

## NOAA Education Council Meeting

Date/Time: May 21, 2014 / 1:00–4:00 pm  
Location: SSMC3, Room **11836**  
Dial-in: 866.901.0711  
Passcode: 8134683, leader code: 1144183  
Contact: Lisa Nakamura (202) 482-3139, Marissa Jones (202) 482-4592

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

**\*\*Important Note Regarding Audio:** Unless you have a PC headset with a microphone, please remember to mute or turn off your computer speakers when you call in to avoid sound interference. If you have a PC headset, you will be able to connect directly through your computer and participate in the meeting as normal, without needing to dial the number above through your phone. Detailed instructions on how to set up your audio in Adobe Connects are available here: [http://www.oesd.noaa.gov/council/Audio\\_AdobeConnects.pdf](http://www.oesd.noaa.gov/council/Audio_AdobeConnects.pdf)

## AGENDA

- 1:00 Welcome/Opening remarks
- 1:10 Regional Working Group: Collective Impact Analysis and Recommendations (*Input Requested*) - Shannon Sprague (15 min presentation/ 10 min discussion)
- 1:35 Strategic Plan Update: Outline Comments Overview (*Informational*) - Steve Storck (15 min presentation/ 15 min discussion)
- 2:05 Updates and around the room (20 min)
- 2:25 Break (10 min)
- 2:35 Data in the Classroom Working Group (*Informational*) - Atziri Ibanez (15 min presentation/ 10 min discussion)
- 3:00 M&E: Present data summary (*Input Requested*) - John Baek (20 min presentation/ 20 min discussion)
- 3:40 National Climate Assessment roll out, findings and products (*Informational*) - Frank Niepold (5 min presentation/ 15 min discussion)

## Attendance

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**In person:** Louisa Koch (LK), Atziri Ibanez (AI), Bob Hansen (BH), Bronwen Rice (BR), Bruce Moravchik (BM), Frank Niepold (FN), Jennifer Hammond (JH), John Baek (JBa), Lisa Nakamura (LN), Luis Leandro (LL), Maria Murray (MM), Marissa Jones (MJ), Marlene Kaplan (MK), Nina Jackson (NJ), Ron Gird (RG)

**On the phone/chat:** Bree Murphy (BMu), Carrie McDougall (CMc), Christopher Nelson (CN), Christos Michalopoulos (CM), Diana Payne (DP), John McLaughlin (JM), Mark Wiley (MW), Seaberry Nachbar (SN), Shannon Sprague (SSp), Stephanie Bennett (SB), Steve Storck (SS), Susan Haynes (SH), Tanja Fransen (TF)

## Summary of Action Items and Decisions:

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**ACTION: Email Lisa Nakamura or Marissa Jones if you are unable to attend the August Education Council Meeting. If we are not likely to have a quorum, we will cancel the meeting.**

*No comments received by 06/18/2014*

**ACTION: Contact Steve Storck as soon as possible if you have additional comments on the Strategic Plan Framework.**

**ACTION: Let John Baek know if you would like to be part of the development of Evidence of Progress Statements.**

**ACTION: The Implementation Retreat is scheduled for September 4-5, 2014. Marissa Jones will place a hold on the calendars of those who filled out the Doodle Poll.**

*Completed: 06/03/2014*

**ACTION: Let Bruce Moravchik know if you are interested in participating in the MORI distance learning opportunity.**

## Welcome/Opening remarks

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- Appropriations update; CJS on House floor next week - probably Thursday 5/29.
  - Senate mark is expected to be out in the first week in June
  - Climate Program Office is facing large cuts. The Climate Resiliency Tool Kit is taken out the budget along with a 33% reduction in the base budget.
  - Much of the House budget is a flat line from FY14, but climate is down 33%.
- CoSTEM update
  - Louisa was asked to co-chair the K-12 education Working Group. This is a cross-agency mission priority. The group will report publically on a monthly basis.
- Dr. Sullivan has been very active in education events
  - Dr. Sullivan agreed to participate in the orientation for scholarship students. NOAA is hosting Green Ribbon Schools in the Commerce Building. She did a women scientists/geeks event at the White House. Please invite her to participate if you have an event that she might be interested in.
- Decide whether to cancel Ed Council meeting in August
  - Having meeting in August would help alleviate packed agenda due to Strategic Planning process. Would be helpful to have a meeting prior to the 2-day Implementation Plan retreat in September.
  - However, may not have quorum due to many taking vacation in August.
    - **ACTION: Email Lisa or Marissa to let us know if you CANNOT make it in August.**

## Regional Working Group: Collective Impact Analysis and Recommendations (*Input Requested*) - Shannon Sprague (15 min presentation/ 10 min discussion)

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See presentation.

- FN: When you use the word regional, what is the scale? Some span counties, some states.

- SSp: We were flexible and inclusive of the scale that potential Collective Impact activities were taking place. Some were as small in scale as the Bay Area in CA or areas in the Pacific Northwest which did not have a lot of interstate work going on. Others were larger such as the Great Lakes basin. Even within a broad region such as the North and/or Mid-Atlantic, there are subdivisions such as the Chesapeake watershed area.
- SSp: We also discussed this for B-WET regions at the B-WET meeting last week, and all of the regional coordinators committed to action items to help nurture/advance Collective Impact activities in their regions.
- LK: On recommendations, you state the need for the establishment of networks for programmatic coordination. What do you mean by that?
  - SSp: That means to find out who is doing topic area education. Who is your audience? We want to get a sense of when efforts can be leveraged and to avoid duplicating work. We want to understand who is doing what so we can divide and conquer or partner to meet the mission.
- FN: The intersection between regional and national programs shows up in the policy and program pieces. How is that coordinated? Whose job is that? How can national programs support regional programs?
  - SSp: We need to talk more about that. A webinar is one way to do accomplish this. If and by establishing regional networks, we will only have 7-8 points of contact, which is easier than disseminating to hundreds of people.
- FN: We allude in the policy piece about NGSS and NAAEE. All of the states that are implementing NGSS have state teams. Is that part of the focus on the regional groups?
  - SSp: Absolutely. That is a short-term goal that we want to tackle. We have a few models of how it can work so now we can look at how we can implement it in other regions. It is important to come together nationally to discuss.
  - FN: The advice that we've been given is to go slow because NGSS implementation is 2 years out, but the policy piece is taking place now.
  - SSp: I have a strong sense that there are many NOAA educators that are working on this. We would like to better understand who is working on this so we can convene conversations about it at the national level.

### **Strategic Plan Update: Outline Comments Overview (*Informational*) - Steve Storck (15 min presentation/ 15 min discussion)**

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See presentation

- LK: Going back to page 2, it's very exciting moving from two goals to five goals. They are a much tighter fit with NOAA's mission. There are some issues, but they are much smaller and easier to weave into the structure.
- SSt: **ACTION: If you have additional comments, let Steve know as soon as possible. Also let us know if you would like to be part of the development of Evidence of Progress statements.**

### **Updates and around the room (20 min)**

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- JH: Many ships are in a no-sail status, but we are getting teachers out at sea. One updates form alumni workshop. Another is bringing group of students to SOS in July. Britta is a Teacher in the Air for the Hurricane Awareness Tour, educating 2000+ students on hurricanes and safety and preparedness. We have a teacher participating in Capitol Hill Oceans Week, and a teacher flying in a right whale flight.
- LL: Personal thank you from KN to LK to have the opportunity to represent NOAA at NOSB in

Seattle. Kate is a supporter and would like to have Fisheries support it. We are working on how to better connect the Fisheries Ed Council with the Education Council (FEC). Steve presented the draft Strategic Plan Framework. John and Louisa are talking to FEC about data call and data collection. Heads up to Working Groups about the fact that educators would like to participate at the WGs. The first two fisheries dataset are on Science On a Sphere (SOS). One is about climate and fisheries and the other is about habitat and large marine fisheries.

- ML: Seven EPP scholars are here this week. 107 Hollings scholars are here next week. We will be talking about opportunities for internships, thank you for your suggestions.
- AI: Eric Lovstrand is leaving the NERRS going to SG after 23 years. We are offering 10 Teachers On The Estuary (TOTE) trainings across reserve sites. We are working with reserves to promote these opportunities. In order to become a reserve that provides TOTE, they had to complete market value analysis and needs assessment. This consists of a series of standardized questions that they needed to ask. We are currently analyzing the results.
- RP: The next NOAA Science Days on "Research to Reduce Disaster and Enhance Resilience," is coming up in June. The Silver Spring portion is scheduled for June 23, 1-5 pm. We will post the flyers in all of the SSMC buildings soon. Webinar information and a more detailed agenda is also on the way.
- FN: The proposal/conversation to expand NOAA's partnership with 100K in 10 was well received. Climate Studies Diversity Project with American Meteorological Society (AMS) is underway – this project partners with on minority serving institutions. Other partner is Second Nature. NOAA is a major content partner.
- BMo: Peg Steffen is returning on May 27. A number of us will be involved in the AMS diversity project – NOAA Climate Stewards is participating. We are continuing to get excellent attendance at webinars and book clubs. Started up a book club and online forums for oceans and climate change communication.
  - LK: Is that open to NOAA educators?
  - BMo: Right now it is on an internal wiki so educators can communicate freely about climate change (not publically). We welcome anyone to join in webinars. The next one is about blue carbon in Waquiot Bay. We hopefully feature Richard Alley in October.
  - In July, Project MORI group will be using SOS as primary presentation tool in a distance learning partnership with NASA. **ACTION: Let Bruce know if you are interested in participating.**
- RG: We are also participating in the AMS Diversity Project. There is a teacher training workshop with Maryland Naturalists on June 20 – includes weather and climate topics. I got to visit the Wolf Trap institution for Weather 101 for artists. The goal was to develop an activity for young students. This is Hurricane Preparedness Week.
- TH: I will be acting as Kate Thompson for the future. Pleased to be working with this group.
- NJ: I will also be at AMS Diversity Project. On Thursday, I worked with one of the climate stewards on a mentoring program. It went well – 8 classes in STEM education. Students came and interviewed scientists and had a tour. Information is on a wiki so other students can view material. They did a pre and post evaluation to assess what students learned about scientific careers. Still planning for Satellite Education conference. If anyone is attending, please let me know.
- MM: Last week I judged for Intel International Science and Engineering fair for NOAA award. Great judging team Winners were both weather service related. One was looking at lunar tide in space weather. First prize (cash and NOAA internship) was a hurricane prediction and landfall project. Looking to place that student with a position. Maria will contact Ron. SOS Workshop is Jun 9 – 12. Registration closes. Please register if you would like to go.
- BH: USA Science and Engineering: 325K attendees. Reps from all LOs assisted from various assistants. I proctored Science Olympiad. This is Britta's last week - send contact to Bob in the

interim. Osa, the web manager at the Office of Education has accepted a new position, so we are filling that gap.

- BR: Last week was National B-WET coordinators meeting in DC. We have our work plan laid out, including evaluation. As Shannon mentioned, we also determined concrete action items for policy engagement in the regions.
- MJ: Thank you for filling out the Implementation Retreat Doodle Poll. The date that worked for the most people was September 4-5. **ACTION: We will send out a calendar hold for those who filled out the survey.**
- FN: Climate won the Webby Award for online excellence in the “Government” and “Green” categories. Shared the statement: “Climate education investments create solutions.” Dr. Sullivan was there to accept the award on behalf of NOAA. Her 5 word acceptance speech was “earth: your world, NOAA’s mission.”
- JM: NOAA Citizen Science COP will have next webinar soon. It will focus on mobile devices. There is also a discussion forum on mobile devices which we would like people to participate in both before and after.
- SB: World Conference in HI on education. Stephanie will present on B-WET. We will also be presenting at NMEA.
- TF: I’ve done 15 outreach events in the last 6 weeks. 1600 people have been reached so far. Pretty good for an area that only reaches 50K! Will forward document from River Forecast Centers. They were talking about glaciation in Science Olympiad.
- SH: NSTA Deb Shapiro is very helpful and anxious to get NOAA information into NSTA events and publications. She also has listserves. **ACTION: Get in touch with her if you would like to advertise programs.**

#### **Data in the Classroom Working Group (*Informational*) - Atziri Ibanez (15 min presentation/ 10 min discussion)**

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See presentation

- Presentation for NOAA educators. If you are interested in participating, let Atziri know. Also offering virtual training on coral bleaching. Expect announcements leading up to September.
- FN: Are NGSS and NRC Framework incorporated?
  - AI: Yes.
  - FN: Ask Lawrence Hall of Science Folks to do a review might be helpful.
- RG: Online teaching course for NCEP. Is that of interest to your group? It was designed for datastream.
  - AI: Yes, let’s follow up. I am meeting with Tanja and Chris next week to discuss.
- For future council discussion
  - Do we need a new website that speaks about data education? Or is the Node website enough?
  - Data visualization is a niche.
- LL: Do you want us to encourage regional folks on the regional folks on the corals module or wait until formal communications later?
  - AI: You are welcome to engage them now, but we will have a flier communication to teachers and will be announcing the completion at the end of the fiscal year.
- LN: Has the workgroup started to discuss the bullet of how it is connected to the new strategic plan? What conversations have you had so far?
  - AI: We have not had in-depth conversations yet, but we will discuss at the next meeting. Steve can possibly join us then.

**M&E: Present data summary (*Input Requested*) - John Baek (20 min presentation/ 20 min discussion)**

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- See presentation
- RG: Lifelong learners – who are they?
  - JB: Participants in informal education programs. Visitor Centers, Scouts, etc. Museums are considered institutions.
- SB: Where do docents fall?
  - JB: We are treating them as educators?
- JH: When you report this information, does anyone ask where you get it?
  - LK: I always say that we are proud to collect these numbers across NOAA and that this represents a lot of good work across the agency. People are impressed by the numbers. Someone when around talking about the impact of the agency.
- FN: Louisa, would you use the pie chart and would people ask about it?
  - LK: People appreciated know that we had our hands on our portfolio and that we were working in these sectors. They sat and listened but appreciated that we had a sense of our own contribution.
- Franks question?
- RG: Some offices have education sites called out, others do not.
  - JB: We would like to work on that. Might be a challenge because there are so many.
- Congrats to OER for almost 10 million website views?
  - We use social media to direct people to our live feed.
- FN: NOAA in your state would have to have the caveat that the numbers are based on available data.
  - JB: I could have left the zeros out, but I wanted to make a point. We probably do have students, visitors.
  - LK: This would be very meaningful for members of Congress. I am wary of putting up a map of all states at once, but this style gets around it.
- LK: I used to talk about all of the different programs, but we realized it was like putting a target on the programs. The state format doesn't have that risk.
- JB: Tabling discussion of Google Analytics.
  - JH: If you have an event, then it would be interesting to track.
- AI: I like many of these ways. The last one is great because it can tie back to NOAA's mission. It may help to use the new strategic plan. I like the small stories and well as the data.
- LL: I'm pleased to hear that you have taken the numbers and added success stories. WE could go one step further and include this on the web. We could feature pieces on the web and they could also go to the hill.
- LK: If you go with the NOAA icons, it could feed up to the NOAA website. We would need pictures too, but if we go with the state, then we need state pictures too.
  - JH: Some states have more resources.
- LK: Featured on
- LN: The by-state representation of accomplishments will be very time consuming and challenging to make happen for all states.
- JH: Who asks about the data? Think carefully about what we are sharing and how much time it takes to present it.
- BMo: Personal stories add a lot of depth to the story. These may speak louder than millions of people going to a website or an institution.

**National Climate Assessment roll out, findings and products (*Informational*) - Frank Niepold (5 min presentation/ 15 min discussion)**

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- See presentation
  - Works on all platforms (mobile, desktop)
  - The document was written with skilled science communicators.
  - Not a mitigation report. That is handled elsewhere.
  - Resources for educators page, they are translated in Spanish.
  - This will span the next administration, they cannot undo this.
- MK: this is a beautiful website. I am going to use it next week to talk to students.
- LK: This website is good at conveying the nuances, such as the increase in rainfall. The improvement in nuances.
- FN: Who said the government can't make a website?
- RG: Is there any information on the economic impact?
  - NJ: There is a BAM (AMS magazine) report that is coming out that will address it.