

NOAA Education Council Meeting

Date/Time: October 20, 2010 (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

Proposed future agenda items:

AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 "www.education.noaa.gov" advisory group discussion – Steve Storck (*input request*)
 (20 min presentation/20 min discussion)
- 1:50 BEC Working Group report out – Christos Michalopoulos, Luis Leandro, Atziri Ibanez, Sarah Schoedinger (*informational*)
 (10 min presentation/5 min discussion)
- 2:05 Climate Working Group report out – Frank Niepold (*informational*)
 (10 min presentation/5 min discussion)
- 2:20 10 min stretch break
- 2:30 FY12 NOAA Blue Book – Luis Leandro (*informational*)
 (15 min presentation/10 min discussion)
- 2:55 Coastal Services Center request for Council membership – Stephanie Bennett (*decisional*)
 (15 min presentation/15 min discussion)
- 3:25 Updates & Announcements

Upcoming Council Meetings:

November 17, 2010
 December 15, 2010

Attendance

In person: Louisa Koch (LK), Ron Gird (RG), Atziri Ibanez (AI), Lindsay Knippenberg (LKn), Judy Koepsell (JK), Christos Michalopoulos (CM), Dan Pisut (DP), Peg Steffen (PS), Steve Storck (SSt), Laura Wittman (LW), Bronwen Rice (BR), Luis Leandro (LL), Frank Niepold (FN), Rob Ostheimer (RO), LuAnn Dalman (LD), Bob Hansen (BH), Jeannine Montgomery (JM), Stephanie Bennett (SB), Ginger Hinchcliff (GH), Nina Jackson (NJ), Brie Murphy (BM), Paulo Maurin (PM), Michiko Martin (MM), Chantel Haskins (CH), Courtney Barry (CB), Meka Laster (ML)

On the phone: Paula Keener-Chavis (PKC), Sarah Schoedinger (SS), Carrie McDougall (CMD), Than Vo Dinh (TVD), Molly Harrison (MH), Jennifer Hammond (JH)

Announcements (LK)

- Dr. Lubchenco recently announced the NOAA employees who were selected by Secretary Locke for Gold and Silver Medal recognition. Congratulations to Anne Walton from the Sanctuaries Program. She is being honored with a Gold Medal for leadership in marine protected area management capacity building around the world.
- Extend congratulations to the NERRS Education team, in particular to Tom Gaskill (Ed Coordinator for South Slough NERR, OR) for his leadership role and contribution to the development of an Environmental Literacy Plan for Oregon State. This is a truly significant accomplishment for the state. The plan reinforces existing educational goals, supports teachers, and positions Oregon to be eligible for pending funds through "No Child Left Inside" legislation included in the Elementary and Secondary Education Act which is gaining ground.
- Extend congrats to Beth Thomas (Ed Coordinator for the North Inlet-Winyah Bay NERR, SC) who received the SC MARINE EDUCATOR OF THE YEAR Award at the SC Marine Educators Association Annual Meeting. The award recognizes the most outstanding marine educator in the state of South Carolina. We are all extremely proud of her!

"www.education.noaa.gov" advisory group discussion – Steve Storck (*input request*)

- BH: Clarification: does CONNECTS group maintain their role of review of collections?
- SSt: Whole review process needs to be reexamined. Need to determine who that will be. TBD. In transition will continue to rely on CONNECTS group but would like to get educators involved in review process, make it more like the grant review process.

- PKC: This advisory group has formal guidelines?
- LK: Yes, we're keeping this just Federal though, not an external advisory committee so FACA is not an issue
- PS: Are you going to notify nominees?
- SSt: Please confer with your nominees before you nominate them.
- PKC: Do other Fed agencies have advisory committees for their websites? Is this common practice?
- SSt: Looking for a smaller group to represent council, rather than have to bring website issues to the whole council every time.
- LK: Have existing NOAA committee for website guidance for the agency. Intend to avoid FACA but allow external participation as appropriate.
- PKC: Can you track usership (as shown in graph on slide 4)? Are the users educators?
- FN: Do you want variety of representation across the themes on the site?
- SSt: Yes, this is one of the things that the CONNECTS working group will consider.
- PKC: Released guide to Gulf of Mexico ecosystems, great if we could link to this.
- SSt: We do plan to highlight current events.

BEC Working Group report out – Christos Michalopoulos, Luis Leandro, Atziri Ibanez, Sarah Schoedinger (*informational*)

Luis on Objective 1:

- PS: "iPlan" is ___?
- CM: Implementation plan for the environmental literacy enterprise objective in the NGSP. Will try to be as inclusive of Ed Council activities as possible.
- LK: Line and staff offices currently being asked to fill out a matrix on enterprise objectives being supported. Those that indicate that they fully support the Environmental Literacy objective will be participating in the logic model and iPlan development. Due COB tomorrow. "Integration Table"
- CM: if you have not been asked about this you may want to follow up with your AU.
- FN: I am one piece of multiple pieces representing a single number. Should also have an alignment to the climate objective as well.
- LL: We can fill out the matrix both horizontally and vertically.
- CM: We created a HQ column to document Peg's program's contribution.
- LW: Tomorrow doing the vertical integration, haven't done the horizontal yet.
- MH: Would like to see the table for Fisheries.
- LW: Has been sent out to Healthy Oceans goal team.
- CM: This is part of the issue, headquarters activities may not be captured in program data call.
- FN: Have the same problem because we are in the director's office. For the purposes of this data call we put ourselves in a program.
- NJ: Did you do this for NESDIS as well?
- CM: We did this for several Ed Council members' capabilities in headquarters, and will flag with PPI so this isn't lost when PPI integrates the data.
- MM: Horizontal piece is important, can the council provide feedback?
- LL: will send out to council for feedback on quick turnaround.

Atziri on Objective 2: Monitoring and Eval

- CM: Have secured resources for one year of salary for an evaluator. Have had a lot of response/interest from evaluators. Deliverable: draft PD to M&E working group by end of the month.

Sarah Schoedinger on Objective 3:

- AI: Encourage anyone who hasn't taken the training, you should take it. Eight reserve educators took the last one and learned a lot, was very useful. Thanks to Sarah. Q's about the difference between CSC training and DEP, DEP has a closer focus on education.
- PS: Would new evaluator serve in advisory capacity to help shape the evolution of this course?
- SS: That is a great idea.
- CM: Makes perfect sense, will try to make it happen.
- PS: Eval expert that you bring on board would be one voice in many.
- CM: Big component of training is eval and logic models, so a lot of in-house capacity for evaluation.
- AI: this could be useful to incorporate this into the training for the Ed Council while we are working on performance indicators etc.

Climate Working Group report out – Frank Niepold (*informational*)

- MM: Still requesting more Council input? Is 1pm Monday time slot set in stone?
- FN: Yes, want to be as inclusive as possible, recognizing that smaller groups are more manageable. May not need to always meet together, some offline work.
- MM: In Sanctuaries have a climate literacy working group, would love to put chairperson on this committee.
- PS: This working group has evolved, was a WG working on Climate Stewards/NSTA, now have merged with this group. Some Sanctuaries reps have participated.
- FN: goal is to get more people coordinated on a regular basis.
- AI: Please include NERRS in conversations on Objective 5.
- FN: Objective is to streamline tasks.

- AI: We have a lot of activities, but the one piece is a reality check: how many of our programs are actually doing needs assessments on K-12 on climate? Eleven reserves have started doing needs assessments and are hearing that teachers don't want to teach climate. Why don't they want to? Makes a difference for how we are packaging these products.
- PS: Yes, we definitely need to do this and find out what they need. Some of the discouragement is political pressure w/in their institutions: not PC to teach climate. Adding components on teaching controversial issues in kits.
- AI: need to also pay attention to the teachers who aren't the 'alpha teachers'

FY12 NOAA Blue Book – Luis Leandro (informational)

- FN: Given the Climate Service, Not really OAR, or NESDIS, are we NCS or not?
- CB: Guidance is to keep OAR whole for FY12 Blue book, but this could change.
- LL: FY10 data is in FY12 Blue Book, so not an issue (since Climate Service wasn't formed yet).
- FN: Audiences – can we get rid of “general” in “general public”?
- LL: Vote- yes, will be changed to “Public”
- AI: Very challenging for NERRS to break down numbers in this way.
- FN: May need to estimate, will be aggregated into whole.
- BR: Programs who are estimating should coordinate to estimate the same way?
- PM: For national programs how will you divide them by region? Equally?
- SS: ELG is still working on this approach.
- PM: If just an even distribution then some areas will be represented disproportionately- e.g. Alaska
- PKC: What about online courses?
- PM: Better to distribute numbers proportionally by population?
- SS: Worthwhile to have a “National” category?
- PS: Arguing for the National, because how are we going to capture it if all my staff are in MD but it is a national program?
- LK: Any objection to a “National” category?
- CB: No, probably best to include national. First time we have collected this data, audience is the Hill, so if the Data doesn't work it doesn't work. We can collect it and go from there.
- PKC: Report to the president from the PCAST group. Should we address this? Change our wording to indicate that we are focusing on STEM?
- LK: I think it is a good thing to discuss STEM in your individual write-ups for the blue book.
- MM: Can you modify the spreadsheet to include “national” column and send out again?
- LL: Yes, will do.
- CB: Keep in mind that the audience is the Hill – doesn't care about performance metrics.
- LL: More output numbers, numbers of teachers and students reached etc... more tangible accomplishments.
- LK: Work in progress, we will have the opportunity to revise our approach in the future. E.g. we may want to look at grant funding vs. other for FY13.

Coastal Services Center request for Council membership – Stephanie Bennett (decisional)

- FN: Significant part of portfolio focused on training. Idea of “educating” decision makers offers a new approach for the Council.
- AI: Council currently has representation from programs with both audiences, training and education, so not entirely new.
- PS: Do you have dedicated funding outside of earmarks?
- SB: Yes, my salary and significant staff (see presentation slide).
- MM: did you say you have an Executive Order that authorizes education?
- SB: No, executive “Board”
- GH: CSC is a capacity building organization: building capacity of coastal communities to make decisions for their resources, includes social science so we can communicate information effectively. PSC and Gulf are strong in K-12, other areas have focused more on coastal decision makers. Now PSC has matured and is committed to keeping these programs regardless of earmark funding. Another way to build capacity in coastal communities.
- MM: Participation in Ed Council meetings is open, how often has PSC/CSC participated?
- SB: Been on two of recent calls, difficult to allocate the time when this is not part of my portfolio, now CSC is open to dedicating more time.
- AI: What is the CSC vision for expanding K-12 programming?
- GH: Plan to build on existing work, e.g. Matt McBride's work at PSC - especially data visualization combined with effective ways to capture data to communicate info for K-12, among other audiences. Can contribute a lot to K-12 audience.
- MM: What will you do if the council votes no?
- GH: We would have to regroup. “No” vote would send a message, would need to regroup and see how to proceed. I feel like it would be a loss to the Council. Previously the training-oriented pitch from CSC was denied, because the Council had a strong focus on K-12. Now CSC has greater K-12 capability and it is time to revisit this issue.
- SB: This is an opportunity to help the Council address NGSP objectives, as well as bring in a regional piece. Opportunity to demonstrate how a regional hub could work.
- GH: Already contributing to data calls through HI B-WET.
- LK: As the line office rep, Peg has the ability to represent these programs.
- PS: Yes, until this point however I haven't rolled up numbers because they haven't had dedicated funding for education.
- SB: Some of our activities are not captured through this process.
- FN: If we accept this, in the Blue Book numbers would there be a page for CSC?

- LK: Not for FY12, but in future, yes.
- FN: That is an advantage.
- LK: Major connection with a major resource in the training world with the ability to be applied to education as demonstrated by PSC.
- PS: Depending on how vote goes, can still strengthen presence through me for increased visibility.
- GH: But there are other NOS assets here, with a PSC seat it could be a similar relationship.
- MM: Are there examples of programs that sit on the council that don't have mandates/executive orders?
- CM: B-WET doesn't, Teacher at Sea.
- MM: Originally this was a requirement for Lautenbacher.
- LL: Since then, the Council has agreed to the 7 criteria for membership, and legislative mandate is not a criterion.
- GH: Things have changed since last time CSC made a pitch, now have a greater K-12 capacity.
- PKC: This is fundamentally different that the B-WET request- B-WET was a program, whereas this seems to be a much broader request.
- RG: Could you elaborate on the 'decision makers' and who they are?
- GH: Community decision makers may take the role of a local official, emergency managers, natural resource managers, some official capacity within the community, primarily as a way to leverage information from the ground up.
- SB: We also contribute to internal NOAA training.
- SS: We do have a strong informal education and stewardship component. How do you contribute to that?
- SB: A lot through SOS and museums and data visualization, through PSC Environmental Literacy efforts – a suite of products.
- GH: One audience is the natural resource management community.
- LK: CSC presents a great opportunity, thank you for coming. No matter how vote goes we look forward to continued support either through a seat or through Peg.

Closed Door Discussion

As a follow-up from the PSC/CSC request for a council seat, the decision made today was to follow-up with our presenters with specific questions and later (now until the Nov Council meeting) have a vote. We will send more guidance on how to move forward on this once we compile all your questions and engage PCS/CSC on these.

Questions Submitted by Council members for follow-up with CSC/PSC:

From closed-door discussion:

1. Why do you feel that current representation is insufficient? Why do you want a seat on the Education Council?
2. Is there a strategic plan or guiding document that supports or formalizes education for CSC/PSC?
3. How will PSC bring their capabilities out of the Pacific region?

To see all Council questions and formal responses from CSC in writing, please visit the Dec 15, 2010 Council meeting materials: https://secure.oesd.noaa.gov/council/2010/Dec_10/Dec.html

Updates and Announcements

- PS: Put in a abstract for CZ11
- MM: Aquarius Oceans live over last 9 days. Broadcasting in English and Spanish. 2.2 million impressions on Facebook.
- RG: This weekend the first DC Science and Engineering Festival will take place on the mall. 1500 exhibits will engage visitors. The 2-day event is free to the public. NOAA is participating along with 20 other organizations, making up the DC WeatherFest Coalition"
- PS: Get materials to Jeannine for the National Middle School Conference in Baltimore.
- AI: Introduction of Brie Murphy as a Council alternate for NERRS. Had reserve annual meeting. Thanks to Luis for attending. New update: all new funding for NERRS is being dedicated to a climate initiative. Concern from K-12 community that we may lose resources to this initiative, not clear how K-12 can contribute to climate initiative. This weekend Dr. L is coming to Weeks Bay Reserve. Talking about education and oil spill education. Excited because finally made interface for using data available on Estuaries.gov website.
- CMD: ASTC meeting, OED, Climate, PSC at ASTC two weeks ago. Fairly well attended. Ran a pre-conference session on SOS and communicating climate change networks.
- CM: While we were in HI I participated in a regional meeting of NOAA educators. What we do nationally doesn't filter down to the people at the regional level. Good thing to see this regional organization.
- BR: B-WET National Evaluation project up and running – presentation on agenda for next Education Council meeting.
- MH: Teacher at Sea updates for Jennifer:
 - TAS application for 2011 is open from 10/01 - 11/30/10 and we already have 416 teachers who have logged in to create an account. We may need assistance reviewing applications and might call on some of our Ed Council colleagues to help us out.
 - We have 150 people registered for the 2010 Teacher Research Experience Conference. Webcasting will be available for the Conference at <http://www.coexploration.org/trec2010/> and agenda is online at <http://www.team-psa.com/TSP2010/agenda.asp>

- NOAA Teacher at Sea 20 Year Anniversary Celebration and Award Ceremony:
 - Friday, 10/22/10 - Eric Schwaab will attend and present award to first NOAA Teacher at Sea. John will present an award to the ship, NOAA Ship Oregon II.
- SSt: Education.NOAA.gov launched Great Lakes. Have several slots to highlight current events. Science Education.gov kickoff this weekend. PSC funded a dynamic database back end for our website. IMSG has started working on this so should be available soon. Will talk to folks about how they can start contributing to this.