

## NOAA Education Council Meeting

Date/Time: January 18, 2012 (1:00–4:00 pm)  
 Location: SSMC3, Room 14836  
 Dial-in: 866.901.0711  
 Passcode: 8134683  
 Contact: Luis Leandro - work: (202) 482-3139

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

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## AGENDA

- 1:00 Welcome/Opening Remarks
- 1:10 Ocean Discovery Institute Overview and NOAA Partnerships – Tram Nguyen and Claudia Rodriguez (*input request*) (15 min presentation/15 min discussion)
- 1:40 National Association for Interpretation (NAI) NOAA Collaboration – Steve Storck and Jeannine Montgomery (*input requested*) (15 min presentation/15 min discussion)
- 2:10 Break
- 2:20 SOS in Silver Spring and NAI Workshop debrief – Carrie McDougall (*input requested*) (25 min presentation/15 min discussion)
- 3:00 Education Strategic Plan Review of Comments and Next Steps - Christos Michalopoulos (*informational*) (15 min presentation/15min discussion)
- 3:30 Updates & Announcements

## Next Council Meetings:

February 15, 2012  
 March 21, 2012

## Attendance

**In person:** Louisa Koch (LK), Marlene Kaplan (MK), John Baek (JB), Shara Fisler (SF), Ron Gird (RG), Lindsay Glotzer (LG), Lindsay Goodwin (LG), Bob Hansen (BH), Molly Harrison (MH), Nina Jackson (NJ), Paula Keener-Chavis (PKC), Judy Koepsell (JK), Luis Leandro (LL), Paulo Maurin (PM), Carrie McDougall (CMc), John McLaughlin (JMc), Liz McMahan (LMc), Christos Michalopoulos (CM), Jeannine Montgomery (JM), Lynn Murdock (LM), Maria Murray (MMu), Tram Nguyen (TN), Jeri Nolan (JN), Dan Pisut (DP), Rochelle Plutchak (RP), Bronwen Rice (BR), Claudia Rodriguez (CR), Scott Smullen (SSm), Peg Steffen (PS), Steve Storck (SSt), Sarah Schoedinger (SSc), Kate Thompson (KT), Sarah Yue (SY).

**On the phone:** Stephanie Bennett (SB), LuAnn Dahlman (LD), Atzirí Ibanez (AI), Lisa Iwahara (LI), Beth Russell (BRu), Shannon Sprague (SS).

## Announcements (LK)

- Dec Meeting Overview. Thank everyone for participating in very productive discussion. Went very well. Thanks to CoCom for their contribution and input to Council meeting agendas
- Trish Mace is new Ocean Hall educator. Hopefully she will have a chance to meet this group soon.
- Presidential initiative to re-organize the Department of Commerce, including re-locating NOAA to another agency (likely the Department of the Interior). Unlikely to happen in the current Congress, but discussion and planning is taking place
- FY13 final budget: OEd took a big hit. President's request eliminates Ed Comp Grants/Environmental Literacy Grants and reduces EPP from \$14M to \$10M

## Ocean Discovery Institute Overview and NOAA Partnerships – Tram Nguyen and Claudia Rodriguez (*input request*)

See PowerPoint.

- LK: Can you talk about specific things that would be helpful from NOAA? Many parts of NOAA are represented here. What would be the most helpful?

- CR: Slide highlights specific areas. Could leverage expertise and resources from NOAA. Equipment that you can surplus; internships and fellowships. Working with SSc to let her know when and where we need specific subject-area expertise. Have also been able to work with Weather Service on atmospheric science. We could also use mentoring support, and our learning lab will have scientist-in-residence program. Right now we are regularly meeting with SSc to communicate our needs, but you may have ideas about other resources we can tap into.
  - SSc: One of the reasons I wanted them to come talk to you is to make you aware of this partnership and how we are trying to expand it. Mentoring and research support is a challenge in a localized area, so you may have ideas I'm not currently thinking of. I also wanted to prepare you for future requests. In particular, you can help us make sure there is a good match between mentees and mentors in local area.
- PM: Have any of your students ever followed up with a regular NOAA internship or scholarship?
  - CR: We have this in mind, but there are two challenges in the way: citizenship and GPA. We have not yet been very successful at helping students gain more academic rigor and competency so that they can earn high college GPAs. Students are making it through college and applying to grad school, but their GPAs tend to be lower. We will be working on academic skills and competencies in the learning lab. Mentors to help guide students through the application process (virtual and in-person) would be helpful
- LM: Role of US Fish and Wildlife?
  - CR: Help with habitat restoration work, mentoring, etc.
- LMc: How do you access student results?
  - CR: We follow IRB protocol and gain permission from student participants. For test scores, we work with schools; each student has a unique identifier (not their name). We can track large numbers of students with long-term data
- PS: Good model, wave of the future. Curious about Watershed Avengers: what is the relationship between watershed and ocean themes? Are there two curricula?
  - CR: Watersheds are connected to the ocean. Ocean science is the platform, but watershed is a connector to ocean science since the watershed feeds directly into the ocean. Watershed education is considered part of coastal ocean science
  - PS: Applicable anywhere in the U.S., then?
  - CR: Yes, although greater proximity to the coast makes the connection stronger and increases relevance
  - CM: Ocean science is the hook, but watershed or climate or weather could be the hook as well. Model is broadly replicable
  - RG: Whitaker Center is using a similar model
- RG: There are Weather Service programs similar to what you're doing: Tsunami Ready program (west coast) to help schools and communities be prepared. Storm Ready program also available, but tsunami program is more relevant for west coast. There is also an active Rip Currents program. Some opportunities we can explore with you.
  - CR: Fantastic!
- KT: How did you develop/start your needs assessment with English language learners?
  - Grassroots approach alongside sophisticated best-practices approach. We intend to maintain our grassroots character as we expand. Personalized expertise in both approaches among our staff.
  - These are our strengths if we were to implement the model somewhere else
  - Interested in program design that emphasizes diversity and utilizes the strengths of diverse audiences
- LK: Thank you, looking forward to having the first ODI employee join NOAA

**National Association for Interpretation (NAI) NOAA Collaboration – Steve Storck and Jeannine Montgomery (*input requested*)**

*See PowerPoint.*

- KT: I'm behind this 100%. If we're going to promote stewardship we need to follow this road. Can't believe we haven't been more involved in the past. Fits our strategic plan; should address this in our offsite meeting. Should have a specific planning group for interpretation. Our team is very interested in these training opportunities. Should we bring larger training opportunity to Silver Spring or through webinars? It is important to bring these trainings to our team to build up their skills, and this has always been on our radar. Surpasses NMEA in importance for our team, but then we lost funding to attend.
- PKC: I too support this; this is how I got my entrée into education. Have always thought about interpretation; strong cross-walk to outreach in addition to education. Definitions slide (12) shows this broad applicability.
- SSt: As we think about strategic planning, does the community feel like there is a need for this kind of training? Should our office help fulfill that need? KT indicates that the need is there
- SB: Yes, this would be a good step for Ed Council
- AI: Yes, let's partner with them and provide this training to staff in the field
- PKC: COSEE centers offer a course that teaches scientists to better communicate science. That's what we're talking about here, so perhaps we should explore it
  - SSc: have contacted those folks to find out more about it
- MH: Trainings already going on to meet similar outcomes; would be good to have a unified effort
- PM: would be useful to explore possibility of going beyond this group for trainings. Should we offer a set of trainings available to all NOAA PIs? Would be potentially transformative to offer these trainings for NOAA scientists.
  - PKC: agree
  - JM: This resonates with me. I often get asked about what programs OED offers to help NOAA scientists communicated more effectively.

- RP: Yes. The folks in our lab have an interest. WE did a pilot training with GFDL, received great responses. Dabbled in trying to scale it up but it fell through. Any efforts like this would get support from our office
- SS: Question for LM: from National Park Service perspective, is this appropriate for scientists?
  - LM: Yes. I'm ready to start weeping ☹️ This is a watershed moment. Would love for Dave Dahlen (sp?) and others to make presentation for this group.
- CM: Keep in mind that in these difficult times, at \$700/person, having all of our scientists attend trainings is not feasible. Can invest in training trainers and using our own people to propagate training.
- LK: I'm hearing a lot of interest. This will be a topic for our off-site meeting. If we embrace stewardship theme, we will need to come back and look at this more.
- PKC: Labs used to come together every year in June; always struggled with coming up with a topic. Down the road, this would be a perfect topic for this gathering
  - RP: Yes, exactly what I'm thinking

### **SOS in Silver Spring and NAI Workshop debrief – Carrie McDougall (input requested)**

*See PowerPoint.*

- DP: Will the Advisory Group be restricted to SS folks?
  - CMc: No, though scheduling will be difficult for folks in other states/time zones
- JB: Have you considered evaluation aspects?
  - CMc: Yes, but we have been so overwhelmed by the facilities aspect that we have not given adequate attention to the programmatic aspects. Now that we've officially finished the lease process, we can look more at programmatic/evaluation issues
- KT: Why SS location, given the restrictions in this building? Why not DOC?
  - CMc: Part of audience analysis was to consider this. Downtown DC already has two spheres, so tourists are already well served. We need one in NOAA campus to get NOAA community excited about this resource. Project impact space is ideal because it is outside security, has lovely glass, etc.
- PKC: This is great idea and can serve as site for on-site training if we move forward with interpretation training for NOAA staff. This is a big promotional point for having sphere in SS. Key best practices for interpretation can be modeled on the sphere, and are transferrable to be taken back into the field.
- LM: CMc and I met this morning about NPS spheres. NPS sphere trainers would be useful resources.
- RG: Excellent presentation. Question: based on FY11's "wacky" weather and oceans year, do you see ability to do quick-response program in response to real-time events?
  - SSm: Yes. That's exactly how we hope to use it
  - DP: We do a lot of real-time stuff on the sphere. We can put in on the sphere as easily as on the web.
  - RG: For example, a snowstorm approaching the Northeast. Could we generate programming for that at the same time? Would make it very relevant
  - CMc: Yes, that's exactly the idea. Sphere can serve as backdrop for broadcasts, interviews, other media
- SSm: First stage, media folks need to come here. Second stage, could do it remotely
  - MK: Not a bad thing. Would get reporters to come to SS and mention NOAA headquarters
- NJ: On advisory board, everyone is from NOAA line offices. What about external folks?
  - CMc: This would be the initial advisory group. After Phase 1, we would expand or create an additional advisory group to include external members
- NJ: Sustainability of SOS...how long will the current funding last? What happens two or five years from now with respect to our budget situation?
  - CMc: Initial costs already paid for. We have datasets already. Will need bulbs, staffing, and new datasets. As we build out the installation we need to consider sustainability
  - LK: This could scope outwards and become costly and impactful, or scope inwards and be more limited. We're not sure where in the spectrum we're going to be. Depends on the extent to which NOAA buys into it and it becomes a NOAA-wide asset. In RG's vision, NOAA will be looked to for breaking weather events. DP, if the sphere is available in June or July, can we grab hurricane data sets and put them on real-time?
    - DP: Yes, immediately.
    - RG: Including weather radar data?
    - DP: Yes
    - LK: Some of these things will be easy and some will be harder (and more expensive). We need someone to coordinate plans and priorities. But we do have funding to have a staff member for at least a while, thanks to your contributions
    - NJ: When priorities change in an organization, we don't want to have the sphere abandoned for lack of funds
    - LK: Advisory committee will be important to keep sphere in minds/priorities of NOAA leadership
- LL: Congress has articulated interest in SOS. We have taken Congressional staff to NASA to see NOAA data on the sphere. Will you have a Congressional event?
  - CMc: Yes. That's why it's important to have someone with legislative expertise on the advisory committee
  - SSm: Should have media day as well.
- PKC: Need to keep connection to literacy principles
  - MM: Incorporated into many of the interpretive plans
  - PS: Keep climate working group involved; currently canvassing NOAA staff for climate expertise and needs. Led by LD
  - LD: Great to see that employees are at top of list as audience. Great opportunity to get climate training to them

- DP: As educators, can be challenging to find new things to talk about. Tend to fall back on same themes and same people. This is great opportunity to promote new topics and themes
  - LM: This is why we promoted SOS in the National Parks. Very useful for communicating about climate change. Versatile and relevant.
- JM: We will need top-notch scientists who are trained as interpreters. Good opportunity to advance training for interpretive scientists
- PKC: Important to inform scientists we work with about the framework for the Next Generation Science Standards. Should bring this up in conversations with educators and scientists.
- LK: Today is the last day of facilities planning and first day of facilities execution. Exciting day.

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#### **Education Strategic Plan Review of Comments and Next Steps - Christos Michalopoulos (*informational*)**

*See PowerPoint.*

- PKC: Co-STEM, JB's common performance measures, and strategic plan – why can't we look for some commonality among these?
  - CM: Co-STEM effort has not yet been directly linked to this, but as we move forward with off-site, we should be aware of these external pressures and criteria. The connection w/ performance measures is complicated by the fact that our outcomes are not written in a measurable way. We can re-write them with the assistance of JB and others.
  - PKC: I think we're already doing this...
  - CM: Yes, but we haven't re-written the outcomes
  - LK: We would need to revise our current outcomes to cross-walk them effectively to external factors
  - MK: We should revise our outcomes now so they are more easily linked to other efforts
  - PKC: Won't this happen in the writing of common performance measures?
  - JB: No, better to revise the plan first. If our measures are pointing to things outside the plan, that's a problem
- PS: I advocate for Option 2. We're already having initial discussions that will move us along.
- AI and KT: We second the motion for Option 2
- KT: I think we're already doing this work
  - CM: This is our first time concretely discussing it at Council
- LK: Weather Service, Fisheries, NESDIS are on board
- PS: After the offsite meeting, we should have follow-up Council meeting (May) where we break into working groups and looks at our tasks to see if they are still appropriate
- CM: We will be talking to leadership and evaluation groups a lot in the next months
- PM: If we embark on this, we will still do the fuller revision beginning in FY13, right?
  - CM: It's our choice. If we decide the initial changes are as far as we want to go, that's fine. We may also look at the comments from our first-round strategic plan to find other recommendations for changes. Council should consider suggestions and time constraints to decide how far we want to take this.
  - LK: We can decide the extent and timing of our revisions
  - MK: This is part of the process for revising the plan. We don't need to start over in FY13. These things are iterative, so we can sometimes go around in circles. We've decided that this is the first step, regardless of how the rest of the timeline develops.
  - CM: More traditional strategic plans are more implementable. One approach: we could tweak the plan so it's not so high-level and includes the elements of an implementation plan.
- PM: The thrust here is evaluation; as we're coming under increased scrutiny, we should bring more evaluation elements into the revised strategic plan. This will help us justify what we do.
- LM: With your stewardship activities, are you looking at numbers of people contacted, restoration work, or other factors?
  - LK: Nat Academies saw lots of stewardship activities in the field but didn't see stewardship represented in our strategic plan. We need to make sure our plans and activities are coherent.
  - KT: Writing our first strategic plan was the first time we dealt with how to work cohesively. Now that we've been through this first stage, we see more clearly what the issues and holes are and how to fix them.
  - CM: Many folks see our strategic plan as an example to be emulated. We should be proud of what we have accomplished. Yes, it can be improved, but we have a great foundation
- PKC: Stewardship, since it's so behavior-oriented, is going to be hard to measure and evaluate

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#### **Updates and Announcements**

- None submitted for the record