

NOAA Education Council Meeting

Date/Time: November 17, 2010 (1:00–4:00 pm)
 Location: SSMC3, Room 14836
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 Contact: Luis Leandro - work: (202) 482-3139

Proposed future agenda items:

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 B-WET evaluation plans – Bronwen Rice (*informational*)
 (15 min presentation/15 min discussion)
- 1:40 PK-20 Working Group report out – Peg Steffen (*informational*)
 (10 min presentation/5 min discussion)
- 1:55 Connects Working Group report out – Kate Thompson (*informational*)
 (10 min presentation/5 min discussion)
- 2:10 Innovative technology survey preliminary results – Paulo Maurin and Rob Ostheimer (*informational*)
 (10 min presentation/5 min discussion)
- 2:25 Role of Education Council in the SEE process and NGSP Iplan – Christos Michalopoulos (*input request*)
 (15 min presentation/15 min discussion)
- 2:55 Updates & Announcements

Upcoming Council Meetings:

December 15, 2010

Attendance

In person: Louisa Koch (LK), Marlene Kaplan (MK), Karen Eason (KE), Molly Harrison (MH), Nina Jackson (NJ), Meka Laster (ML), Chelsea Lowes (CL), Michiko Martin (MM), Paulo Maurin (PM), Liz McMahon (LM), Christos Michalopoulos (CM), Rob Ostheimer (RO), Bronwen Rice (BR), Peg Steffen (PS), Steve Storck (SSt), Kate Thompson (KT).

On the phone: Stephanie Bennett (SB), Amy Clark (AC), LuAnn Dahlman (LD), Than Vo Dinh (TVD), Bob Hansen (BH), Atziri Ibanez (AI), Paula Keener-Chavis (PKC), Carrie McDougall (CMc), Sarah Schoedinger (SSc), Shannon Sprague (SS), Carla Wallace (CW).

Announcements (MK)

- Luis Leandro and Louisa Koch are both on the Hill commenting on the NRC report to the Senate.
- Luis extends his thanks for Bluebook updates people provided.
- Regarding the PSC membership request, your questions have been forwarded to Stephanie. This topic will be put on the December Council agenda.
- The report on climate change education by the NRC is available here in hard copy as well as online.

B-WET evaluation plans – Bronwen Rice (*informational*)

BR provides an update on the national evaluation for B-WET. See PowerPoint slides.

- BR: This phase of the evaluation is being done by ILI. We are planning a retreat for next year to finalize the evaluation plan. A major piece of this evaluation is constructing a database. The need is great, as there is no way currently to collect data easily.
- LM: Do you have a builder in mind for database?
 - BR: Not yet, we're still in the planning stages.
- LM: When did the evaluation begin?
 - BR: The contract was signed in September, so planning began one year ago.
- LM: Have you worked with Atziri and the M&E working group?
 - BR: Yes, I have sat in on that working group.
 - MK: Keep Atziri and the M&E group updated. When BR figures out the structure of the evaluation, BR should bring it to the Council for an update.
- MK: PPI is undertaking a similar activity.
 - CM: I am under the impression that it is more monitoring than evaluation.

- BR: We had to get the evaluation underway quickly, but perhaps we can use it as a test-bed opportunity.

PK-20+ Working Group report out – Peg Steffen (informational)

See PowerPoint slides.

- CM: For your data call, would you describe grantees as major partners?
 - PS: No, we left out ELG.
 - MK: I think we should include grantees.
 - CM: I am leaning towards leaving out grantees.
 - MK: The working group needs to define “partnerships.”
 - KT: There was discussion of this issue of what a partner is.
 - MK: The question was “...to meet common goals”, so including grantees is correct.
 - PS: If we need such data we know where to get it, without maintaining a list of grantees as partners.
- MK: Are Aquariums and Zoos considered partners?
 - KT: We have formal MOAs written with Zoos and Aquaria.
- AI: What are the objectives of this data call?
 - KT: The purpose of data call is to assess which partners we need to be actively pursuing, where are we overlapping, and where are the gaps?
- PS: We are currently developing evaluation instruments.

Connects Working Group report out – Kate Thompson (informational)

See PowerPoint slides.

- SS: There will be four new advisory committee members: LuAnn Dahlman, Clair Fackler, Bruce Moravchik, and Lisa Ayers-Lawrence. I will post this on the website. The alternates are Bob Hansen and Carrie McDougall.
- KT: How does council feel about integrating what is happening in field with our implementation plan?

There was a gap in our ability to record notes for the remainder of the discussion.

FY1 Innovative technology survey preliminary results – Paulo Maurin and Rob Ostheimer (informational)

The aim of this survey was preliminary, not to be a comprehensive inventory. See PowerPoint slides.

- LM: I would like to clarify that projects overlap. What is meant by “Interactive?”
 - RO: SOS or Kiosks are considered interactive.
- RO: We don’t use mobile apps that much, but perhaps we should move in that direction.
- PS: Why is atmosphere a separate piece of pie under themes?
 - RO/PM: We’re not sure how the question on the survey was worded.
- ML: Was this a survey of internal NOAA? For example, it doesn’t look like it went out to scholarships.
 - RO: Yes, and this might be a gap. For example ELG might not be in here and maybe should. Some of ELG is through partnerships with Dan Pisut.
 - PS: Can we ask grantees to respond to a survey without going through PRA?
 - CMc: They cannot be required. It would be easier for the program office to complete this.
- PM: The survey is only as good as the data that was received. Some questions were answered and some were not
 - PM: Our impression of survey is that we could be doing a better job with regard to innovative technology.
 - PM: We will summarize the info and share it with the Council and the CONNECTS group.
 - RO: We will send out the survey and give people one week to fill it out.
- PS: Are you looking at barriers or obstacles to development? IT? Staffing levels?
 - RO/PM: We did not ask that in the survey, but it would be worthwhile to know.
- PS: There will be a games and simulation summit for NOAA in January (11th and 12th). If anyone is interested, send me an email.
- PM: The survey allows us to compare NOAA to other agencies. Perhaps we can use that to say we are falling behind.
- AI: Did you include in the survey whether or not people had done a needs assessment?
 - PM: The survey did not ask about a needs assessment, but we could add it to next iteration of survey.
 - MM: Atziri might be questioning conclusions of results, not necessarily the survey questions.
- MM: I would be interested in best practices in educational research.
 - KT: We need to determine gaps in technologies we are already using and make sure we are using best practices.
 - RO: ELG granted projects that are using smart phone apps, so we will have some evaluation and data to present.
 - CM: ELG will have research to pull out of these proposals.
 - NJ: At NESDIS, we have to have justification to do anything we want to do based on a needs assessment, and no one ever discusses smart phones.
 - RO: But that’s formal education, not informal.
 - NJ: We can’t and won’t necessarily develop these apps ourselves because others can do it better.
 - RO: Agreed.
- MM: Do you want to refine the survey and send it back out? If info is flawed, why build a baseline based on flawed data?
 - PM: No, we could add questions but we will not refine the survey. It’s a baseline, even though the info is not necessarily complete. Time is also an issue.

- LK: I would be happy to see if the Connects group could talk about obstacles they are facing and bring this info back to me or maybe the Council.
- PS: Thanks for doing survey; it's very important. Electronic delivery of data is very important for a federal agency and should be a priority.
- PS: We almost have an agreement with iTunes.
- AI: When are we going to start gathering data via the survey from NOAA programs?
 - KT: Perhaps we don't need to send out survey at this point in time, since we can glean some of that information from the Bluebook.
 - PM: Please send out survey to those you wish.
 - AI: OK.

Role of Education Council in the SEE process and NGSP Iplan – Christos Michalopoulos (input request)

See PowerPoint slides.

- FN: A significant part of the portfolio is focused on training. The idea of educating decision makers offers a new approach.
- LM: Is a logic model included in the implementation plan?
 - CM: Yes
- LM: Do we have a choice in whether to play?
 - CM: Yes possibly. Some groups are choosing to lay low right now to see how the SEE process plays out.
- TDV: The corporate management will track a certain level of information. This is the first attempt to link the planning of NOAA's goals and objectives to the day-to-day activities and to the budgeting.
 - CM: Right now, we have not seen how the planning will connect to budget formulation.
 - TDV: The budget will be linked to performance metrics. We have to link our budget to the outcome.
- CM: Through a non-committal raise of hands of who wants to participate?
 - CL, Sanctuaries, PS, LM.
- PS: Can programs be in two places?
 - CM: Good question. I do not know the answer right now. I might know better after Thanksgiving. You may want to wait until we provide an overview of the implementation plans.
- TVD: You may want to ask council to look at their respective offices to see who wants to participate because the Education enterprise is an enterprise objective, not just OEd.
 - CM: We were told that the enterprise objective was OEd and Office of Communications.
- MK: The NGSP talks about the broader education, but when you get down to the budget numbers, it's just OEd. Where in the middle does it make this shift.
 - TDV: This should go under the line office. If it is education, then it will go into both goal and enterprise implementation plans.
 - CM: There is nowhere within the line office goal that talks about education or environmental literacy. Where can the people in these line offices who do education hang their hat?
 - MM: Money attached to the education program is attached to coastal goal, but I would like to work with you to ensure our milestones get into the enterprise goal as well as the coastal goal.
- MK: People have to decide where they fit. Fit it into goal if you can. You can also fit it into enterprise then do so.
- KE: Should make as many linkages as possible
- CM: Time and staff are limiting factors. It is mainly Luis and I working on this with some help from Marlene. The line offices have more staff.
- MK: We will set up time to set up a working group for the people who are interested.
- ML: Is there a template to use to input data?
 - CM: Yes we have a draft on PPI website.
- MK: Leadership recognizes that this is a work in progress, that this is the first year, and that it is an iterative process for refining the process.
- ML: So, what happens after Dec 31st?
 - CM: There will be a final review of the implementation plans. We are also expected to refine and revise the implementation plans when we know what the budget is. In my personal opinion this will be a more top-down approach to determine what is appropriate to fund versus a bottom-up approach of people stating their needs. There appears to be no way to indicate what needs are.
- MK: I spoke to Maureen Wiley and asked how we will play in this process. Maureen said she would look across all implementation plans and decide what gets represented for the budgeting process. Leadership will decide what the priority areas are
- TVD: I think there is a place in the logic model for the offices to indicate need. However, there is a restricted budget.
- CM: We were explicitly asked to not make this a wish list.
- MK: We were told to assume level funding, and not to put in gaps.
- MK: Will arrange a follow up meeting for those who are interested the week after Thanksgiving. Luis will send out email.
 - CM: By then we will have a preliminary review of the implementation plans available for you.

Updates and Announcements

- LK: Luis and I just returned from the Senate. There was good representation from NOAA. I gave a talk along with other organizations. There were not many questions, but a lot of note-taking. Many people were studying the one-pager we brought. I think we got good visibility. I spoke to Cynthia Decker, who had spoken to Lubchenco about the board. Two

key people are leaving, and Lubchenco wants a formal K-12 person to fill at least one of the positions. We need some names to put forth.

- PS: I have a couple of names to submit.
- LK: The NAS is working on the National Science Framework, which will define boundaries of what science needs to be included in framework and will eventually be used to create standards.

Around the room:

- KT: Sanctuaries had a successful Aquarius mission. We reached over 500,000 people in both English and Spanish across the U.S., Mexico, and Columbia. Over 100,000 of these were students. We partnered with the National Association of Black Scuba Divers. Our MERITO team came out. A hurricane came through. It was a great effort for using innovative technology and distance learning. Channel Island, Sea Grant, and National Park Service did two ocean acidification workshops. They got a proposal accepted to CISCO to build the website to include all the training modules. I will extend this to the Council.
 - LK: Can we expand this relationship with CISCO to others?
 - KT: Yes, I'll look into this. Also, our budget is looking bad. We potentially could lose the field program. We're looking at other funding possibilities.
- PS: Just finished correlating the NJ Environmental Science Course to NOAA resources for using data.
 - Climate Stewards will keep growing, so they will accept a few more people. A one-page announcement will be distributed and nominations will be open until the end of December. You can distribute this through your networks. We are also moving forward with our formal evaluation of this.
 - Game Summit will be Jan 11 & 12th. We will have presentations on things like: how to evaluate gaming, return on investment, a special simulation on Chesapeake Bay.
 - We awarded a small contract to Raytheon for educator professional development on virtual platforms like Second Life.
- CL: We had Sea Grant Week meeting last month, which was very successful. The educators were excited about getting teachers involved. We had some discussion of metrics. We're putting together a strategic plan.
 - We are in the middle of Placement Week for Knauss fellowship. This year we have 60 executive host offices and 34 executive fellows. There are 12 legislative offices and 9 legislative fellows.
- LM: For Teacher at Sea, our teachers are already working on plans to use NOAA data in classroom. The call for applications ends Nov 30th. Will be soliciting for berth space on ships soon. Jennifer will report out about teacher research experience conference at the next Council meeting. We had about 120 people participate across agencies and other groups. Overall rating was that it was an excellent conference.
- KE: Implementation plans are on PPI website, please take a look at them. If you want to integrate, take a look at the logic models to see where you fit in. Contact me if you see this for NMFS.
 - PS: Are points of contacts listed on website?
 - KE: I think so.
- PM: I attended International Coral Reef Symposium. There were 5000 attendees. I was disappointed at how segmented education efforts are. The next conference will be in 4 years in Australia. Office gave preliminary approval to propose a session on coral reef education and outreach. Lubchenco would be a keynote speaker. Dec 1st is deadline to submit a session theme.
- SSc: ELG had review panels for the pre-proposals. Groups will be notified at the end of the week. Full applications are due Jan. 12.
- AI: In October, we put together event for Lubchenco to meet with several teachers and partners in the Gulf. There was an interesting discussion about what teachers' needs were and what products they wanted about the oil spill. We had the Reserves annual meeting to discuss activities at individual reserve sites. It was a great experience.
- LK: I want to thank Marlene for organizing a meeting between Andy Weiner and the Gulf educators. This provided the opportunity for Dr. Lubchenco to go to the Weeks Bay NEER. She had a very positive, meaningful experience and was glowing about it.
- PKC: Last week we completed the Gulf of Mexico deep sea online professional development course. We're putting final touches on the Why Do We Explore project.