

## NOAA Education Council Meeting

Date/Time: January 20, 2010 (1:00–4:00 pm)  
 Location: SSMC3, Room 14836  
 Dial-in: 866.901.0711  
 Passcode: 8134683  
 Contact: Luis Leandro - work: (202) 482-3139

### AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 B-WET request for Council voting seat – Shannon Sprague (*decisional*)  
 (10 min presentation/20 min discussion)
- 1:40 Monitoring and Evaluation Framework discussion (continued) – Atziri Ibanez (*input request*)  
 (10 min presentation/20 min discussion)
- 2:10 Education Matrix Program Council Vote (continued) – Christos Michalopoulos (*decisional*)  
 (30 min discussion and vote)
- 2:40 Implementation Plan Update – Steve Storck (*input request*)  
 (10 min presentation/10 min discussion)
- 3:00 Ocean Project survey of public ocean literacy\* – Bill Mott, Doug Meyer and Paul Boyle (*informational*)  
 (15 min presentation/20 min discussion)
- 3:35 Updates & Announcements

\* Bill, Doug and Paul will be hosting a brown bag at the NOAA Central Library (title: America, the Ocean, and Climate Change: New Insights for Conservation, Awareness, and Action) immediately before the Council meeting (from 12-1 pm). For full description and call in information, please visit the link below:

<http://www.lib.noaa.gov/about/news/brownbagseminars.html>

### Upcoming Council Meetings:

**February 17, 2010**

**March 24, 2010**

### Attendance

**In person:** Louisa Koch (LK), Lexie Brown (LB), Karen Eason (KE), Jennifer Hammond (JH), Atziri Ibanez (AI), Marlene Kaplan (MK), Judy Koepsell (JK), Luis Leandro (LL), Doug Levin (DL), Paulo Maurin (PM), Carrie McDougall (CMc), Christos Michalopoulos (CM), Bruce Moravchik (BMo), Dan Pisut (DP), Bronwen Rice (BR), Irelene Ricks (IR), Kevin Schabow (KS), Sarah Schoedinger (SS), Shannon Sprague (SSp), Peg Steffen (PS), Steve Storck (SSt), Kate Thompson (KT), Sharon Walker (SW).

**On the phone:** Stephanie Bennett (SB), Paula Keener-Chavis (PKC), Thanh Vo Dinh (TVD), Molly Harrison (MH), John McLaughlin (JMc).

### Announcements (LK)

- Secretary Locke is coming to the Silver Spring campus on January 27th. We will have the opportunity to interact with him again in person. I thought it would be good to ask him to participate in an education event. I thought the Boy Scout anniversary would be a good one, given the Secretary's personal interest in this program. If there is another event you can think of to pitch for education, let me know. It can only be one event that is established and reflects well on us.
- The education 2-pager and NOAA education section for the FY11 NOAA Blue Book are now posted on the Council website. I want to thank everyone for their contribution, and in particular want to thank Luis for putting all of this together for us. This is a great effort that reflects really well on us.
- At last council meeting we voted and agreed on new criteria for Council membership. These criteria are now posted under the Council's Terms of Reference (<http://www.oesd.noaa.gov/council/terms.html>).

### B-WET request for Council voting seat – Shannon Sprague (*decisional*)

- PM: The criteria for new Council members that went out for virtual vote. Were they adopted?
- LK: Yes, they were adopted.
- KT: What was your logic for having a regional coordinator rotate as the Council seat vs. the national coordinator (i.e., Bronwen)?

- SSp: B-WET is a great example of the Office of Education partnering with regional offices throughout the country. We believe the power of the program is the regional/local voice. While Bronwen will certainly be here, we feel as though the person taking this role at the Council should carry that regional voice.
- PM: Would this be the first time we would have a rotating position at the Council?
- LK: Yes, I think it would be.
- PM: What is your idea for a rotation cycle?
- SSp: We were thinking at least an annual cycle. Additionally, if the Council were in the middle of something important or time critical, we would clearly consider that before the rotation. We want to allow for continuity.
- PKC: I am all for the rotation if this is what the B-WET group wants to do. However, I am concerned with a 1-year rotation period given how much stuff we have on our plates and how long it usually takes to get involved with things. You may want to consider a 2-year rotation instead of a yearly rotation.
- SSp: We would be happy to bring this to the advisory group and reconsider the duration of the rotation. We have also talked about the ability of the person sitting as a voting member to identify other appropriate B-WET regional coordinators to represent at appropriate working groups and serve these groups for the entire duration of the working group.
- PKC: I think this is an interesting concept that brings an entirely new issue before the Council. I am not sure this is typically what we do as a Council. Typically only Council voting members or their alternates sit on these working groups.
- PS: I hear what you say Paula. On the other hand, I think the B-WET group is unique. Being in several working groups at present, I would certainly welcome the assistance of the B-WET folks. The strength of this program is that it is regional and we need to use this to our advantage. I am very supportive of this group having a council seat because I think we can benefit from their regional voice, but they can take our message to the regions too. There is a lot of work to do and I definitely welcome additional expertise and help. All hands accepted from my point of view.
- KT: I support the B-WET seat. I do want the regional reps to be aware of the amount of work that goes into this. It is a lot. This is my only concern. I just want the regional reps to really understand the amount of work. For example, last week I had 4 calls related to the Council in only one day.
- SW: Within the SG network we really want to have continuity here at this level. I would echo what Paula said and ask you folks to consider the term to be 2 years instead of 1. In terms of the working group efforts, everyone has time issues. It certainly would welcome others to come in to the working groups and provide assistance.
- PM: I wonder why you haven't been added to the Council yet. This will be a wonderful addition. I am not sure about having non-council reps at the working groups. The idea, so far, is to have council members at these working groups so that the Council is evenly represented.
- MK: Office of Education sits on a lot of these working groups. I am with Peg. We need people to help us move these priorities. If you guys are taking weekly phone calls, this is a close group and you all will be on the same page.
- PS: There are folks here at the Council that are not official council members and still participate in the work we do, so I definitely think it would be welcome to have other B-WET folks represent at the working group level.
- PKC: If we are going to be this open, I would say then that we can open the working groups to other networks, such as SG, NERRS, etc... Let's not be exclusive to B-WET only.
- LK: If there are people out there that want to help us turn the wheels, help is always welcome.
- SSp: I see a distinction between the B-WET coordinators vs. the B-WET community and others within the B-WET network.
- KT: Sanctuaries is the same way.
- PKC: Within Ocean Exploration we also have other folks that could have this role.
- LK: I am torn whether we need to take this working group discussion or whether we vote on this now. I think I hear that people seem encouraging to welcome others within each program to participate at the working group level. I am hearing that there are no issues with broadening the working group membership.

**Vote: Accept B-WET as a voting seat. Passed!!**

### **Monitoring and Evaluation Framework discussion (continued) – Atziri Ibanez (input request)**

Council input questions 1-3 (slide # 10).

Question 1:

- SW: I wonder if part of the responses we provide will be taken from the 2008 matrix or the 2009 NOAA Blue Book data call?
- AI: This tool only focuses on evaluation. It is a separate piece from what we called "the matrix" for the 2008 initial data call.
- SW: So, what you are saying Atziri is that we should answer this based on our knowledge of how our networks do evaluation?
- AI: Yes, that is correct.
- LB: Another difference between this and the matrix is that these questions are much broader.
- SW: I still need to understand more about how the networks do evaluation.
- AI: Sharon, you are actually diving in deeper than what we need for this form. This will be much broader, so it should be much easier.
- SW: The section I thought would be the hardest for me is section 3. I am not sure that I will know these data.
- AI: It seems to me that people need more time to review this form?
- JH: I would say 2 weeks.

- PS: Would one person, say Kate, have to fill this form out for each individual program under the Sanctuaries Program? Merito as an example?
- AI: This is a good point. We will bring this up to the group and get an answer for you.
- CM: At this stage the point is not to be all inclusive. This is just a snapshot. I would say that if you just pick one program for now, that would be perfectly acceptable. This is just a snapshot exercise to get us started.
- AI: We will clarify this point.

Question 2 comments:

- PS: What does the hill want to see?
- LK: Data (numbers of students, teachers etc reached. Accomplishments.
- LL: Especially if these numbers are relevant to their districts/states, making it relevant to their constituents.

Question 3 comments:

- KT: May
- PK: April or May

AI: I would like to receive comments on the Readiness Assessment tool by Monday 25 Jan.

#### **Education Matrix Program Council Vote (continued) – Christos Michalopoulos (decisional)**

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- JH: I think we should have this program. For programs like Teacher at Sea, this would provide us with a voice. I would vote in support of this.
- KT: I think this is a good idea. The letter from NESDIS confuses me.
- CM: We have made it clear that we would not affect how much money Sanctuaries will get. This is for planning purposes only. What this would mean is that x% of Sanctuaries money for education would reside in the NOAA Education Matrix program. But, we do not decide what that percentage is, that decision is up to the Sanctuaries program to decide. The matrix program will not direct you on how you should spend your dollars.
- DP: Christos, this program would also result in a unified evaluation process for how this money is being spent.
- SW: Leon has spoken on my behalf.
- CM: Sharon, I can understand his perspective. Remember, Leon is a program manager and has constraints in terms of workload, which I understand.
- AI: I know Louisa that you spoke with Laurie. We do in theory support this program, but need to find out the details. We have concerns on how we would make this work, the selection process for how this money would be spent and how to prioritize things.
- CM: That is a reasonable concern.
- PS: We have nothing to lose for doing this. I am wondering whether the “all resources” will create too much push back. Would it be better to start a matrix program with small steps (i.e., climate stewards).
- CM: This would be a serious departure from how the PPBES process works now.
- LK: I do think it is a good idea to soften this language and suggest that not all education programs will participate in this program.
- MK: How does it work for Corals?
- LK: Corals is appropriated as a matrix program, so it is different.
- LK: I think there is agreement here and at the NOAA leadership level that an education program would be a good thing for NOAA. If we can soften the language and have a few programs join in, then we can try it out and see how it goes.
- CM: We would obviously prioritize the programs that wish to participate. Participating in this comes with a cost.
- JH: Remember, this all is just for planning purposes. We are mixing language here. This does not affect the other levels, only the first P in PPBES.
- Shannon: Both B-WET and other programs have had a tremendous difficulty reaching through the existing goal structure. So, this would make it easier to play in the process.
- KT: We are mandated to do education, so we need to make sure there is always a small pot of education money.
- CM: The NOAA education matrix program would be able to do this much more effectively than the existing NOAA HQ program.
- PM: The details of how this will work will impact our decision. In principle, I see the benefit, but I need to understand the details.
- DP: NESDIS has already spoken. For people like me and Judy, we have to compete with satellites.
- PKC: Honestly, I haven't had the chance to talk to program leadership about this at all. I still want to look at this more. In principle it makes sense. Maybe starting with a few programs and softening the language is the way to go.
- CM: We will draft something today and tomorrow and send out to the Council for review.
- PCK: Maybe we can put into the guidance that these are leveraged funds.

#### **Implementation Plan Update – Steve Storck (input request)**

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- KT: Steve, I just wanted to say thank you. You did a tremendous job.
- CM: I want to echo what Kate said. My request is let's get this plan done and start focusing on implementing it.
- JH: I think we need to be careful of when we send this to the NEP/NEC so it is clear that we already did some work. It is not all new.
- LK: I suggest that we leave this open for a few more days for comments. For minor comments at this stage, with the goal to have this final next week.
- SS: I will send out the deadlines to you.

- CMC: This work is a perfect example of a matrix program. Essentially, we are all functioning as an education matrix program already, regardless of what happens at the PPBES level. The difference is, with a PPBES matrix program we would be able to request new resources for education to support some of the things we are saying here we want to do. So, just keep that in mind as the PPBES discussion continues.

#### **Ocean Project survey of public ocean literacy\* – Doug Meyer Bill Mott, and Paul Boyle (informational)**

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LK: Many of you went to the Brown bag. This is a Council-focused follow up discussion.

- DL: Are you looking into how these responses vary by region? A: We could look into this.
- MK: You can clearly help us with the advertizing part, but we can help you with bringing NOAA scientists to the table and utilize our networks.
- SW: Are those 22,000 people that were surveyed all adults? How many students were involved? A: The 22,000 number were just adults. We have a separate number for students, also in the thousands.
- CMC: We have heard this from the ASTEC community as well. When people are given individual actions, these are often simplistic. Do they end up feeling that they did their part and do not need to worry about this anyone? Ultimately, you have to get people to understand that these other high concern issues (e.g., economy and security) will be severely impacted by climate change. A: You want to see more people connecting these together. We are hoping to pull that plug together. One of the things we would love to get from NOAA to feed into people is what preventative actions people should take. Should it be changing light bulbs, use public transportation, etc? So, having these actions to suggest to people would be really helpful.
- MK: As you develop the campaign, in addition to using the Polar Bear campaign you should also address what that means to people here at home. For example, how will climate change affect drought conditions? Another question to address is how scientists at the regions should work with you on this. A: We can provide you with that information.
- LK: NOAA was a major player in the Climate Impacts report. People tend to respond to storm surge more than sea level rise. But the actions would be the same to mitigate both issues since these are interlinked, so that public perception should be leveraged. A: This is why people respond more to weather changes than climate change.
- KT: How do you send this message to multiple audiences? For example, the Latino audience. A: One of the findings in our study showed that in households where English is the second language, people perceive taking care for the environment more of a priority. So, there is definitely an opportunity here.

#### **Updates and Announcements**

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- PKC: We are rerunning the Okeanos professional development we again this summer "how do we explore". I will send out the announcement to the Council. We have a great career DVD (called secret oceans?) I want to share with everyone. I will bring copies to next Council meeting.
- John: Globe update: We are working with NSF and NASA on the OSTP review. Review will be released on Feb 14<sup>th</sup>.
- PS: We just delivered the climate impacts CD. Frank is bringing a stack to NSTA. This is online too.
- AI: We have completed our internal analyses on the reserves. We are working to draft a plan for all educators to follow. Want to invite all of you at the state level. We got money for needs assessment (marked analysis) at the state level to look at needs and gaps. This is just for K12 education. November of last year we launched a new NERRS website.
- SW: Sea Grant involved in 19 NOSB. We have received requests for Sea Grant to be involved at the local level with science fairs.
- KT: Partnership in Galveston in May and Thunder Bay in July. Puerto Rico in March in forest to the Sea concept. NOAA Heritage Week is in February on monitoring and IOOS. The Sanctuaries sites are being evaluated for possible future sites.
- JH: Molly will be back full time at the next Council meeting. At T@S, we are reviewing applications. We have more this year. We are working on the evaluation of our survey, which has OMB approval. Any questions here have already been cleared, so you all can use this to your advantage. I have an electronic copy of this as well. We have 35 slots available for T@S, 10 for Teacher in the Lab and we are piloting Teacher in the Field.
- DP: We developed a lot of new real time data sets for the SOS network. Following this meeting, we have released the tsunami awareness video.
- MK: National Lab Day, a President's initiative, is in May. We will be getting a briefing on this at the February Council meeting. If anyone is interested in participating in an internal discussion on this topic, please let me know.
- PM: Late last year Dr. Lubchenco was asked to testify on ocean acidification. She asked for a demo. This video, in high definition, will be available sometime soon. We will post this on the website. It is nice to see how committed she was to having a great product that visually explains what ocean acidification is.
- KE: Depending on how the matrix program lays out, if anyone is looking for an additional contact on this, I am happy to help as I am familiar with PPBES. We have found that if alternatives from two different programs support each other, this increases the likelihood for success.
- SS: The FFO announcement for informal education came out yesterday morning. The clock is ticking. We have an informational telecom, not required, from 3:30 to 5:30 tomorrow for those of you who wish to participate. We will be going through the announcement details. We will post notes from the call on our website. The letter of

intent is required (due 16 of Feb). We are starting to think about drafting the next FFO on formal education (K-12 focused) in the summer (June omnibus). If you are interested in helping us put that together, there will be some conference calls and discussions in the near future. We will set these telecoms in February. If you are interested, please let me know by Monday of next week.

- CM: Unfortunately this is the very last meeting for Lexie as a Sea Grant fellow. Lexie, you have made a significant contribution to NOAA education. Thank you very much!
- LK: The second week for February is the new timeline for the NAS review document (electronic version).