 exhibit space. This exhibit will be a "One NOAA" store front telling the NOAA story and also will serve as a backdrop for press conferences
- Friday, February 6th is the official opening of the 2009 NOAA Heritage Week: NOAA on Film: the Treasures Theatre in the NOAA Science Center
- There will also be a mini Treasures exhibit in the lobby of the Department of Commerce building and a keynote speaker during lunchtime
- The Treasures Theater will replicate a 1940's style cinema draft house and speaker film series cantina-style

- AI: For the traveling exhibits, do you have any plans to move them to use other NOAA type facilities?
- CO: We would definitely put it out as an opportunity. However, right now the exhibit is 2000 square feet and needs to be highly downsized and movable.

Updates & Announcements

- LK: Jane Lubchenco is doing meet and greets on the Hill this week. There is talk of a confirmation hearing at the end of the month. Some folks were questioning whether or not she would become Department of Commerce Secretary but Otto Wolf has been kept on as the lead Commerce official. Currently, Frederick Cider has come in to be the first representative in DOC and will slot in Obama politicals as they come in and will continue in that role until we get a full administrator.
- LK: The Senate supplemental came out and we will see it on Friday. NOAA received \$1 billion for satellite and ecosystem projects and we are hoping for a good Senate mark as well.
- KT: Matt Stout is making the transition down to DOC and Michiko will be stepping into his role temporarily so Kate Thompson will be filling in at Education Council meetings in Michiko's absence.
- KT: Application for the Oceans for Life program has hit the streets. The program will be taking place in July for 3 weeks. Students in high school, grades 9-12, from Pan America, the Gulf and Arab regions will be coming to the U.S. and will be paired with students from the U.S. and Australia. Students will be given still and digital cameras to document the experience. American University film students will help the students with using the equipment. The students will spend the first week in Florida, the second week in D.C. and the third week in California. The week in California will be split between the Gulf of Farallones and Monterey Bay NERRS sites. Please send this information out to your networks. Globe, National Geographic and American University are all on board.
- AI: The Estuaries Live broadcast will move forward on May 1 & 15 in New York, Alabama, and other places as well.
- AI: We have been invited to be reviewers for the NAAEE coastal strand and hope the Council Members will be able to assist with this please
- NJ: AMS-WeatherFest-Diane Staninsky helped sign Teacher at Sea books. Also in February there will be a teacher workshop at the NOAA N launch
- FN: The Climate literacy document is in the wrap up and close down phase. We think we have NSF and 9 other federal agencies as well as National Geographic and NEEFF on board. The U.S. Climate Change Science Program is trying to figure out how to do climate change science. The transition team wants to know what we are doing in integration at the interagency level. There are a whole range of projects going on and are trying to track the NOAA climate portal. We have talked about a 60-day public education campaign relative to climate change and two of the audiences would be educators and students. This is something that the communications council is looking for us to support in some capacity as well and is an exciting opportunity for us to take advantage of as well.
- MH: NMFS would like to welcome the Teacher at Sea Program to NMSF
- RG: At the AMS student conference for graduating college juniors and seniors, close to 400 students attended the event. We provided information for students on how to get jobs in the federal government. At the Saturday evening student reception, Vickie Nadolski, NWS Deputy Director participated and engaged many students about careers in NWS; WeatherFest had 2600 visitors during the 4-hour event. New for WeatherFest was a 2-hour teacher workshop for 35 local Phoenix teachers. 18 of those teachers gave evaluations. Teachers want more for Atlanta next year. For Atlanta 2010, AMS is considering the teacher workshop at the Georgia Aquarium. VADM Lautenbacher was in attendance at WeatherFest. He has offered to help with the WeatherFest planning since he is a member of the Georgia Aquarium Board of Directors.
- DG: 3 NOAA librarians participated in the conference with quizzes and prizes for participants. The Library will update the list of a-z online journals which will be updated. The library had to cut \$100K out of journal subscriptions.
- CMC: Bob Hansen and Les Adams will have the SOS on the exhibit floor at NSTA with Kirk and Stacey assisting in the coordination for that. There is a posting to the Education Council January meeting website that page that is an MOU between NOAA and the Exploratorium. This is a large scale partnership similar to Ocean Hall. This is an interactive science center located in San Francisco that will relocate in 2011 to two piers and have 2.5 times larger facility and water access. They are interested in Climate and Earth System focus and will involve many different parts of NOAA. They are in the beginning stages of forming a team that got together in NOAA to produce a statement of purpose together. So the MOU is provided to you for your information.
- JMc- We finally have the SOS user's network website available. It is oesd.noaa.gov/network.
- LL: There will be briefing on The Hill next Monday per the request of congressional staff. We want to update them on what NOAA is doing. The AA's will be giving 7-10 minute updates to the Senate and the House. Please contact LL if you would like details and times of those meetings; LL's last day as a fellow will be 1/30. He will join OEd on 2/2.
- BR: B-WET identified host offices for the North East, Pacific Northwest and Gulf of Mexico. The NE office will be located in the North East Fisheries Office. The Pacific Northwest office will be located in the Sanctuaries office and individuals in the Gulf of Mexico are actively working to figure out how to work that region out; The current funding opportunity closes next week; There is a request from Lee Yokel with the Gulf of Mexico Alliance for a DC reviewer for the CSC projects funding opportunity. It is for small funding awards so the reviewer would have to review all of the applications that came in. The time frame for the review would be early February. If anyone is interested please let BR know.

- PKC: is pulling together a working group to establish criteria for outside presenters providing presentations to the Education Council. She has only heard from a few people. The meeting will take place next week. If you are interested in serving on the working group please let PKC know.
- SW: There were 77 applicants for the Smithsonian Ocean Hall Educator position. OE and Sea Grant provided funding. A candidate has been offered the position. SW will let everyone know as soon as can release the name
- Sea grant is now working on their draft education network implementation plan now with the 25 regional NOSB and Sea Grant involved.
- SH: The Consortium for Ocean will be looking for volunteers at the end of April
- PS: There is an institutional partner contract that will be out on the street now for people to respond to. It is for the next five years. The contract will be awarded by June1 contingent upon receiving funding in FY09. Folks should think about things they would want to have funded.
- PS: They have finished the structure and content of the Year of Science DVD and will go to print next week