

Proposed NOAA Education Strategic Plan Revision Guidance, Structure and Process



NOAA Education Council
Decisional Presentation
4/17/2013
Steve Storck

Presentation Overview

- Decisional presentation – requesting a vote for approval to proceed with proposed writing process and schedule
- Content:
 - Results of March 13th strategic planning mtg
 - Guidance on plan revision
 - Structural elements of revised plan
 - Proposed goal structure
 - Writing process, roles and responsibilities and calendar

Revision Guidance:

Overall Aims of Revised Plan:

- Create a shared vision for internal priorities and engaging other audiences
- Provide objective basis for monitoring and evaluation
- Communicate vision to stakeholders

Revision Emphasis:

- Improve alignment with NOAA core mission
- Establish and use appropriately leveled statements in a standardized framework
- Structure plan so it can easily be linked to an evaluation plan
- Improve representation and visibility of Stewardship and other high level/high priority concepts
- Include a K-12/Youth workforce exploration component
- Separate internal operations from external target outcomes
- Plan elements have an appropriate timeline (results can be realized in 5 years)

Other Considerations:

- Improve visible representation of Line Office contributions to goals
- Include better target audience segmentation in the revised plan
- Keep key stakeholders in mind: President/OMB, Congress, NOAA Leadership (and DOC), Administrative Unit Managers, NOAA Educators, and Education Partners

Strategic Plan Elements:

- Mission
- Vision
- Focus Areas = Goals
 - Objectives (Convert Outcome Statements)
 - Strategies
 - Include target audiences where possible
 - Performance Measures (No Targets)
 - Key Challenges
 - External (“Risk”) Factors
 - Contributing Line Offices (Mandate related)
- Program Evaluation (Narrative Description)

Emphasis Areas:

- Show how Education advances NOAA’s Mission
- Express NOAA’s unique role in Federal Government and Education
- Include an alignment addendum referencing NOAA’s NGSP
- Address Underserved/underrepresented more broadly in plan

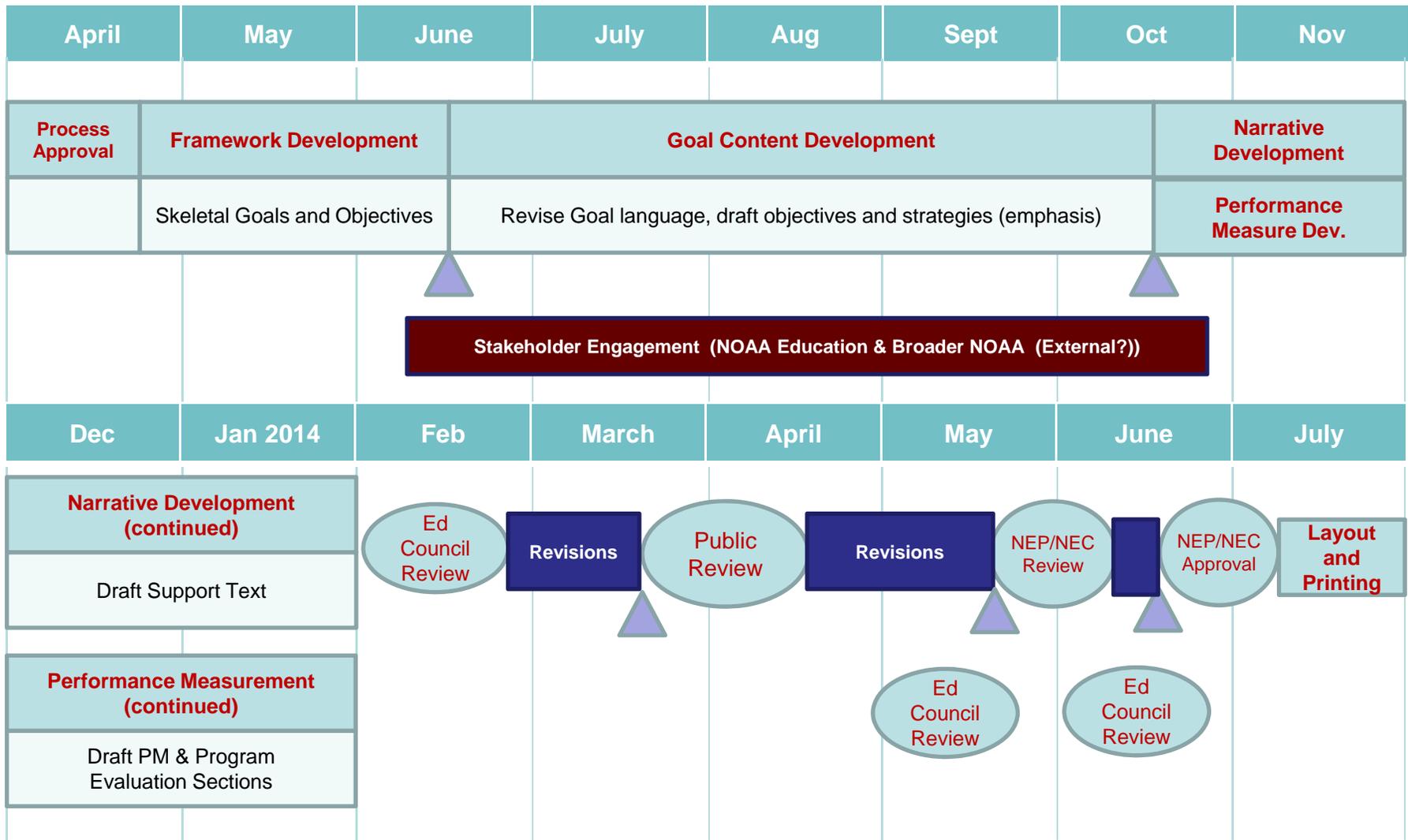
Education Strategic Plan Goal Structure Cross-Walk:

Revised Plan - Draft Goal Framework	09-14 Plan
<ul style="list-style-type: none">• Science Literacy (<i>or Env. Literacy?</i>)• Conservation & Stewardship• Safety & Preparedness	Goal 1: Environmental Literacy
<ul style="list-style-type: none">• Workforce Continuity & Innovation	Goal 2: Workforce Development
<ul style="list-style-type: none">• Education Enterprise Excellence	Outcomes 1.1, 1.5, 1.6

Writing Process Roles and Responsibilities (Proposed):

- **Writing Coordinator** – drafts language in consultation with ECSG, CoCom, relevant programs, and stakeholders as recommended
- **ECSG +** – serves as sounding board for ideas and issues related to writing process (also includes strategic planning consultants who provide advice on plan structuring and process. Review plan for structural integrity, consistency and readability)
- **CoCom** – Provides input on content and process, approves structure and draft content for review, advises on stakeholder engagement
- **Ad Hoc Groups** - Review and provide guidance on goals, outcomes and strategies for each major content focus area
- **Ed Council M & E Workgroup** – Assists with the content decisions on performance measures and program evaluations sections of plan (provide skeletal content in consultation with Writing Coordinator).
- **Ed Council** – reviews and approves public review draft and final draft. Provide input when requested on content (brainstorming, review - not writing)

Proposed NOAA Education Strategic Plan Revision Timeline



 ED Council Approval

Next Steps:

- Organize current materials within structural and goal framework
 - Current Strategic Plan
 - Concept Mapping activity findings
 - NOAA NGSP
 - Other Sources
- Hold Ad Hoc discussion on referencing environmental and/or science literacy
- Seek Education Community critique on draft goals and objectives (by Goal)
- Plan ad hoc sessions for strategy development

Introductory Discussion on Literacy Type and Placement:

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