

NOAA Education Council Meeting

Date/Time: June 17, 2009 (1:00–4:00 pm)
 Location: SSMC3, Room 14836
 Dial-in: 866.901.0711
 Passcode: 8134683
 Contact: Luis Leandro - work: (202) 482-3139, cell: (843) 696-9572

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Education and NOAA Climate Portal – Frank Niepold (*informational*)
 (10 minutes presentation/15 minutes discussion & questions)
- 1:35 Implementation Plan Retreat follow-up and next steps – Christos Michalopoulos (*input request*)
 (25 min discussion)
- 2:00 Council engagement on NOAA's Next Generation Strategic Plan – Paul Doremus (*input request*)
 (25 min presentation/15 minutes discussion & questions)
- 2:40 Proposed changes to future Ed Council meetings – Sharon Walker (*decisional*)
 (10 minutes presentation/15 minutes discussion & questions)
- 3:05 Updates & Announcements

Upcoming Council Meetings:

July 22, 2009
August 19, 2009

Attendance

In person: Louisa Koch (Chair – LK), Lexie Brown (LB), Thanh Vo Dinh (TVD), Paul Doremus (PM), Karen Eason (KE), Ron Gird (RG), Ann Garrett (AG), Atziri Ibanez (AI), Nina Jackson (NJ), Marlene Kaplan (MK), Judy Koepsell (JK), Luis Leandro (LL), Carrie McDougall (CMc), Christos Michalopoulos (CM), Frank Niepold (FN), Dan Pisuit (DP), Irelene Ricks (IR), Lorraine Robidoux (LR), Peg Steffen (PS), Steve Storck (SSt), Kate Thompson (KT), Sharon Walker (SW), Carla Wallace (CW)

On the phone: Kirk Beckendorf (KB), Stephanie Bennett (SB), Paula Keener-Chavis (PKC), Molly Harrison (MH), John McLaughlin (JMc), Stacey Rudolph (SR), Sarah Schoedinger (SS)

Announcements

- LK: Thank you for all your input and contribution to a very successful implementation plan retreat. It has given me a good sense of what we need to do differently and a feeling of empowerment that this group is moving forward, which is very exciting to me.
- LK: The new director of Communications, Justin Kenny, attended the workshop and gave an overview of Dr. Lubchenco's priorities for NOAA. Justin mentioned he is interested in connecting NOAA Education and Communication efforts.
- LK: Margaret Spring has been announced as the new chief of staff for NOAA. Margaret was very involved in helping NOAA getting its mandate for Education. John Gray is the new director for Legislative Affairs. John is very supportive of Education and wants to know how he can help us move forward.
- LK: I also want to congratulate Peg who was just named as an affiliate to the council of state science supervisors. This is a great position for Peg and we need to help her as much as possible in her new role.
- LK: Two major press releases, NOAA and DOE I want to call your attention to. NOAA press release: release of the climate change report on regional and sectoral climate change impacts. This is a major report that answers the question of 'what this means to me' in a very compelling way. Please see the report. We need to incorporate this to our products and services. It is part of the reason why NOAA is becoming a major national focus for education, because we provide rigorous, relevant and integrated science, which is why the science community wants to see us connect to the classroom.
- PS: This is a part of the website that Frank and I have been working on for years. There is a lot of NOAA stuff there from several NOAA programs. Lots of NOAA content ended up in NOAA's website as a result of this interaction.

Education and NOAA Climate Portal – Frank Niepold (*informational*)

Introduction: Frank has been working on the climate and education portal team.

- CMc: The banner for National Climate Service says “NOAA Climate Service”? FN: We have mentioned this and are trying to get some resolution.
- CW: You talked about the clean proposal. Are we included? FN: Yes, I am a CO-PI.
- RG: We are making a new presentation on improving and modernizing the COOP program. When do you think the WCM can tap into the portal and start drawing out data for school business? FN: It will be a while, but we may be able to put some pieces early. If they want a presentation to use in classrooms, the climate report that just came out that Louisa mentioned in the introduction is a good one to use because it was written for high school graduates. This report was written for easy reading, has compelling graphics and was chunked up into regional and sectoral pieces for specific audiences.
- CMc: Is this going to the U.S. GCRP education working group’s climate portal? FN: The invitation to the interagency will be made. Where the interagency education home and the NOAA education home will be is yet to be decided.
- CMc: Most of climate education money is coming in as grants, as you said. What are your thoughts on how we can leverage the funding we are all already getting at all the various agencies. Can we require all grantees to post climate related materials to that site like NSF does? FN: Yes on the requirements. There is discussion within the climate goal planning for FY12-16 to transition experimental projects into operational. We need something for education grants like this.
- FN: I think we should establish a working group to discuss this issue further. This presentation is just an informational briefing.

LK (Action Item 1): Frank, feel free to work with Luis to send out an email to the Council members to solicit putting together a working group to look at the Climate Portal issue.

Implementation Plan Retreat follow-up and next steps – Christos Michalopoulos (*input request*)

- CM: Evaluation Working Group will bring proposal for evaluation framework to the September Ed Council Meeting. We hope to give Council members the draft proposal in August and bring this to discussion in September. If there are some major issues unresolved in September, we can vote during the October meeting as well.
- LB: Sometime next week I will have the matrix survey and your individual matrix data. If you have any questions or need assistance with your data, I will be happy to work with you individually.
- FN: Jonathan did not give us an implementation plan draft for us to look at during the retreat. So, what should our implementation plan look like? CM: We have some ideas to consider that we will bring up to the steering committee.
- SW: Since I wasn’t able to attend the retreat I want to look through the notes of the report before providing feedback.
- CM: Completely understand. We can talk offline about the process. We also asked Jonathan to type the information of the retreat into paper so we can all review and read it.
- LK: Sharon, the last image with strategic directions gives a good overview of the process.
- SW: I see the need to include a thematic priority or something similar that captures what we already do as a council. I do not see this in the retreat report.
- CM: Sharon, we can talk offline about this.
- CM: I want to make sure the steering committee includes the leads of all the working groups. We may have to expand the steering committee membership to accomplish this.

Council engagement on NOAA’s Next Generation Strategic Plan – Paul Doremus (*input request*)

Introduction: The overall objective of this presentation was to initiate Council engagement and feedback on the Next Generation Strategic Plan (NGSP).

- PD: We are encouraging and asking all councils to answer the three questions on page 33 (of Paul’s presentation). You can provide input directly through our website (listed on presentation). We have asked councils to provide feedback by the end of August.
- Action Item 2:** As stated above, provide answers to PPI on the three questions by August.
- PS: Do you have anyone looking specifically at technology and communication trends? PD: We incorporated some of this in our scenarios and their drivers. This is one area that I think we are a little weak on, so if you have the expertise, or know someone that does, please let me know.
 - SW: The results from the surveys (slide 12). Do you know how many respondents you had on those surveys? PD: We do not have a set number, but we sent surveys to a broad array of groups to get a sense of what the public is thinking.
 - CM: Do you think the existing mission goals will be reflected somehow in the NGSP? PD: Great question. Right now everything is on the table. We are asking the question as to what our strategy should be. The current strategic plan has no explanation as to why the goals exist, so we are trying to put together that rationale. We do not have an answer yet.
 - LK: We wanted to relate the NOAA sciences and goals in our strategic plan, so knowing where NOAA is going will be essential to help us align our direction with NOAA’s overall direction.
 - LK: What role do you see for NOAA Education on the various scenarios and trends that you described? PD: NOAA needs to decide what the contribution of this domain (education) should be. To my knowledge, this has not been established strategically in NOAA yet.

- LK: The world of Education in the U.S. is changing. For example, states and territories have agreed on standards for K12. The Department of Education is moving toward supporting these standards. I can see a role for NOAA if a national curriculum is developed. Any idea of how we can play or incorporate this in the NGSP?
- PD: The scenarios are just a starting point.
- FN: The scenarios definitely link to what we are doing and to our mission as a council, so we can definitely provide input.
- PS: I think this is a great opportunity for the council to make a strong case as to why NOAA is doing education at all. We do not yet have the respect internally that we would like, so this is a good opportunity for us to make that case.
- CM: I know that you and NOAA leadership are waiting for input from the NAS review on NOAA Education. Given the timeframe, is there any chance you could incorporate the findings of that study in this process? PD: Yes, it will definitely not be too late for this.
- SS: In your opinion, what do you see as the biggest barriers for the agency to make a commitment for education? PD: On the education mission, there are two things. Education is fairly new as a core mission or responsibility that does not carry the ring of 'being essential to NOAA' as other missions that have clear mandates. Another barrier is money. The question as to whether or not we even have the capability to do this and do it well.
- LK: I would say that the passage of America Competes and all the various programmatic mandates for doing education all across NOAA should be a good justification. We also have been seeing a substantial increase of support from Congress and OMB for education, especially now with a new administration.
- PS: To be honest, I am not sure we have done such a good job internally of selling ourselves and articulating why the work that we do is important.

Proposed changes to future Ed Council meetings – Sharon Walker (*decisional*)

- SW: I am presenting on behalf of the presentation criteria working group that Paula chairs. We would like to ask for your input and to make some decisions.
- FN: There are times external presenters need more than 10-15 min to present. Perhaps we could set a brownbag before council meetings to give presenters more time, and whenever appropriate, have presenters come and give a smaller presentation to the council as a follow-up. 12-15 min for a lot of our partners is not enough time.
- RG: I agree with what Frank said. An additional idea our group had during the retreat was to sometimes have offsite education council meetings to give council members the opportunity to interact with outside folks and do some more hands on activities as a group.
- MK: If the Education Council is not the appropriate form to engage some of our outside speakers, what would be the appropriate audience?
- PKC: I think the Office of Education should be the primary audience.
- MK: Yes, but how will we engage council members if we only include Office of Education staff? We always strive, as we should, to make sure council members are aware of what is happening in the education world.
- LK: I suggest that we begin to vote individually on the separate action items that we just went through (please refer to slides 5-8 on presentation for description of each item).

Voting on item 1: approved without changes

Voting on item 2: skipped - steering committee will look at this suggestion, along with the presentation template, and bring proposed changes to the council for a vote. Discussion on this item captured below:

- TVD: I prepared Paul's presentation. I agree that we need more time for discussion.
- AI: I like the idea of allowing a full hour for some presentations that need more time.
- JR: I think a 10/20 minutes presentation is only appropriate when you have information ahead of time to review and come prepared.
- CW: We should have more time for discussion.
- AI: The steering committee should make these decisions as to how long any given presentation should be and whether it should fall inside or outside of council time.
- AI: The sponsor should prepare the speaker to keep the presentation down to the relevant amount of time.
- NJ: I would like to propose we send the presentation template that the working group prepared to the steering committee for their consideration.
- CM: Perhaps the steering committee can see the template and get back to the council on this item.
- TVD: Helping to prepare the outside presenter is important.
- PKC: I agree. Also, we need to think about whether or not we are gathering monthly to do our work or to learn about outside things. I think 20 minutes should be more than enough time for outside speaker to present their case to the Council.
- KT: I think we need a Council Charter

Voting on item 3: approved

Voting on item 4: approved and add: "The sponsor has the responsibility to ensure that the presentation meets the criteria below, and ensure the outside speaker submits the presentation and any additional presentation materials to the Council's Executive Secretariat no later than one week before the Council meeting."

Voting on item 5: approved and modify to: "The timekeeper, a designee from the Office of Education, will give 5 and 2 min warnings to all presenters and take appropriate action to ensure meetings are kept on schedule. The timekeeper must not be a Council voting member."

Updates and Announcements

- LK: I would like to thank the working group on their work to make our meetings more efficient and a better use of everyone's time.
- FN: Peg and I have been working on this toolkit that was launched. Please take time to look at this. It's a nice piece of interagency work. Peg is the lead. We want to leverage other works.
- NJ: Next week NESDIS is sponsoring a training session at one of our centers. We have 50 teachers attending. The second week of July we are sponsoring another teacher conference. We have 30 teachers. Focus is mainly on Earth Sciences, Climate and Environmental Sciences.
- PS: "games.noaa.gov" website is live. We are the top site on kids.gov. If anyone is interested, I just finished a white paper on why technology games are of interest to agencies and education in general. I had a discussion with the Department of Defense. They have money and want to play, so if any of you want to play please let me know. They want to get together with a larger group of people. They have a big interest in STEM, Workforce and Engineering. Please contact me if you want to be added to the invite list. National Geographic and a gaming company are interested in doing a massive multiplayer online game MOU. That's almost done. They are ready to have an MOU at NOAA, so let me know if you have any interest in participating in this.
- RG: Next week is lightning awareness week. History shows that ~60% of all fatalities are men under 40. Next week is also the AMS broadcaster's conference in Portland, OR. You may recall last year's Boy Scout tragedy in IA. Within a year they built a new welcoming center and a storm shelter. One of the survivors is very interested in meteorology.
- SW: We are getting preparation for the National Marine Educators Association conference.
- AI: We are trying to figure out what people at different sectors are doing for Climate. This is in preparation for the OCRM retreat in July. How are we going to tackle climate issues is the main topic for the July retreat. We are also collaborating with NMFS on teacher trainings.
- CM: Received report from Jonathan with retreat evaluation results. You all had things to say that were important. We will send this out to the Council.
- LL: As a reminder, Louisa's presentation to the NEP is on June 23rd. The presentation is posted on the website. Thank you for all your assistance with putting this presentation together.
- KT: Our education executive council was in town last week to finalize our draft strategic plan. The three main goals are education excellence, climate and ocean literacy and partnership development. It will be finalized in September. This will happen just before our AZA meeting in Portland, OR. We will have an ocean literacy summit as part of this meeting. This summit will bring several partners to the table and will have pretty clear objectives and outcomes for the Oregon Northwest coast. Anyone that is going to the AZA meeting please let me know if you would like to come to the summit. We would love to have you. Would love to have someone from the Office of Education participate. Capitol Hill Oceans Week last week has very successful.
- DP: Apologize for not being able to attend the retreat. We were able to hire a visualizations person for the lab to increase and improve our capability. You all helped with putting together funding for this, so thank you very much.
- SSt: I attended an environmental evaluation network meeting just after our retreat. It was all federal agencies, conservation organizations, university personnel and private evaluators looking at how we evaluate effectiveness of environmental policy and projects. Three very interesting viewpoints of evaluation processes came out. None of the models have been tested. EPA was a co-sponsor. A lot of people are doing similar things to what we are trying to do.
- LB: Kirk and I are covering B-WET issues in Bronwen's absence. We will be sending an invitation next week to all council members for the B-WET conference and reception. We have confirmation that Dr. Lubchenco will be attending. Mary Glackin will be opening the conference. I am working with Louisa to invite line office leadership.
- CMd: The NOAA Exploratorium partnership MOU has been signed by both partners. Paula and I are working together on this partnership. We hope to extend this to other parts of NOAA. We have a meeting in Boulder, CO after which we plan to bring this to the Council. The grants team is working on AZA competition and running through as fast as possible. Ocean today kiosk has had a new screen and speakers installed at the Ocean Hall. It looks great and it's a significant improvement.
- PS: NSTA partnership meeting is next week, 23rd from 10-11:30 am.
- IA: We had a visit from the National Academy of Science reviewers at one of our reserve sites. That happened last week. Everything went well.