

NOAA Education Council Meeting

Date/Time: March 11, 2009 (1:00–4:00 pm)
 Location: SSMC3, Room 10836
 Dial-in: 866.901.0711
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 Contact: Luis Leandro - work: (202) 482-3139, cell: (843) 696-9572

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Harmonic International – Paul Hunt (Survey results and communication materials) (*informational*)
 (45 minutes presentation/15 minutes discussion & questions)
- 2:10 Educating the Public with NOAA Data – Dan Pisut (*informational*)
 (20 minutes presentation/10 minutes discussion & questions)
- 2:40 Education Implementation Plan - S. Storck/C. Michalopoulos (*input requested*)
 (presentation & discussion)
- 3:30 Updates & Announcements

Upcoming Council Meetings:

April 15, 2009

May 20, 2009

Attendance

In person: Louisa Koch (Chair – LK), Maryann Bozza (MB), Lexie Brown (LB), Paula Keener-Chavis (PKC), Karen Eason (KE), Ron Gird (RG), Doria Grimes (DG), Jennifer Hammond (JH), Molly Harrison (MH), Nina Jackson (NJ), Niel Kaske (NK), Judy Koepsell (JK), Luis Leandro (LL) Paulo Maurin (PM), Carrie McDougall (CMc), John McLaughlin (JMc), Christos Michalopoulos (CM), Bruce Moravchik (BMo), Frank Niepold (FN), Dan Pisuit (DP), Bronwen Rice (BR), Irelene Ricks (IR), Steve Storck (SSt)

On the phone: Kirk Beckendorf (KB), Bob Hansen (BH), Atziri Ibanez (AI), Michiko Martin (MM), Jeannine Montgomery (JM), Sharon Walker (SW), Sarah Schoedinger (SS), Stacey Rudolph (SR)

Announcements

- LK: NOAA FY09 budget passed last night. We are over 4 billion, but this doesn't mean everyone's pocket is full. There are several earmarks included in the omnibus and not all of them are good. Nonetheless, we should all be happy today that we have a budget. We will also need to start looking into what the FY10 budget may look like. When we go around the room, I would like to hear from you all on how the FY09 budget will affect your programs. Now that the budget passed, I am hopeful that congress will move quickly onto Gary Locke and Jane Lubchenco's nominations.
- LK: Yesterday I briefed the Science Advisory Board on NOAA's response to the engagement report. It was very well received and they were happy with the amount of progress that had been made. They made it very clear that they expect a lot more progress to be made since we've only significantly addressed 3 of the 34 recommendations.
- LK: As many of you know, the NRC meeting (March 23rd-24th) is coming up soon. There is a very limited number of seats available for non-presenters. If you are interested in attending this meeting and haven't already done so, please email Luis Leandro by Monday March 16th.
- LK: I would also like to congratulate Doria Grimes on her retirement and thank her for all of her assistance to the Education Council. This will be her last Ed Council meeting. I also want to welcome Niel Kaske who is the new librarian for NOAA.

Harmonic International – Paul Hunt (informational – Survey results and communication materials)

LK: I am pleased to have the Harmonic International present. They have done a lot of work to help assess what the public knows about NOAA and how NOAA should position itself. With that, I would like to welcome Paul to this meeting.

- MH: How did you find people for focus groups? P. Hunt: We were trying to bring people that participated in panels.
- JM: What does the quarter on the pie chart represent? Illustrated in light blue? (Slide 27). P. Hunt: Mankind, which is 26%
- SS: Were these choices? P. Hunt: Yes (Slide 28)

- LK: This material was presented to NOAA Leadership in November. Mary Glackin and others expressed that this is the direction they want to go and that they are interested in strengthening NOAA's image as a Climate Agency. Harmonic International was thus tasked to create the creatives that would help us move in that direction. This material was presented to the SES summit and was well received. The point is to test this with groups within NOAA to see how people feel about it and make people think about how they can/should use these materials in their programs.
- MM: Can you send us a few samples of these images (even if in low resolution) for us to see? P. Hunt: Yes, we can make this happen.
- JK: I wanted to clarify. When did you ask the questions in the survey? Was it before November? That was just before the economy went down so do you think this could have affected these results? P. Hunt: Yes, this took place around late spring of last year, when gas prices began to go up. The economy was a concern, but obviously not at the level that it is now.
- NK: How much of this information, other than what is being shown in these slides, is available for us to use? Did NOAA purchase this from your marketing firm? P. Hunt: Yes, NOAA paid for this study so it is your data. NK: Also, is the protocol available for us to understand the methodology that went into designing these images? P. Hunt: Yes, I would imagine this would be available since you paid for the study and you can access the data.
- LK: Do you have any concerns about the core part of your presentation posted on our website being disseminated? P. Hunt: No. Internally it is fine. For the public, it is a matter of having the ownership of things like photography listed.
- NK: With printing the whole thing, through the NOAA Library we can make it accessible to a lot of people.
- FN: I understand that the last document you have shown (with all the images) is more restricted than the first document you showed us, correct? P. Hunt: Yes, that is correct. The creative slides that I just showed you are the ones that cannot go public.
- JM: Were the "Peers" group all NOAA or other government employees? Who was the Peers group? P. Hunt: People who self defined themselves as people involved in science, government, academia and relevant enterprises that in the past had sought for information from NOAA. And this is why some of those numbers are not at 100%.
- DG: Did you have to go through the OMB clearance for all the surveys? P. Hunt: Yes
- NK: Was there any geographic bias in your survey samples? P. Hunt: It's a national survey, it does mirror the American public and we think it is representative of it, but this is definitely an OMB question of how these types of surveys are conducted.
- FN: One thing to flag to the Council. The last images on the book foldouts and CD. The content you are working on has nothing to do with what happen on the content of the CD. This is something we need to think about. PKC: On slide 29, the largest response is on Climate Change and Global Warming. But climate is also on the question asked and I am guessing some people in your response group may not necessarily understand the link between climate and oceans. P. Hunt: I think this is a fair point.
- PKC: I would like your take on what our responsibility for making the connection between oceans and climate should be.
- LK: This was large theme at the SES leadership retreat. We all need to connect to climate from everyone's perspectives at NOAA. We have a lot of work to figure out where we need to go with this.
- PKC: It is the goal of everyone in this agency to get those two graphs closer together so that the public is aware of this link.

Educating the Public with NOAA Data – Dan Pisut (informational)

- DG: Is it possible that the magic was the class money? A. No, we are independent of class. To be in class you need to have such a rigorous metadata that a small program like ours could never get this stuff in there. We are within ground systems but not in class.
 - FN: The audience (under subject) strikes me as something very important. How is that determination made? DP: We need to come up with good guidance to define what a good audience is.
 - PKC: How do you deal with 50A compliance? DP: We don't need to worry about this. We do not have interactive links.
 - PM: Your services are not just for NESDIS, right? DP: Yes, but we cannot handle all the requests that come in because of resource limitations. We have the capability of bringing in additional resources and have a large infrastructure, but we lack resources to do so.
 - FN: There are other people that do similar visualizations. Is there a mechanism that would allow you to bring visualizations created by others into your website? DP: We would certainly be willing to do this.
 - CMc: Is this something that the Council thinks we should use? Do you have any concerns with using this metadata approach in your product lines? Should we have a Council vote on this?
 - LK: I think we should consider coming back to this later on. I feel as though Council members haven't had the chance to review and understand this metadata in order to make this decision.
 - Phone participants: We agree that we should revisit this further before making any decisions.
 - CMg: Ok, no problem. It seems like folks need more information on this.
- Action Item 1 (suggested by FN):** Maybe we can schedule a council Go-To Meeting outside of council time to look at this?
- LK: Is anyone opposed to bringing this up again later on? Ok, we will do this.

Education Implementation Plan - S. Storck/C. Michalopoulos (input requested)

- AI: I agree with CM proposal for an evaluation group to look at the various evaluation options. I would also consider adding the B-WET evaluation framework for consideration. So, I agree that we should move forward with this.
- LK: I want to clarify to the Council what we are proposing. Perhaps for now we ask if the Council agrees with the formation of this group to work on evaluation measures prior to the retreat only, and later on decide what the tasks of this group should be and whether we need to continue to have it. CM: I am ok with this approach.

Council Vote 1 (to proceed with the creation of an Evaluation Working Group): approved

Action Item 2 - LK: Do we want to look at membership for this group right now? CM: No, we can take care of this offline. FN, AI and MM have already shown interest in participating. SW: Christos, I would also like to be part of this group. CM: Excellent! We will take note of this.

- PKC: The program definition. Would it include grants that go out of the program? CM: Yes, you can choose to have your grants as one of your programs. In our office, for example, the Environmental Literacy Grants will be one program by itself. PKC: So, if you include these programs you will need to report on performance measures for those programs. CM: That is an excellent question. Right now we are not asking you to report on performance. All we are doing is capturing our activities thematically and seeing how they map against the strategic plan.
- LK: Also, the \$100,000 dollar level is not fixed. We can certainly revisit it.
- SW: Do you think that my answers to complete the matrix will be derived from all the SG programs? And combine them into one entity? SSt: Yes, we would like to have all of these similar, but smaller programs combined into one line. SW: I am concerned about this. It will take a long time for me to request this matrix from all the various Sea Grant programs and combine them into one line. SSt: We want our best foot forward on this, but we are not expecting perfection. We will work with you on a reasonable timeframe for completion.
- MM: I think that for programs like ours it will be a major undertaking to categorize all the smaller programs. Going back to program definition in term of numerical value. I think \$100,000 will not capture many of the things that we do. We thought perhaps that a 50-60 k limit would capture more of what we called "programs". We can certainly live with the \$100,000 limit; it just would require more program aggregation. CM: We are flexible with this definition and can update it. We hope to update this and other matrix issues once a year. It's up to Council members to tell us what value is most suitable for them to capture the majority of their programs.
- MM: I just want to make sure we don't have any unrealistic expectations for our first year.
- AI: So, when would this information be due? SSt: We were talking about the second week in May. CM: The reason for this deadline is so we can capture all of this information, analyze and convert it into something we can use during the retreat.
- PKC: Perhaps if we focus primarily on activities that fall within the strategic plan this would be easier. CM: The goal is to map our activities to our plan. We are hoping that all education programs can easily map themselves to our plan and it will be very useful to know how well these programs map themselves against the plan. PKC: I am thinking in terms of broader categories, like informal science center partnerships, internships, workforce development related activities etc. We are not interested in capturing outreach activities, so I think we need to make this clear to our program, like Sea Grant for example, so we don't end up with information that we do not need. CM: We are in agreement with you. SSt: We are only interested in capturing the educational component.
- SW: When I presented to the NRC it took quite a bit of time to acquire all the data. And it was 100% education. So, we have pre-college student developments, teacher developments etc. that individually would not reach the 100K level. So, what I need to know is if we can add all these programs into one line. SSt: This is exactly what we would recommend to do. The idea is to combine relevant programs into one line. SW: I can certainly think of several programs that are in the 30-40K level. CM: Sharon, you are in a very unique case and we will work with you on this. You can collect this data from each program and bring it up to one line. But, we are flexible and it's up to you to define "program" based on what works well for you thematically. Based on Atziri's comments, it seems like we should bring the numeric value down to 50K. LK: Sharon, I definitely think that there is a lot of flexibility here and we will revise things as needed.
- NJ: A lot of our money is corporate science institutes etc. I am not sure how to put those numbers down in the matrix. LK: But we are not interested in research funds. You will have to make the distinction between money invested in cooperative institutes for research vs. for education. The NSF definition is that if the primary purpose of funding is research, then it should be categorized as research. If the primary purpose is to allow a student to obtain a degree, for example, it would be considered education.
- NJ: How about if one year we receive more/less money, that will affect how much we will get the next year. Sometimes we don't get anything in a given year, but the following year we do. SSt: Unless you come up with a way to categorize this in the matrix. CM: Yes, but you can combine funds in one line and call it conference support, for example, and do your best estimates for 2008. Or you can call this teacher development. Again, we will work with you as you go through this exercise.
- CM: We will provide explicit guidance as to which numbers to use, whether we want to capture 2008 and/or 2009 funds.
- LK: I am wondering from this conversation if we should throw out some categories upfront and try to match them. For example, the "grants" category doesn't appeal to me because it doesn't tell us anything about the activity. But "teacher development" would give a lot more insight into what you are trying to do. So, I would refer this back to the steering group.

- PKC: These numbers of use are based on what? CM: This is more a qualitative evaluation effort, not quantitative. LB: This is just a way for you/us to access qualitatively how much your programs are contributing to any given strategy in the strategic plan.
- PCK: But if you are asking for numbers at the beginning of the spreadsheet. Why not do the same thing at the goal/strategy level on the spreadsheet? CM: This will be extremely hard to do! It will become very cumbersome and we want to make this process as simple as possible for folks.
- FN: I don't think you wanted to imply thirds. I am comfortable with this qualitatively, but if it's numerical, I would not be very happy and think it would be completely impossible for us to do this.
- CM: The steering committee felt very strongly that total values should include FTE and contract dollars as well, but this is open to discussion.
- MM: The steering committee felt also that it was important to capture number of FTEs
- FN: So, would you be ok with only having FTEs and no dollars for any given program. CM: Yes.
- CM: Are we going to need to know number of contractors? I am concerned about over tasking the council with this, especially if we don't need this information in the long run.
- MM: I believe it is very easy to add another column here. For me, it doesn't matter if I am pushing money through a contractor or an FTE. It would be very hard for me to capture all people working in Sanctuaries (non-feds). This is why I suggested only having FTEs. Most of our staff is contractors, but in my opinion this column is not very useful.
- CM: In all honestly, it is not that important for us to figure this out before the retreat anyway.

Council Vote 2 (Deciding to add a column to the spreadsheet that captures numbers of full time contractors): approved!

Council Vote 3 (Changing the program numerical definition from 100K to 50K): approved.

- MM: Could we have a little more time to look at our portfolios and revisit this?

Action Item 3 - CM/LK: Yes, by Friday get back to LL If you have any problems with this definition. For now, we will change it to 50K and change this later on if needed.

- PKC: Is Assessment of Student learning something that NOAA wants to get into? SSt: The idea is for us to learn about this and decide what we want to incorporate.
- SSt: We have a copy of the final Strategic Plan. It will be printed sometime in the next two weeks. I am going to create another text-only version for those that may want it. We have resources to distribute 50 copies/council member. I will send out an email about this to ask how many copies each member needs.
- PKC: We discussed at the last meeting marketing strategies for distribution/submission. Has some work been done on this? CM: Some work has been done. There is a plan that Steve can send out, but if you have any suggestions please let us know.

Updates and Announcements

- LK: We got 8.5 million dollars (FY09 budget) for national competition grants, of which 7.5 is for aquaria. In 2008 we got a line that was "Competitive Education Grants" unspecified, which we used to fund out Environmental Literacy Grants, a term that our office created. This year we got competitive education language with a larger number (8.5 million), with the majority of it focused on aquariums. Also, our B-WET competition was fully funded. We want strong partnerships for the aquaria grants and hope to have help from council members on this. We will be opened for Climate Change as a topic for these grants as well. This is a great opportunity for NOAA Education in general.
- CMc: We will draft a competitive grant announcement for the 7.5 million dollars that only AZA certified, non-profit aquariums will be eligible to apply for. They will have a very short turnaround (30 days) to apply. We would like as many NOAA collaboration on this as possible, so if you receive any phone calls from aquariums they will need your response very quickly! PCK: Is this for Environmental Literacy Grants? CMc: No, this is for a brand new granting program that congress just told us to run this year that we are putting together in the next two weeks for aquariums (AZA certified, non-profit). At this point we are thinking of having small and large projects. This is only a draft, but the smaller projects would range from 300 K to 1 million and large projects would range from 1-3 million, for the full duration of the project up to 5-year. Obviously, we may only be able to commit for the first year of funding.
- FN: Climate Literacy is done. We have 18 federal agencies and a bunch of major partners. This will be at NSTA. We will have a press release on Monday and legislative rollout probably the first week of April.
- JH: We selected 30 teachers to sail this year. They start sailing in April and our last TAS book of the series comes out next week at NSTA.
- PM: We are getting ready for NSTA leading the NOAA-wide symposium of corals and science on the sphere presentations.
- BMo: The NOAA games website is almost ready for launch. Year of science compilation CD has been completed and shipped. There will be 61-62 hundred units at NSTA. Peg and I are working on getting ready for NSTA and on all the presentations. Peg will get back from her vacation tomorrow.
- NK: Please send us copies of these materials so we can catalog them not only for NOAA, but will put them in "world cat" which will make these materials available worldwide. This database is now free!
- PKC: I have a question? Did we get any money through ACA as an agency? LK: No, we did not! Other agencies did, but we did not.
- NJ: There will be a 6-12k climate and remote sensing workshop for teachers (July 7-10) at the University of Santa Barbara, CA. If anyone is interested in doing a seminar or workshop please let me know. We just put together our first American Sign Language CD on clouds. It is from ages 8-13, talks about clouds and their

- definitions and has activities at the end. If anyone would like a copy please let me know. We are also in the process of creating a new website and that should be up soon.
- LL: Recently we had a meeting with PPI to discuss the Next Generation Strategic Plan. The PPI team wants input from all the Councils, including us. We will have someone from PPI brief the Council in June/July timeframe to seek for our input. If any of you have suggestions of literature that we should consider reviewing for the Implementation Plan, and if you haven't already done so, please send those over to me.
 - CMd: SS and I are putting together a PowerPoint presentation to distribute to AZA that has the basics for the aquarium grants announcement. We will send this out to the Council in the next seven days so you can also have that basic information. Feel free to contact Sarah or me if you have any questions.
 - SW (by phone): We have been on several conference calls to work on our Implementation Plans.
 - Al: Sarah and I wanted to thank everyone that reviewed the NAAEE proposals. March 15 is deadline if you haven't reviewed these yet and would like to do so. We will be doing the interline broadcast on May 1 and a follow up on May 15.