

**STRATEGIC DIRECTION: FINDING INNOVATIVE WAYS TO CONNECT NOAA TO THE PUBLIC**

Sub-Objective/Project	Tasks	Responsibility	Proposed Timeline	Completion Date	Comments
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**Objective: Increase knowledge and capacity of EC on emerging technologies**

	Send Representatives to National Educational Computing Conference in DC	Kirk/Nina	June 2009	7/1/09	
	Schedule NOAA Webmaster (Bradley Akamine) to EC for Web 2.0 Discussion	Steve	July – September 2009		Held preliminary discussions on content and format.

**Objective: Expand Informal Education Partnerships**

	Inventory and ID best practices of informal education partnership with emphasis on networks	Carrie	July 2010		
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**Objective: Increase NOAA Education's unified web presence**

Complete and maintain education.noaa.gov					
	Clean up, eliminate dead links from current education.noaa.gov	OEd	August 2009	7/5/09	Kirk cleaned all dead links in current site
	Appoint lead for ed.noaa.gov: clean up, eliminate dead links, internal/external needs assessment, investing needed/development workgroup on education website, connect Communications	Louisa			
	Strategize ways to fill/fund Education web-master position	OED/Carrie	September 2009		
	Develop and finalize scope of work for Education web-master position				
	Hire web-master position				
	Launch New Design of ed.noaa.gov				
Create a common framework for publishing data visualization products for education					
	Strategize ways to fill/fund data visualization coordinator	OED/EC/Louisa	November 2009		

	Develop and finalize scope of work for data visualization coordinator	OED Christos	November 2009		
	Hire Data visualization education coordinator, connect to communications- Dan Pisut	Louisa	Jan-June 2010		
	Conduct meta analysis of best practices for data visualizations (SOS, Kiosks, telepresence)	who?	Jan 2011		
Create internal or contractual capacity to produce and deliver NOAA telepresence education programs					
	Initiate committee meeting for distance learning, telepresence	—	August 2009		
	Launch NOAA-wide telepresence for distance learning (central hub)	Michiko, Paula, Susan, Peg	2011-2012		

**Objective: Expand partnerships for Outdoor Education with Youth Serving Organizations**

	Inventory current NOAA activity with youth organizations	Ron	November 2009		
	Engage youth organizations e.g. Boy Scouts, Girl Scouts, 4H, FFA	Ron	July – Sept 2009		

**Objective: Increase integration of emerging technologies in outdoor experiential learning settings**

	Create inventories of NOAA programs that are a) getting people outdoors, and b) using innovative technology to engage public	Steve, evaluation work group	July 2010		
	Focus funding opportunities on use of innovative technology in outdoor education setting	Carrie	July 2010		
	Create showcase doc of best practices forum/workshop in integrating technology and outdoor. internal & external to NOAA. (Lit review, emerging technology, etc.)	Steve, Evaluation Team	2011		
	Create geo-referenced NOAA resources media library	Michiko, NOAA webmaster	2012		
	Build geocaching resources that highlight NOAA resources & georef media library	John	2012		
Investigate Partnerships with emerging technology corporations					

	Invite Alan Leonardi to present at EC on Google partnership	Carrie	Oct-Dec 2009		
	ID tech providers (e.g. Google, Apple, TI, Garmin) for partnerships with and develop beta products.	Paulo	2012		

<b>Objective: Conduct media campaigns using emerging technologies to raise awareness of NOAA sciences incorporating NOAA Education Themes</b>					
Partner with NOAA Office of Communications for AD council campaign on stewardship, get out in nature, etc.		Michiko	2012		
Launch Web Campaign for Get Outdoors with NOAA					
	Create web pages for a) "get outside" with NOAA and b) "get wired" with NOAA	Education.noaa.gov webmaster	2010		