

NOAA Education Council Meeting

Date/Time: October 21, 2009 (1:00–4:00 pm)
 Location: SSMC3, Room 14836
 Dial-in: 866.901.0711
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 Contact: Luis Leandro - work: (202) 482-3139

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Ocean Hall visitor study and web portal survey – Elizabeth Ban (Sponsor: Sharon Walker) (*Informational*)
 (25 min presentation/20 min discussion)
- 1:55 Presentation criteria discussion – Sharon Walker (*decisional*)
 (10 min presentation/15 min discussion)
- 2:20 Strategy for moving forward with Implementation Plan – Marlene Kaplan (*input request*)
 (5 min presentation/10 min discussion)
- 2:35 Update on NOAA Designing Education Projects (DEP) Course – Sarah Schoedinger (*informational*)
 (25 min presentation/20 min discussion)
- 3:20 Updates & Announcements

Upcoming Council Meetings:

November 18, 2009

December 16, 2009

Attendance

In person: Louisa Koch (LK), Elizabeth Ban (EB), Lexie Brown (LB), Thanh Vo Dinh (TVD), Jennifer Hammond (JH), Nina Jackson (NJ), Marlene Kaplan (MK), Heidi Keller (HK), Judy Koepsell (JK), Luis Leandro (LL), Carrie McDougall (CMc), Christos Michalopoulos (CM), Bruce Moravchik (BMo), Frank Niepold (FN), Dan Pisut (DP), Bronwen Rice (BR), Irelene Ricks (IR), Steve Roda (SRo), Jacqueline J Rousseau (JR), Stacey Rudolph (SR), Steve Storck (SSt), Kate Thompson (KT), Sharon Walker (SW), Bill Watson (BW)

On the phone: Susan Haynes (SH)

Announcements (LK)

- I would like to welcome Heidi Keller to join the Council. Heidi covers education issues for NOAA's Budget Office and is our new NOAA Budget representative in the Council. Heidi is working with Luis and Christos to include an education section in this year's NOAA Blue Book.
- Last week I had the pleasure to testify to Congress on H.R. 3644, a bill to authorize the B-WET and ELG Programs. This oversight hearing was held by the House Natural Resources Subcommittee on Insular Affairs, Oceans, and Wildlife. Several Congressional Members showed up, including Congresswoman Capps who introduced this legislation. The bill was well received on the hill and it was apparent that there is broad support and recognition for STEM education in NOAA.

Ocean Hall visitor study and web portal survey – Elizabeth Ban (*informational*)

SW: I am delighted to introduce Elizabeth Ban and Bill Watson. Elizabeth is the Senior Science Educator Specialist at the Smithsonian. She works with COSEE. Elizabeth wants to work closer with us in NOAA on the Ocean Web Portal.

- DP: The average retention time for the SOS exhibit was 3.25 min. When we designed the SOS exhibit we broke it down into individual chapters of approximately 3 min each. Do you think this is what is driving the retention time you observed? EB: We do not know this right now, but ILI is doing an SOS study. We are trying to get this information and will report on this study once it becomes available.
- CMc: What we know from other studies done by institutions with SOS is that 6-8 min total video length is the target, not broken up by chapters. As an observer, you do not know how many chapters there are with SOS, so you don't understand what the total time commitment is if you want to watch the whole thing. We have made these recommendations to the Smithsonian to help people understand what the time commitment is.
- SRo: Slide 5 – is this the message you were trying to send once you opened the exhibit? EB: Yes, these are the messages that we wanted to say. We are working to increase Environmental Literacy in our visitors.
- SRo: How about the last point (how can we protect ocean and conserve it)? EB: We are a science-based organization. Our role is to inform the science, but not necessarily propose conservation practices.

- BMo: Do you have any of this data broken down by age or gender? EB: I think we do and I can get specific data on this. I do not recall off the top of my head if there was a difference between age groups and/or gender. I can send you this background data. I have this as a PDF.
- FN: Secretary Chu and Smithsonian Secretary Clough have begun negotiating a climate change exhibit at the Smithsonian. This proposal is moving to the White House. It is important to decide whether the exhibit should be Smithsonian-specific or a partnership exhibit, which will capture other agencies and their respective missions. EB: This is a conversation we should have.
- FN: The Ed website for NASA is basically the same as NOAA's in terms of how it is constructed.
- CMc: Did you ask people where they go to find education resources in the web? How did you frame this question? EB: We asked "what educational websites do you go to", or something similar. I do not know exactly how we asked this question, but I can look it up.
- CMc: Did they ask how do you find educational resources on the web? A: Yes, they asked that at the focus group. There is a whole map that they came up with as to how they did this, but what you need to know is that they do this through Google. Presence on Google is how our educators are going to find materials on the web.
- CMc: This is why it is so important when you design a site that you design it in a database that would make it accessible by Google.
- FN: The topic driven "likes". Have you identified any topics? EB: Yes, we have identified the topics.
- DP: On the types of videos teachers are using. How are they using these in their teaching methods? EB: We did not ask this question. Only asked if folks used YouTube. We want to revisit this.
- DP: On the State Standards. What are the teachers looking for? EB: They want to know what their State and County standards are to make sure their materials are in line with these.
- CMc: Is there a way that you can break down these data by teacher age, since this is a variable that probably will affect the results. EB: I will look into this.
- MK: Elizabeth Ban gave this same presentation to the IWG-OE. One point that someone made was that we need to keep in mind that just because teachers make specific requests doesn't mean they will end up using these.
- LK: Bill, what is your thesis on? BW: It is on the relationship of student learning in field trips vs. in school.
- LK: We will invite you to come talk to our B-WET folks.
- LK: Elizabeth, thanks for your presentation. We want you to succeed on this and please let us know how we can help.

Presentation criteria discussion – Sharon Walker (*decisional*)

- BMo: Do we have a policy for the number of informational briefings per Council meeting? LK: We shoot for no more than 1 outside informational briefing per Council meeting, but we do not have a strict policy on this.
- Vote1: Council agrees on presentation criteria and template presented. These will be posted on the council website for sponsors to use and pass on the information to future presenters.**

Strategy for moving forward with Implementation Plan – Marlene Kaplan (*input request*)

- MK: We have a Coordinating Committee comprised of implementation plan working group leads. We had our first meeting. We have asked the working groups to go through their action plans (spreadsheets - sent to group leads), have a reality check and update/modify their spreadsheet as needed.
- MK: We also want the work of the Ed Council to support the working groups. Groups are being asked to propose items, needed to drive their action plans forward, to future Council agendas.
- MK: The Coordinating Committee will meet on a monthly basis and the groups will report back to Council quarterly on progress. As Sharon mentioned, this group will eventually replace the existing Steering Committee once the implementation plan is finalized.
- MK: Steve is working on getting these action plans posted and available through a shared website.
- SSt: We are putting together a Google enterprise site for these documents to be posted and available for the group members to update as needed.
- SSt: This Friday is the deadline for comments on the latest implementation plan draft.
- LL: While the groups review the spreadsheets and make changes, we need to be flexible and incorporate any changes in the implementation plan as well to make sure these are consistent with the group action plans.
- SSt: This shouldn't be a problem, since the idea of this implementation plan is that it is a living document and can be updated as needed.
- FN: Opportunities come up. What do we do if we come up with new things that we are working on that are not captured in the action plans?
- MK: It is OK to include new things in the spreadsheets.
- LL: And hopefully these will fall into one of the existing objectives or sub-objectives, and therefore not affect the implementation plan itself.
- FN: I see that, but how do we report on this? Report on what we accomplish?
- SSt: There is a quarterly report. We could list accomplishments there or create a separate running list of accomplishments.
- KT: We had our Connects meeting this week. We are starting over on several of these things. We are trying to connect better with the strategic plan. We should consider lining up the milestones on these spreadsheets to the strategic plan itself. It would be clearer to me if we had a column that links these milestones to specific items in the plan. Something else that came up was that the cross-cutting themes we chose (Strategic Directions) don't seem to connect with these tasks. How are they being addressed here?

- SH: Can I suggest that we change these spreadsheets into a more printer friendly format.
- CM: I agree that we need to make direct connections of how the actions support the strategic plan. This can be easily done. Another comment you made was on some of the tasks. You bring a good point. The reason why these things are coming up is because we did not spend the time on this that we needed during the retreat. The tasks need a lot of work and revision. It is expected that we will do this now.
- KT: I am concerned that we are not ready or on target for an implementation plan approved by leadership.
- CM: I agree. Let's take this offline. We may need to think about this and decide what we should do.
- LK: So how does this put us in terms of NEP/NEC review?
- CM: Let's revisit this. Maybe we should reconsider whether we want NEP/NEC review. And if so, what we should bring to them for review given that this is a living document.
- LK: Yes, this is a good discussion that we should have.

Update on NOAA Designing Education Projects (DEP) Course – Sarah Schoedinger (informational)

- KT: Sanctuaries worked with CSC on an evaluation course. This is all online. It worked really well with the West Coast region. I took this course back in Hawaii in 2002. I am anxious to see where the course is at and the changes it has undergone. SS: We definitely do not want to duplicate efforts. I will chat with you on this.
- KT: Seaberry is the POC on evaluation for Sanctuaries. She can talk to you specifically on this.
- The Ocean Literacy Survey came up with a report on key findings. This project was funded by our office through a grant. We can get hard copies of the Ocean Project executive summary if you would like. If you have an interest in getting one or several copies please let Luis and me know.
- LK: We should post this on the website. Also can give Jeannine copies for the Outreach Center.
- FN: Are they coming to brief the Council on these findings?
- SS: Yes, the plan is to have them brief the Council on this – maybe December.
- FN: One of the ideas we had to shorten Council meetings was to organize a brownbag for some of these presentations that require more time.
- SS: I am glad you mentioned this Frank, because next month the National Environmental Literacy Assessment Survey folks are coming to DC and we were debating whether we should have a brownbag in addition to the Council presentation.
- MK: We can definitely do a brownbag; we just have to be careful that the presenter does not give the same presentation twice to the same group of people.
- LK: The way that Frank organized the recent climate discussion was he split the topic into two separate presentations, which complemented each other well. So it can be done, we just need to organize it well.
- KT: If we do the brownbag, I know other folks from Sanctuaries would like to attend as well.

Discussion on Theme Topic for 2010 – Louisa Koch

- LK: For the last couple of years we have had themes. Previous year themes: 1997 = International Year of the Coral Reef; 1998 = International Year of the Ocean; 2005 = Tsunami Education Kit (this was an education specific theme); 2006 = Hurricane Education Kit (education specific theme); 2007 = Creation of Beginnings of NOAA; 2007-2008 = International Polar Year; 2008 = International Year of the Reef; 2009 = Year of Science
- The question I wanted to bring to discussion is whether the Council would like to have a theme for next year or whether we should take a year off.
- FN: Yes, we should take a year off. Personally, I am done with these year themes. We need to consider what the impact of these themes should be. We have not yet evaluated the impact that these themes have.
- CM: I still see a benefit of having a year theme, but I do not disagree that maybe we should take a year off.
- MK: I thought there was value in that NOAA, NASA and NSF all had a theme at the NSTA conference. But I am OK with taking a year off.
- CMc: The analogous product of the tsunami kit for this year would be an El Nino kit.
- LK: We also can consider Jane Lubchenco's push for Climate. But what I hear is that we have nothing compelling for this year as a theme.
- CMc: Louisa, I would like to propose for your consideration the creation of a group to evaluate the past year's themes and assess how successful they were. I would propose for a group to look at this and come back to the Council with a recommendation.
- MK: But please also consider what other agencies are doing as well.
- DP: The one topic that connects with me is biodiversity. It would be interesting to see what we do in NOAA to support biodiversity.
- KT: Marine Spatial Planning is the buzz word now and is cross cutting.
- FN: I completely agree in the value of cross cutting themes.
- LK: Christos has proposed for an informal working group to look at this.
- SRO: One of the largest issues at the table right now is making NOAA Education a matrix program. If this ends up happening, it would be really good for there to be a similar group to look at this.
- LK: I think we have the opportunity to look at the impact of these past themes and connect with what we are trying to do with the implementation plan and with NOAA's overall direction. For the time being, we are not signing up to a particular theme for next year.
- TVD: I support the idea of focusing on biodiversity. People still are having problems connecting biodiversity with what we are doing in NOAA.
- LK: I agree that biodiversity is important.

Vote2: All in favor of creating a working group to look at the year themes. Passed! Anyone who would like to be part of this group please let Christos know.

Updates and Announcements

- SH: Okeanos explorer. Completed online course with teachers. Paula is in Hawaii working with Exploratorium.
- SW: Sea Grant programs are working on running their programs. Nothing to report. Sea Grant workshops will come up later on and there will be reports on these.
- JK: Regarding the El Nino campaign that you all mentioned here. Curtis Carey is the person in the Weather Service that is leading this effort. Curtis is the Director for the Office of Communications. In the past we have done "road shows", where we take people out to different regions and bring constituents in to hear info on Climate Prediction Center's latest El Nino information. Meeting in Sacramento, more NOAA level. This got pushed back until a later date.
- BMo: Peg asked me to tell you that she will be attending the National Middle School Association Conference in November. If there is anyone here that would like their materials distributed at the conference please send these to Jeannine by Friday of this week. We continue to coordinate the NSTA symposium for the National Conference on Climate Change and series of webinars that will begin the first week of November. Will keep everyone updated on distributing the information about this next week through the various list serves and networks.
- DP: We are working with PMEL NGDC and Weather Service to develop a tsunami production on where we have come in the last 5 years since the Indonesian tsunami, focusing on tsunami safety and awareness. Also working on COP15 Summit.
- FN: Climate portal had briefing to sponsors on Monday. Went well. They want us to move forward and are expecting a request from us for enhanced funds next year. Education portion was well represented. ASTC conference coming soon. We will report on this. Cop15 is taking a lot of time. Looks like SOS will be there. There are lots of sessions that have an education theme. Aquarium of the Pacific planning activities will be happening soon.
- NJ: Dan mentioned summit we had. It is for grades 4-12. We have teachers coming from everywhere. We sent invitation to Einstein Fellows. This will start at 9 am on Nov 7 at the NOAA Science Center. We are expecting 24 teachers. I am in the process of developing a weather and climate dictionary. Terms used in the dictionary will have game activities. It is for grade levels 4-8.
- KT: Nov 16, (building 4 Science Center Auditorium) we are doing a symposium on marine spatial planning focused on how this is working. If anyone is interested in attending, please come. I will send this information to the Council. Our climate working group is working on the needed materials for science educators. They are working on taking to constituents. I have to go to a meeting next week at the University of Rhode Island. They are working on their Ocean Portal and I want to know how we can connect with the Smithsonian. I want to make sure we are on the same page. I will send the agenda to Sharon to connect with Smithsonian and Elizabeth Ban. This is will take place on the 29 of October.
- PA&E programming for 12-16 should be coming out today. Recommendations were sent forth to Jane Lubchenco.
- CM: As you may recall, Atziri was supposed to present to the Council today on the evaluation working group progress. This group was tasked at the last Council meeting to work on a timetable for the evaluation framework and present back to the Council for a vote. For several reasons, including that Atziri is going through some difficult personal issues right now, we decided to push back this discussion until next month.
- LL: I will post the new Council approved presentation criteria and presentation template on the Council website, so sponsors can access these and pass on the information to future presenters.
- CMc: We have hired a new web person for our office to work on several issues, primarily on the education portal and websites. ASTC – Initially Dr. Lubchenco was presenting, but now NOAA's chief scientist, Paul Sandifer, will give this presentation instead. Several of us will be absent at the next Council meeting as it conflicts with the SOS conference in Boulder, CO.
- LK: Dr. Lubchenco has accepted NSTA's invitation to speak at the March Conference.