

Strategic Direction: Engaging & Influencing Leadership

Objective	Sub-Objective	Tasks	Responsibility	Projected Timeline	Completion	Evaluation Criteria
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Increase awareness of and support for NOAA Education by NOAA and DOC leadership						
	Develop and maintain a coordinated engagement strategy for NOAA and DOC Leadership					
	Engage key leadership and decision makers in NOAA Education Events					
		Create calendar of events for Leadership-worthy NOAA Education Events				
		Match leaders to appropriate education events				
		Invite Leaders to events: <ul style="list-style-type: none"> EPP forum invitations to: FLOTUS, NOAA leadership, DOC leadership Dr. Lubchenco: NAAEE/BWET/Hatfield 	Jacqueline Rousseau Bob	November 2009 October 2009		
	Help secure sustained resources to support Education programs across the agency					
		NESDIS 1% commitment to Education	Nina/Louisa	August 2009		
	Increase awareness of NOAA Education with leadership support staff					
		Education brown bags with PCO & legislative Affairs	Bob	November 2009		

Increase awareness of and support for NOAA Education by leaders and decision makers <u>EXTERNAL</u> to NOAA						
	Develop and maintain an up-to-date network of NOAA Education advocates in strategic external organizations					
		Create an initial list of external science education leaders and develop strategies to connect <ul style="list-style-type: none"> NAEP, Dept of Education 	Peg Lexie Louisa Frank	August 2009		

		<ul style="list-style-type: none"> • OSTP • NRC • NSTA, AAAS, etc. • New partners 				
	Coordinate targeted informational meetings with NOAA Education Representatives					
		Work to get OSTP to advocate for role of federal science agencies in STEM education	Louisa/Frank	July 2009		
		Meet with NAEP executive director and NAGB	Louisa	August 2009		

Increase awareness of and support for NOAA Education at the Congressional level

	Develop a Legislative strategy		Marlene	September 2009		
		Identify key Congressional Members, caucuses and committees whom have an interest in science education				
		Congressional staff trips include education programs	Luis Leandro	August 2010		
		Events				
		Engage stem caucus	(who?)			
	Improve consistency of NOAA Education Representative in Leg affairs					
	NOAA Education 1- pagers (NOAA Ed- Luis, Thematic Areas starting with Climate- Frank)		Luis	November 2009		
	Create NOAA Education in your state for Congress		Luis/Frank	December 2009		

Increase awareness of and support for NOAA Education at the White House

		Find links to WH (POTUS, FLOTUS, WP)	Marlene	August 2009		
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Increase representations and inclusion of NOAA Education in national STEM Education forums						
	Partner with Office of Communications to promote NOAA's role in education		Marlene	Sept 2009		
	Negotiate seat on Science Advisory Group for the Department of Education		Frank	July 2009		
	Leverage other NRC studies by including NOAA		Louisa/Frank	March 2010		
	Influence next NAEP framework		Kirk, Frank, Louisa	2012		