

NOAA Education Council Meeting

Date/Time: April 17, 2013 / 1:00–4:00 pm
Location: SSMC3, Room 14836
Dial-in: 866.901.0711
Passcode: 8134683
Contact: Lisa Iwahara (202) 482-3139, Sepp Haukebo (202) 482-9183

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

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http://www.oesd.noaa.gov/leadership/edcouncil/docs/Audio_AdobeConnects.pdf

AGENDA

- 1:00 Welcome/Opening remarks - Louisa Koch (10 min)
- 1:10 Strategic Planning/Concept Mapping Next Steps (*Input Requested*) -- Steve Storck/sponsor Christos Michalopoulos (20 min presentation/ 30 min discussion)
- 2:00 Discussion of NOAA Citizen Science Efforts (*Input requested*) -- John McLaughlin and Sepp Haukebo/sponsor Christos Michalopoulos (15 min presentation / 15 min discussion)
- 2:30 Break (15 min)
- 2:45 NWS Outreach and Education Events System (NOEES) (*Informational*) -- Chris Maier/ sponsor Ron Gird (15 min presentation/ 10 min discussion)
- 3:10 Update on Student Opportunities Website (*Informational*) - Marlene Kaplan and Osa Obaseki (10 min presentation/ 10 min discussion)
- 3:30 Updates and announcements
- 4:00 Adjourn

Upcoming Council Meetings:

All agenda items are tentative

May 15, 2013

- Given the Co-STEM direction, discussion on how NOAA Education presents itself externally – Louisa Koch and Christos Michalopoulos
- Hollings Scholarship: outcomes, statistics, and goals – Marlene Kaplan / OEd SS office staff
- B-WET Evaluation update – Seaberry Nachbar
- NGSS WG: Progress report on NGSS guide for NOAA, demo projects, and training
- CONNECT Program: Increasing diversity retention among university students (*Informational*) - Stephanie Bramlett/ sponsor Kate Thompson

June 19, 2013

- M&E WG: Improvements to Unified Data Call (*Decisional*) - John Baek and Lisa Iwahara
- Planet Stewards Update (*Input Requested?*) - Peg Steffen (15 min presentation/ 15 min discussion?)
- Oceans Live and other distance learning initiatives (*Input Requested?*) – Kate Thompson (15 min presentation/15 min discussion)
- Maria Arnold Presentation on DOI's Youth and the Great Outdoors program (*type of presentation?*) – Maria Arnold/sponsor Shannon Sprague (15 min presentation/ 15 min discussion)

July 17, 2013

- M&E: Approve new outcome and output measures (July or August)

August 21, 2013

- NGSS: Progress report on NGSS guide for NOAA, demo projects, and training (Aug or Sept)

September 18, 2013

October 16, 2013

November 20, 2013

- NGSS: Progress report on training and any remaining business

December 18, 2013

- M&E: Present data summary

Attendance

In person: Louisa Koch (LK), Britta Culbertson (BC), Bronwen Rice (BR), Carrie McDougall (CMc), Chelsea Berg (CB), Christos Michalopoulos (CM), Frank Niepold (FN), Jennifer Phillips (JP), Jennifer Hammond (JH), John McLaughlin (JMc), Judy Koepsell (JK), Kristin Anderson (KA), Maria Murray (MMu), Micah Effron (ME), Molly Harrison (MH), Lisa Iwahara (LI), Marlene Kaplan (MK), Osaretin Obaseki (OO), Paulo Maurin (PM), Ron Gird (RG), Sepp Haukebo (SHa), Will Tyburczy (WT)

On the phone/chat: Atziri Ibanez (AI), Chris Bowser (CBo), Lauren Swanson (LS), Jeannine Montgomery (JMo), John Baek (JB), Nina Jackson (NJ), Paula Keener-Chavis (PKC), Rochelle Plutchak (RP), Sarah Schoedinger (SSch), Shannon Sprague (SS), Stephanie Bennett (SB), Steve Storck (SSSt), Tracy Hadjik (TH)

Presenters/guests: Chris Maier (Chris) with NOEES

Welcome/Opening Remarks (LK)

- As part of the President's FY14 budget request, a STEM education consolidation was proposed where 114 programs across 11 agencies will be consolidated or restructured. Originally a more sweeping proposal, the Administration ultimately made the decision to exclude some programs from the reform. For example, funds for minority serving institutions and underrepresented groups' and programs like GLOBE that were very visible from an international perspective were excluded. NOAA lost 6 programs and we were asked to do a STEM inventory for FY14. According to CO-STEM definitions for STEM programs, we only have 2 programs left in FY14. Those are the Educational Partnership Program (EPP) at the minority serving institutions and also the Hollings scholarship program which was proposed for transfer to NSF, but the program's focus on internships and undergraduate scholarships did not align well with NSF's focus on graduate students so they declined to accept the program.
- Many people are talking about the original proposal in the pass back and how these programs were set to be ***transferred*** to the receiving agencies: Dept. of Education for K-12, NSF for Higher Ed (undergrad and grad), and Smithsonian for engagement. Smithsonian got \$25M, NSF got \$51.1M, and Dept. of Ed got \$100.3M to give you a rough order of magnitude. When the receiving agencies were handed these programs from the mission agencies they stated that they could not implement these programs as they are currently run. At that point OMB made the decision to terminate those programs and provide just the funds as you see in the final President's FY14 budget proposal.
- There is significant concern about the loss of the agencies' connection to the STEM education that is being transferred. I was asked to meet with the House appropriations staff yesterday; they had a number of questions about the consolidation of STEM programs. They had a lot of questions for me and were concerned about NOAA's connection to students, ability to convey information, how our resources would be leveraged. I did the best to explain the situation as I saw it. The Department of Commerce is clearly concerned about this consolidation. Rebecca Blank was invited to OMB to meet with Jeffry Zins, the acting director the day before roll out. And she

came back with a list of questions about why they are targeting these particular STEM programs within the Department. She is very well credentialed in STEM education and is one of the nation's leading authorities on the value of STEM education and the impact of the STEM workforce. Even though she will be moving on, before she goes she wants to better understand this issue for which I am very grateful. The situation continues to evolve. They are tough days for NOAA educators and educators across the board.

- NOAA leadership and Commerce leadership are supportive of the Administration's consolidation proposal, but they are very concerned about the impact of that proposal on the agency and the department.
- I think we need to continue to demonstrate the impact of those dollars and deliver the best possible service that we can. Steve Storck will be talking with us later today about how we plan to make a tighter connection between the NOAA education efforts and the NOAA mission focus areas.
- AI – Can you set up a webinar with NOAA educators across different offices so we can minimize the number of questions we are receiving about this consolidation? It would be great if you could brief everyone, not just us here at the council.
 - LK – I would be happy to. Are there any other programs interested?
 - CB – Sea Grant is interested.
 - RG – Weather Service is because of the WCMs.
 - LK – We will work to make that happen. Is the next week or two acceptable?
 - AI – Perfect.
 - LK – Then we will provide a short overview and plenty of time for Q&A.

Action – Louisa Koch will set up a virtual briefing of the Administration's STEM consolidation proposal to NOAA educators across line offices.

Due Date: by April 30

Briefing will take place: May 1, 2013 from 3:30-4:30 EDT.

- PKC – We are all getting emails and we are all well networked with Ocean Sciences education. There are a lot of people rallying to support our program and they are concerned about where things are headed. I know the agenda for next month mentions how we, NOAA education, present our self externally given the STEM consolidation. I think that will be too late. Given that people are already calling in to talk about this, I can craft my own message but I think it would be much stronger if we had a robust, positive, and coordinated message from the Education Council, rather sooner than later.
 - LK – I'm happy to think through this with you but the official administration position is that the administration is proposing a STEM consolidation, we sent you all the description of it, that provides the administration's talking points: there was a proliferation of STEM programs, they were not well evaluated, not well coordinated, the OMB initiative dramatically reduces the overabundance of programs and focuses them within these 3 agencies that have been asked to take a leadership role. For us to have talking points that don't support that would not be appropriate.
 - PKC – No, I'm not saying that. I'm saying that beyond those points, what we can say that expands on what you mentioned earlier: we are going to continue our work, we will keep doing what we can with what we have, and we're focusing on demonstrating impact tied to NOAA's mission. These are great points and very positive things. I think as an agency we are responsible for responding positively to this. I want us to be proactive and to be as positive as we can be and have a united message across the council.
 - LK – I agree. A coordinated message would be helpful. I can put together a couple talking points to this effect and send them out to the Ed Council. We have to be careful how we carry on this dialogue. I am going to take a look at the language already provided on our Education Resources website announcing NOAA's constituent budget brief and provide a few talking points on NOAA's position. If other people have any additions or edits to that, please let Lisa know.

Action – Louisa Koch will provide NOAA's official talking points regarding the Administration's STEM consolidation proposal to the Education Council intranet site.

Action completed.

- CB – In Sea Grant our message has been that, yes the program has been targeted for elimination, but we still have the ability to continue doing the work through FY 13 and once the budget for 14 comes out we will move forward as necessary.
- PM – Has there been a NOAA wide communication on how NOAA Education programs will be slated?
 - LK – There was a slide in the briefing for House Appropriations yesterday and there will be one in the budget briefing for constituents on Friday. The slide says: these are the 6 programs to be eliminated. It may not have a funding number associated. There is a follow up slide expressing where NOAA continues to invest in education areas and we asked them to take that out. This is not the time to have those programs listed.
 - PM – But those programs have not been shared across the agency. I think this is something that we can request to have distributed across NOAA right?
 - LK – We just posted on the Office of Education website, a notice that outlines the programs being eliminated. It is available to the public.

Action – Lisa Iwahara will share the link to the announcement on the Office of Education website that outlines NOAA’s STEM education programs to be eliminated.

Action completed.

- AI – About the constituent briefing, are we allowed to forward the information from the website to the public?
 - LK – That is public information. I think it is an important opportunity for constituents to speak out to NOAA leadership about the budget.
- CB – Who can I ask to edit that announcement?
 - LK – Lisa is the best contact.
- FN – I would like to add a different perspective here. I was with STEM leadership of Dept. of Education over the weekend.
 - LK – You mean Camsey, because they only have one person.
- FN – The way they discuss it in the positive and outline why this is happening. The way that they are currently describing to others the reasoning behind this is not making sense.
- LK – Let me be clear: Dept. of Education, NSF, and Smithsonian were not involved in creating this proposal. They were assigned their roles at the same time we were assigned ours. They are doing the best they can.
- FN – When I was at the Museum of Science and Industry this weekend, as we were walking by our Science of a Sphere exhibit, we were talking about these issues. My point is that they are not providing a clear reason why this is happening and they need to get their talking points down quick.

Action – All Education Council members take a look at the announcement and send Lisa Iwahara any additions or edits.

<http://www.oesd.noaa.gov/announce.html>

Due Date - COB 4/18

Strategic Planning/Concept Mapping Next Steps (Input Requested) -- Steve Storck/sponsor Christos Michalopoulos (20 min presentation/ 30 min discussion)

- SSt – As Louisa mentioned we need to tweak our approach and that is what we are setting forth here, to create a new vision. As for the timing of all this, I will show you a timeline at the end to the slides but the recent STEM consolidation and budget discussion will no doubt affect my proposed timeline.

See presentation

- SSt – Any questions about this structure? (Slide 4)
- PKC – In looking at structures for strategic plans

- SSt – There were a number of reasons. One was a criticism that the original strategic plan was not aligned to a measurement system. It is in the Government Performance and Results Modernization Act (GPRMA) for agency wide strategic planning, it is there as a requirement. Also it reflects well and makes you think more about the objectives and how you will evaluate the programs. Most folks felt that if we could do it this way, it would be a good thing to do. We need something in there about performance. Most of the formats we looked at had a subject under each objective related to measure.
- SSt – (Slide 6) The Coordinating Committee (CoCom) has agreed that I will be the writing coordinator and if you have any problems with that please let Christos, Lisa, or myself know. As for these Ad Hoc groups, these will take place during the writing process and we will meet with people, both in Ed Council and some folks in the broader education community.
- SSt – (Slide 8) So this is the decisional piece and Louisa you can call this to vote but this is the writing process, the structure, and the calendar. We would like for the approval of the council to move forward in this fashion.
 - LK – Any comments or concerns? All in favor hands up or say favor on the phone.
 - LK – Steve, we are very thankful for your work. You have significant responsibility moving forward and you have full council support.
 - SSt – Thank you Louisa and thank you to the council.
- SSt – (Slide 9) On the last slide you can see that we need to have this discussion on science literacy vs. environmental literacy. I'm not sure if we want to do that here or in an Ad Hoc session.
- CM – I suggest we find some time for a meeting, whether at CoCom or something else, but this needs to happen another time especially since the council is so emotionally charged right now with the previous discussion.
 - LK – I will make one observation. With the current administration's reorganization I do not think that the right answer is highlighting STEM as a high priority goal. I understand that as a mission science agency science underpins everything we do but given the realignment we need to think about this.
 - CM – I also want to emphasize that right now we have a certain branding with the Environmental Literacy and as much as it doesn't reflect Steve's bundling work, we also need to recognize that we have a goal of environmental literacy, we have environmental literacy grants. So I think this is an important conversation to have.
 - LK – Yes I agree and there is no question that environmental literacy and science literacy both support stewardship as well as safety and preparedness. So there will be each of these threaded through the plan one way or another.
- SB – I agree that this is a discussion to have offline. And while I can't speak for the other folks in ELG, B-Wet and other grant programs, we still need to create a federal funding opportunity and have them in place. It would be important to message those concepts and use them in those FFO's that we're writing right now.
 - SSt – I'm not sure if the concepts will lead the plans but the level may be moved around. Where we used to put environmental literacy at the highest level, we may put the concepts under these other 3 goals (conservation & stewardship, safety & preparedness, and workforce). That is the conversation that we've been having but I agree that we need to have this discussion soon.
- FN – A proposal to move this forward, can the members of the council get together in a small group to hash out the proposal? Those that want to engage in the conversation should express interest and work this out.
 - CM – Folks that are interested in this issue email Lisa and she will place you on that Ad Hoc group.

Action: Contact Steve if you are interested in participating in Ad Hoc group to help with writing.

Due date: COB 5/3

Discussion of NOAA Citizen Science Efforts (Input requested) -- John McLaughlin and Sepp Haukebo/sponsor Christos Michalopoulos (15 min presentation / 15 min discussion)

- LK – We were surprised when we got the results from this data call in January for Dr. Lupchenco, this was one of her highlights and she strongly supported this.

See presentation

- JM – We would like to open this up for discussion.
- RG – I think this is great and long overdue. It reminds me a lot of what FEMA did with Citizen Core, a very similar high level approach. The second point is that this is going to be very popular. All the mission agencies could try to do this and then we go the way of STEM with little coordination between these high levels. Also, at last week's weather enterprise meeting in DC there was a clip discussing a plan to place weather observing technologies in

every single new car in the country in the next 5 – 10 years reporting in real time. These are all things to think about. I think this will be widely successful; you just need to pick some low hanging fruit that you can demonstrate success and build it from there.

- JM – I think you're right on Ron and if anyone has interest in some of the literature that Sepp and I have been reviewing we would be happy to share it. I also want to point out that this March's National Geographic outlines the growth of citizen science as well.
- FN – Two things, for one I think our community should know that the origins of a lot of this came out of the International Polar Year (IPY). There are great products on their website. Secondly citizen science doesn't have to be data collected it can also be data analysis.
 - JM – You're right on Frank and one of the areas we didn't get to mention here is that connection you can make to in-land and remote communities that look at ROV videos and analyze real oceanographic data.
 - FN – One last input: you mentioned the Research Council connection, I think this is a great opportunity for a cross council partnership. I think that strengthening the Research Council's investment in this portion of our portfolio would be a hedge against what is going on with OSTP. If the science community is invested in this it presents a unique component that you can't do in the Department of Education or NSF or Smithsonian.
- AI – On your suggested next steps I was wondering how you chose those deadlines and I also feel like there is a need to define why we are doing these things. I think it's fantastic, within the Reserve system we have a ton of citizen science projects but what is it that we are trying to accomplish with this? If we are working on an online clearinghouse will it market our programs? Just to make it clear for all of us and determine if this is a benefit to our sites. This is important when we look at resources, especially assuming there is funding to create new projects and additionally working with the resources as far as monitoring and evaluation.
 - JM – With regard to timeline the main driver is the new database coming online under Citizenscience.org this summer and they hope to populate it soon after. If we want to be included there we would start populating it this summer and have it completed by December. As for the community of practice we want it to start beforehand, in the near future. Especially to determine if this online clearinghouse is the way we want to go. We also need to define citizen science and determine which programs would be included because of that definition. With regards to your caution in creating new programs, we really tried to separate that out as long-term steps. As for the next steps they would require little more cost other than Sepp and my time. I also want to point out that right now we just want to look at the need for a community of practice, determine if this is something that folks in our agency might want. Talking to other agencies in this area, there seems to be a large benefit from creating equivalent groups. Especially helping each program in this area to prevent starting from scratch. We're hoping that the benefit would greatly outweigh the cost of creating and maintaining the group, which would be something informal perhaps like a Google group with a limited number of structured meetings. We look forward to hearing from some of the groups that responded to the data call to see if this is something that would be useful to them.
 - SHa – One of the big objectives is really to draw attention to these programs locally. Perhaps you live in Alabama and you are a student or teacher or scientist and want to look up a Citizen Science project with NOAA that is nearby to you. The proposed population of Citizen Science Central would allow folks around the country to look up NOAA citizen science projects in a specific location with a specific focus area.
 - CM – I would like to supplement their answer and also expand on what Frank said. This is one of the few obvious things NOAA, where NOAA has a unique role. I like our role in education that has been doubted by some, hopefully incorrectly, but no one will doubt NOAA's role as a science agency and we collect information. Nobody will doubt the contribution of citizens into the scientific process. WE all believe that citizen science has numerous direct education benefits. Nobody has claimed this in NOAA yet and with minimal investment we can claim it. It will not be uniquely NOAA and we'll offer opportunities for further collaboration with the Research Council and other line offices but this will greatly establish what we do is mission critical and broader benefits other than education. We see this as a low hanging fruit and there are several steps but with minimal effort, we can come back next year and reassess, but we see great potential for all the reasons they mentioned in the presentation.
- CBo – I'm glad to see the mention of scientific questions and the fact that you coupled it with community based questions. It's a good idea to use conservation and/or community to expand into citizen science. I find that our citizen scientists respond positively to having real questions to answer.
- LI – Are there intersections with our existing workgroups?
 - PS – The distance learning group might be interested in discussing this especially as we become more technology driven in the future. There is a new white house contact for digital technology and he will be pushing the digital world at OSTP. The timing is good for us. I think we should put the flag down and show that NOAA education owns this and we need to start investigating some of the technologies that going to

be used in the future and find out what it would take us to build more projects because that might be able to be done pretty cheaply.

- SHa – This aligns well with several of the other working groups as well. While we didn't want to create a new working group, this works well with NGSS as well as the monitoring and evaluation groups. I think that is one of the reasons that this is such a neat project because it incorporates so many aspects of NOAA education and what we do.
- RG – What you see here is very similar to what the Weather Service was doing with weather videos even they don't call it citizen science. They have a partnership with the Weather Channel and we might want to consider how the groups can collaborate for a very powerful team, considering they reach an audience of 1 million plus viewers every night. The second thing is that members of the Hill love our Coop program. They love to tote their own citizenry supporting NOAA federal science efforts. Done right, this gets a lot of points on Capitol Hill.
 - SHa – John Baek sent us an email last week and it was a LeBron James weather report and the social media loved that.
- LK – I'm hearing that there should be some conversation with this group to see if there is a fit here and have it become part of the official education agenda. I'm hearing the idea to explore with the Research Council and see if they are interested in a brief there. I think that tying this explicitly to NOAA's research agenda would strengthen our ability to move forward. The exploration with the community of practice needs to happen prior to committing to the online clearinghouse because we want to make sure that we're involving the people that want to be involved and feel that they have the time and that this would be worth their time. I think we need to have a few conversations before we commit to the online clearinghouse.
 - CM – I would like to discuss this first. These things are slightly different. The clearinghouse allows accessibility to existing programs with no commitment for meeting up and sharing best practices.
 - LK – Do we need to go to the different sponsors of citizen science across NOAA to collect the information for the clearinghouse?
 - CM – Of course.
 - PKC – One thing to consider is that the Exploratorium is reopening soon. They have done a large amount of work with citizen scientists but their re-launch might offer a new concept for that or a different platform. They are very interested in greater involvement of the science community. With the larger agency MOU with them, that may be an avenue to get a different perspective with a group that really understands this concept. Through that partnership we can get some expert guidance from them.
 - LK – The Exploratorium actually opened today and NOAA has gotten some tremendous press with the reopening and they clearly have a lot to offer with citizen science and that is worth exploring.
- LK – Christos, the point Atziri was making is that we need to know that the people running the citizen science programs across NOAA want to be more involved, want to be a community of practice, want to have the extra exposure on the clearinghouse, and are willing to make at least a modest investment in time to create that. I think we need some validation from the people that would be affected.
 - CM – I would like to further discuss this with whoever wants to discuss it. Because the opportunity is very finite and if we don't make it into the clearinghouse we may miss an opportunity there. We can send out a survey to the same people that responded to the data call and ask if they want to participate in the clearinghouse. If the answer is no we are exploring
 - LK – If we send out the email and make it all voluntary I have no problem with that. We need to make it clear that participation is entirely up to the program.
 - JM – That is how the current Citizen Science Central works. There are already NOAA programs that have self-reported into it. This is just far from comprehensive and there is no current tag stating they are NOAA programs.
 - LK – Atziri, would that address your concern?
 - AI – If there is a message that goes out from John or the education council and leave it open to the program to submit their information, then definitely. In terms of the community of practice, we need to define that better as far as what do we mean by a community of practice? What are we trying to do with that? People's time is precious and I know my educators will want to know what they are supposed to be doing.
 - JM – Yes Atziri and that is why we stated this as exploring the need for a community of practice in order to find out what everyone might need.
- PKC – What is the level of effort for someone to participate in the clearinghouse?
 - JM – All you would need to do is to go to citizenscience.org and filling out the form that describes your program. The current database is being revamped with a new format being launched this summer. We're talking 45 minutes to an hour of your time. Once these are entered into the database we would mirror this site on one of our websites, probably Education.NOAA.gov.

- PKC – Are they going to have a double data entry on their data and this proposed website? Or, is this just to say here is our program, come look at our site.
 - LK – No data will be entered into a centralized site right John? The data on the clearinghouse will just be the links to the programs.
 - JM – It is just metadata, name, description, and a link to your website. We would then mirror that data onto our own site. Most of the other government agencies are planning on doing the same thing.
- CB – When you say 45 min do you mean per program or per project?
 - JM – Per entry. If you want it to be Sea Grant citizen science programs
 - CB – Well it depends on what the site looks like. If it goes by state then the entrees would have to be per project.
 - JM – Well and 45 minutes is an overestimate. It's currently a 1-page form.
- LK – Does anyone have concern about John sending an email to the points of contact he already has and offering them the opportunity to join this clearinghouse and collecting the entrees back to Citizen Science Central?
 - CB – We would be collecting this information from them?
 - JM – You would have them go onto the site and fill that information out. But first I want to email the group and find out what they think will be helpful.
- LK – I think you have support to reach out to them and ask if they are interested in a community of practice and also to offer them the opportunity to create the online format of the clearinghouse.

Action: John McLaughlin will send an email to existing Citizen Science contacts to inquire about community of practice and voluntary sign up for Citizenscience.org

NWS Outreach and Education Events System (NOEES) (*Informational*) -- Chris Maier/ sponsor Ron Gird (15 min presentation/ 10 min discussion)

- RG – For a long time when people asked what we do with school visits we would use the standard for 2500 school visits per year up until the NOEES program came about. This new program used by all of the field offices will give us much more detail and much more flexibility on how we report at the local level. Hopefully we will be able in the end to link what Chris has done with some of the requests from OMB.
- CM – Thank you all for letting me speak here. I would like to show you some of the things we're doing and also solicit some advice from you all, today and in the future, as we continue to evolve this system.

See presentation

- Chris – Any questions?
- MK – I see you have Minority Serving Institutions and our scholarship programs on there. I'm not sure what to do with it but I sure would like to see what data you have related to those. Can I follow up with you and look at that?
 - Chris – Absolutely. I think those came from Charlie Wells.
- FN – When I was in San Antonio at the National Science Teachers Association I spoke with your local WCM and forecast office. Is the database able to collect distance education situations vs. person?
 - Chris – It can be captured but it needs something to flag for virtual events. The presentation and the details could be captured however.
 - RG – Our former WCM in Huntsville, AL was doing that because he matched it with NASA technologies there.
 - FN – This might be a good connection for our distance learning working group.
- JB – As for development, what kind of team worked on this and for how long? Also, what about costs?
 - Chris – As for costs, we had one dedicated programmer to design it. Everyone else was a volunteer within the agency. A second programmer was hired part time to help with some of the enhancements.
 - CMc – When did you start?
 - Chris – 2006. We had an intranet version first then went to this performance measurement website. The first version was finished in 2008. Then based on field reviews we updated it and came up with the current version. This was finished at the start of FY12.
 - JB – Do you have a set of definitions for all of those terms, such as drills and calculating audience?
 - Chris – We have a basic set of definitions in the interface that acts as a guidance document. I can share those with you.

- JM – I was glad to see you mention aquariums. I suspect some of those numbers on the current screen are derived from our Environmental Literacy Grant. Do you know if that is the case?
 - Chris – I’m not sure but we can definitely find out.
- Chris – During this process we were told to adapt something for Weather Service and then later see if this could be adapted to other line offices.
- LK – If Chris had not stayed here for all those years this would not have come to fruition. I’m curious about getting to outcomes; do you have any logic that gets you from education events to the outcome?
 - Chris – Not yet and that is one reason I wanted to continue this dialogue with you all.
- LK – Do you report the data to regional directors?
 - Chris – Not at this time but they can access it.
 - LK – It seems if you had a report you sent to the directors once a month or once a year, it would return value to them. You may also use your group dynamic to help you with the data issue. For instance if you discuss the data for the Storm Spotters the folks with really low numbers will be embarrassed. This comes back to reporting the data and showing how important it is to do so.
 - Chris – I wanted to create an annual report and was curious if anyone did that for outreach and education events.
 - LK – John Baek, on the phone, has been working on all of the outcome metrics for NOAA education.
 - PS – The system is only as good as the data going in to it. For instance, at NSTA last week there was a lot of information to capture. This is something we really need.
 - FN – Especially as we walk back from the booth and enter the data right there about the session we just hosted.
 - Chris – The real time reporting is ideal.
 - FN – On the reporting piece we have had thought on an annual report. NOS has a template for this already.
- LK – Chelsea or Atziri, does anything like this appeal to you?
 - CB – We have our own. It isn’t just education based and the setup is based on our strategic plan and they enter the data by project. It isn’t as versatile but it serves the function of what we need. I wouldn’t sign them up to enter additional items into something similar.
- PS – I would love to piggyback on what has already been done here. If there was a way to leverage what they have already done and at the beginning of the form you fill out where you come from, Weather Service or NOS or any others. I would be drooling.
- NJ – Great database. Getting someone to maintain it full time is interesting.
- LK – It’s a great system and thank you for presenting it.

Update on Student Opportunities Website (Informational) - Marlene Kaplan and Osa Obaseki (10 min presentation/ 10 min discussion)

See presentation

- OO – We recently inventoried our student opportunities and they are on our site in a new format. We currently have 14 opportunities and waiting to hear back on a couple others. This is one of our most heavily visited sites with over 50,000 visits in FY13 so far. This is a large number for 14 opportunities. There are still a lot of programs that aren’t being captured. It is now has more user-friendly forms.
- MK – This is also a follow up to our Pathways conversation. Osa sent out a message to find out how people were faring under Pathways.
 - OO – Six programs that are no longer in existence but it isn’t clear why some of those disappeared whether it was Pathways or budgetary issues.
 - MK – Most of the issues were budget and not necessarily because of Pathways. From here we’re looking for any programs or info we might be missing and also feedback on the Pathways process so far. Are folks able to use Pathways on USAjobs or are they using third party systems?
- PM – There is the Sunia scholarship under Department of the Interior and the recruitment is currently open. They used Pathways for their announcement. It therefore modified the timing we had. I can put you in contact with DOI staff that worked on it. As for opportunities, we are missing a lot of local opportunities that do not filter up to the national level. A very crude solution would be to include a link to NOAA in your state and tell people that there are numerous local labs that may be in your locality. This would be very beneficial to local students.
 - MK – This would be a good addition.

- FN – I think it is important to add volunteer opportunities and it would be beneficial if you describe that for the students.
- MK – There is also the volunteers.NOAA.gov.
- CB – This also circumnavigates the problem of having to constantly update the opportunities. For instance Sea Grant has a lot of opportunities that come up very quick and may be very short term.
- FN – Has anyone asked Rochelle if the cooperative institutes do anything like this?
 - LK – We could definitely highlight them. If the CIs have any opportunities can you let us know about them?
- AI – I think it's important to know what kind of opportunities you capture on this website. Is it highlighting things we consistently do every year? Secondly, how do we enter that information? Do you send us a form that we send out on an annual basis?
 - MK – It is a form and we have already sent it out. We are happy to send it to you again if it didn't make it out to your partners. With respect to these one off opportunities, it may be easier to determine a place within the NERRs system such as a site where we can send folks to find the opportunities within a given year.
 - LK – Atziri, there has to be a website, there has to be a person you can contact and their contact information. It is not a problem for us if they want to submit a one-time opportunity but it has to have all of those things.
 - MK – And we have to track that throughout the next year to update or remove it.
 - LK – We can have these one-time opportunities but it has to have the necessary information.
- FN – This may not be legal but is there a way for a student to sign up for updates whenever the page becomes updated to let them know of new opportunities via email.
 - OO – That's a good idea.
- MK – I looked at the USAjobs internship Pathways listings and there are 62 for Department of Defense, 13 for Veteran's Affairs, 10 for Department of Agriculture, and the numbers decrease from there as for government agencies.
- LK – Thank you Osa for that update.

Updates and announcements

- NJ – Has anyone had an opportunity to review the NESDIS website? If so we appreciate any comments or feedback.
- SSch – I'm happy to announce we have revised versions of the ocean literacy brochures and have plenty to distribute. We'll point everyone to oceanliteracy.net for updates on Next Generation Science Standards and state standards.
- RG – The Weather Service will be participating in a Weather Day event with the Nationals. Also, I did an interview with the Education Weekly on citizen science within the Weather Service and will share that whenever it comes about. The NSTA article was a big help for that.
- PS – Molly is on detail with us on NOS for the next year. She will maintain 20% of her time with fish but will work more heavily with us on Climate Stewards. We are also working on an oyster lesson with some Maryland teachers trying to connect to NGSS. We also released this activity book on climate issues with 10 informal activities.
- FN – There was a lot going on at NSTA this year. We were the largest federal agency there and did so with a very small staff. Bob and Les did wonders with the new design and it looked very professional. We were well represented by 4 staff, a few contractors, Teacher at Sea Alumni, Climate Stewards, local forecast office staff all did tremendous work. I wanted to ask the council, how do we thank the folks that helped out at NSTA?
 - LK – What do you mean we were the largest presence?
 - FN – NASA was in a ten by ten booth and we were in the best location we've been in the hall, second in row. Compared to any other federal agency we were the largest presence by far. We were also the only federal agency attending the council of state and science supervisor's meeting and when they released the NGSS to the public and they did it from there. They were very grateful for our role in supporting the adoption and implementation. They see us as a very active partner on some of the harder parts of this implementation. Also, as for the GLOBE annual meeting, John you did everything you could, but the connection was dropped and the meeting was consequently dropped for those people that had to attend from distance. Lastly, the exhibitor workshop was much better attended than the symposium. We have new recipes for NSTA that we will discuss at our NSTA meeting in May. We need to think long about any conferences we commit to in the future and what our role will be there. Also the Climate Portal has been delayed it will be released in the next few weeks.
- MK – We have 126 Hollings students and 11 undergraduate scholarship students arriving for orientation in May.

- LK – Thank you all for stepping up to take over these presentations.
- CB – We received 116 applications for next year’s Knauss fellowship. While we are unsure of the fate of the program we will continue forward with selection until we know more. That will convene in two weeks.
- CMc – Construction has officially begun on the Science on a Sphere installation here in building 3. We just launched our site that is open to blog discussions and comment. Feel free to share that with other NOAA employees as well as the public. Possible installation in August.
- LK – Thanks all.