

## NOAA Education Council Meeting

Date/Time: October 15, 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/>

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## AGENDA

- 1:00 Welcome/Opening remarks - Louisa Koch
- 1:15 Annual Accomplishment Report: Review FY13 Report and FY14 Guidance in Unified Data Call (*Input Requested*) - Marissa Jones and Lisa Nakamura (20 min presentation/ 20 min discussion)
- 1:55 Evaluation of the Strategic Plan: Data Team (*Input Requested*) - Christos Michalopoulos and John Baek (10 min presentation/ 15 min discussion)
- 2:20 FY14 End-of-Year Work Group Report Guidance (*Informational*) - Lisa Nakamura (10 min presentation/ 15 min discussion)
- 2:45 AMS Distinguished Educator Award for Marlene Kaplan - Ron Gird, presenting on behalf of John Moore (5 min)
- 2:50 Updates and announcements

## Attendance

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**In the room:** Louisa Koch (LK), Bronwen Rice (BR), Frank Niepold (FN), Jennifer Hammond (JH), Kristen Jabanoski (KJ), Leah Henry (LH), Lisa Nakamura (LN), Marissa Jones (MJ), Marlene Kaplan (MK), Peg Steffen (PS), Ron Gird (RG), Rochelle Plutchak (RP), Tracy Hadjuk (TH)

**On the phone/chat:** Amy Clark (AC), Atziri Ibanez (AI), Chris Hayes (CH), Christopher Nelson (CN), John Baek (JB), John McLaughlin (JMc), Judy Koepsell (JK), Maia McGuire (MMc), Nina Jackson (NJ), Sarah Schoedinger (SSch), Shannon Sprague (SSp), Stacey Rudolph (SR), Stephanie Bennett (SB), Tanja Fransen (TF)

## Summary of Action Items and Decisions

**ACTION: Based on the interest in acknowledging contributors, Office of Education will add a field for contributing authors for the FY14 Data Call.**

*Completed: 10/16/2014*

**ACTION: Based on the interest in acknowledging contributors, we will add a field for contributing authors for the FY14 Data Call.**

*Completed: 10/20/2014*

**Comment [LN1]:** How are these two different? Is one supposed to be FY13 and the other FY14?

## Welcome/Opening remarks

- LK: Buzz on November elections: Republicans are likely to take the Senate, which means we will see a leadership turnover. The House is not expected to have that transition. This means there is a need to look into reaching out to new members.
- LK: RG, CM, BH, and I attended a workshop about setting up a new National Hurricane Science Center Museum in Louisiana near Lake Charles. They want it to be a world-class facility and are working with the Smithsonian, National Weather Service, and NOAA more broadly. They view NOAA as a core resource for science and education. Kathy Sullivan attended the meeting and spoke very passionately, especially considering her strong background in informal education. They raised \$30 million, halfway to their goal.
- LK: We are meeting with OMB next Monday. Gary Reisner was able to put us into the program support briefing as the Office of Education even though we did not have any major program changes. However, we attempted to correct a budget error from last year. Since OMB wanted us to focus on the budget issues from last year and not include any STEM consolidation discussions for this particular meeting, we decided to set up a separate meeting to talk about STEM. Although we have not been able to get on our OMB examiner's calendar in the past, we have been able to get on the calendar of a supporting detailee who will be there through the spring. She said she understood the value of NOAA education, and even said the word "B-WET."
- LK: I pushed to get back on the NOAA Executive Panel (NEP) successfully and it will allow me to keep the pulse of the Agency. Now I'm also invited to the NOAA Executive Council (NEC) meetings. At the last NEC, we had the best corporate discussion I've heard about priorities in many years. Dr. Sullivan made it very clear that she wanted the dialog so she could understand people's perspectives. There were maybe 12-15 priority budget areas that people had put together. She made it clear that she wanted to know whether the Line Office capabilities were deeply integrated across these priorities, not just superficially. It was wonderful that the Program Planning and Integration (PPI) structure for winnowing down the goal structure has really come through. When they start packaging initiatives as cross-NOAA it gives social science, education, general counsel and others a chance to get involved. Holly Bamford put education up as an issue that we can't lead with, but that's critical to our success. Dr. Sullivan also said that she didn't want to hear which of the NEC members were interested in which priority. She wanted to hear which priority had the best shot of working going forward. Want to marry coastal mapping with NWS precipitation and river flow to better understand and predict coastal inundation. NWS and Fisheries could provide grants to communities to fund green infrastructure and living coastlines. Dr. Sullivan suggested that maybe we need to be strongly making the case for green infrastructure. I left with the impression that the most important thing would be the NWS + NOS coastal inundation work. The last piece of NOAA that would be cut would be NWS because of their role in protecting life and property. This would expand that hard leading edge by including coastal issues and communities. It is increasingly important to get it right and actually warn

communities accurately. I also left with the impression that the next most important thing is to make the case for green infrastructure in communities based on evidence because they need to understand and have the information to determine whether it makes sense to spend tax dollars making these investments in resiliency. Education has a strong connection for community resilience. This was a very positive, high-level corporate conversation where everybody's views were considered.

- LK: Budget request for FY16, NOAA did really well – it is over \$6 billion. Therefore, FY17 cannot be an opportunity for new initiatives because it cannot be a big ask year.
- CM: Strategic Plan update – Marissa is taking over Steve's responsibilities after the Annual Accomplishment Report is done. We are about a month to a month and a half behind. The target is still publishing in early 2015. By end of October we hope to place hold on your calendars for a retreat. Public review will likely take place in January. We hope to place a hold on your calendars in before Thanksgiving for the retreat. Final publication of the document will probably be in February or March.
- CM: Virtual Vote results: The Monitoring and Evaluation (M&E) Professional Development (PD) outcome measure was approved with a vote of 12 green, 1 yellow.

**Annual Accomplishment Report: Review FY13 Report and FY14 Guidance in Unified Data Call (Input Requested) - Marissa Jones and Lisa Nakamura (20 min presentation/ 20 min discussion)**

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Discussion on Acknowledgements section

- MJ: I have a question to run by you in the acknowledgements section of the document. We do not have complete information on everyone who wrote the stories. We list the Ed Council members along with their programs and then include a broad statement in the text thanking NOAA educators who worked to share their stories. Are you okay with this?
  - CM: We could consider for next year giving credit to people who are writing.
  - PS: Do you have a sense of how many people there are who need to be included?
  - MJ: About 10 names that I know about, probably more would need to be included. At first I tried to acknowledge the people I knew to be involve – i.e., those who were cc'd, mentioned, or communicated with me directly in submitting and reviewing the stories. However, this list is not all-inclusive, and we wanted to avoid acknowledging some but not others. Not listing them by name was less inclusive, but it was consistent. Particularly, if people submitted their stories on time, I don't know who they worked with to generate those narratives.
  - CM: We think there is a high likelihood that we are going to miss someone if we attempt to list everyone.
  - PS: But it is nice to acknowledge people who contributed to a report so they have evidence and can get credit in accomplishments.
  - CM: But we are representing broad programs, not individuals.
  - TH: We can consider for next year, but leave it as-is for this year?
- LK: I'm hearing that the preference if we had enough time is to give credit to the people who are actually writing, and so my question is, should we add a field to FY14?
  - JB: We could add a Contributors field to the Accomplishments data collection form. We haven't received responses yet.
  - LN: How many names do you think will be part of a contributors list?
  - LK: We could take the names that people give us in a small font paragraph. Acknowledging many individuals is a great way to spread the community a little bit broader.
  - FN: There is a lot of strategic value of having the names of the distributed network. Work doesn't just happen in DC.
  - **ACTION: Based on the interest in acknowledging contributors, we will add a field for contributing authors for the FY14 Data Call.**

- MJ: It wouldn't be out of reach to include names this year. I probably have 80-90 percent of the names now based on people I interacted with directly. Are we comfortable sending out a request for more names?
  - LK: We're probably not going to get 100%, so we should still include a catch-all in the acknowledgements to thank all of the others who made this document possible.
  - FN: Is it possible to get this in next year? You're the one who has to own it if we decide to make changes.
  - MJ: It is doable, we have room on the page for a few more names. If it is a lot more, that could be problematic.
  - PS: At the September retreat we talked about this importance of including people outside of this room. I think it's important at least acknowledge them.
  - CM: From a supervisor's perspective, it's important to keep in mind that MJ has been working on this a lot and it was supposed to be a very quick document. If we don't get what we need by the end of the week, we will move ahead. If we don't have 90%, we won't put it in.
  - FN: With the caveat that LK mentioned, 60% would still be better than listing no contributors.
  - CM: If a council member cannot get back to us with names, I think it would be the wrong message to acknowledge some names but not all.
  - TH: I vote "All" or "nothing" (90%) for this year.
  - **ACTION: We will request names for contributors in the final review the FY13 Accomplishments Report. If we get names from 90% of programs that contributed to the report, we will include them in the acknowledgments section.**

#### Guidance on the FY14 Accomplishments Report Data Call

See presentation

- TH: When connecting to NOAA's strategic goals, how much detail should we include? It sounds a little awkward to just say, "this relates to Goal 2 of ..." if every paragraph says the same thing. How do you envision best doing that?
  - MJ: I was actually surprised to find how well it worked to prompt people with a madlib style sentence: "This project supports NOAA's goal of \_\_\_ by \_\_\_\_." It sounds formulaic but it gets the point across. It works to use that as a template and modify it so it reads nicely with the rest of the paragraph. Getting someone to articulate how it supports a goal is the key part.
- LHR: Metadata question. What if it connects to several goals? How do you choose one?
  - MJ: Good question. Please identify the primary goal as you interpret it and as you have written the story. There is some flexibility in how you frame the story. Identify secondary goals in the "Optional comments" section of the form. If you cannot choose a single goal, or you feel strongly that it cuts across all goals, please let us know.
  - LK: It could also be helpful to us to know which other goals might apply because then we can reorganize the document to show coverage across all goals.
  - CM: One of the other pieces of guidance that JB gave us is that clearly we are embarking on a more rigorous evaluation of the strategic plan and if we had an option for all goals, everyone might check that. We are trying to cause some moderate discomfort to get people to really think about where their project fits in primarily.
  - LK: Would JB also say that as we get a little more focused with our programs we will try to tie them more consistently to the objectives of a single goal?
    - LN: Yes.
    - CM: No question.
    - LN: That's why it's important to identify the goals. That's still broad from an evaluation perspective, in which case we would ideally be tying to objectives.
  - FN: We built Goal 1 in Ed Strat Plan as a cross cutting goal. So I will likely have a hard

time choosing 1 and another goal.

- LK: This will be an exciting conversation that we will revisit many times.
- FN: Any image orientation you prefer?
  - MJ: Good to vary across document.
- LK: This is an education report for NOAA so it is very important to me that it be full of people. No other report has the strong connection to people as we do.
- RP: The photos and fuller caption is also helpful for social media as well.
- LK: Exciting when doing an image search on the web and a picture takes us to a NOAA website.

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**Evaluation of the Strategic Plan: Data Team (*Input Requested*) - Christos Michalopoulos and John Baek (10 min presentation/ 15 min discussion)**

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See presentation.

- CM: \$100,000 sounds like a lot of money, but in these times it would be a good return on investment given the increasing pressure to demonstrate progress.
- CM: Even if we don't hit the funding target, we may be able to make it happen if we see support.
- FN: What is the deadline? We don't have our budgets yet.
  - LK: Because of the continuing resolution, we likely won't have a definitive budget until March.
- CM: John has already proven what a great resource he is to all. If we had a second person, there would be a larger bandwidth for supporting network. He could assist in programmatic needs and capacity building.
- FN: Another valuable piece of this: for John to come out to the climate goal, and help evaluation staff understand what they need to do. Having him do that builds capacity. His work is transferrable to other unites. Part of the pitch is that this has wider benefits that just to education.
- JB: In bringing on someone new, we can complement my abilities.
- JH: Thanks for putting together these numbers. This makes it much easier to discuss with leadership.

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**FY14 End-of-Year Work Group Report Guidance (*Informational*) - Lisa Nakamura (10 min presentation/ 15 min discussion)**

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See presentation.

- FN: We sunsetted partnerships, but we offered recommendations. Do the recommendations go in the third question?
  - LN: Yes.
- MJ: For future work, should people still identify objectives?
  - LN: Yes.

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**AMS Distinguished Educator Award for Marlene Kaplan - Ron Gird, presenting on behalf of John Moore (5 min)**

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- RG: Congratulations to Marlene Kaplan. For complete transcript of the award, see the Education Council Intranet site.

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**Updates and Announcements**

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- SSch: Thank you to those who signed up for NOAA educator network. We will start sending out

invitations to networks.

- LK: How many?
  - TF: 85, three new during this call.
  - CM: I suggest we talk about how to send this email with information about why to join and the value of this effort.
  - SSch: We can also illustrate that by starting to use it.
  - SB: Is it on the Office of Education website?
  - SSch: No, it's meant to be distributed between NOAA colleagues (NOAA, Sea Grant, NERRS). If it goes on the website, it may attract external partners. We are focusing on in external.
- SB: Great regional program to encourage participation from schools across Hawaii. Had all Line Offices, teachers, and schools coming in to engage with the different office and to potentially mentor for science fairs and Science Olympiad. We produced literature on the datasets that teachers are able to use, such as NOAA View. If you have questions let me know and I can send you the materials.
  - TF: I helped get the NOAA Educators Network listserv going – that's been my big contribution this month.
  - LHR: NOAA Fisheries – October is National Seafood Month. At the Fisheries Educator Council we discussed what others were working on, including: Sea Food 101, Newspapers in Education – started by Rebecca Reuter. This month it's a little more focused on aquaculture. Newspapers in Education is distributed in the Seattle Times and Anchorage Daily News. There's a similar partnership in New England. The Northwest Fisheries Science Center has a partnership with fisherman's wives come in to show recipes to NOAA Fisheries staff. National Seafood Month is an opportunity to coordinate on a topic for education and outreach.
  - AC: I am the new representative for B-WET on the Council.
  - CH: New to the Council, so I'm not sure what's been presented for Sea Grant education networks. The website [marinecareers.net](http://marinecareers.net) is available for recent grads to find internships and career options. There was also a Marine Debris funded project call the Marine Debris to Energy Project hosted by New Hampshire Sea Grant. It has resources for educators to use information on marine debris to introduce students to the topic.
  - LH: The Prevention through Education and Outreach grants will be coming out by the end of January (using CR money). We will over between \$5-8,000 dollars. We just announced our Removal awardees too. Calendars are here – you can also download them on the web. Our context for the next year's calendar is coming up. Closes on November 17. We also partner with North American Marine Environmental Protection Association on a educators guide.
  - PS: Next NGSS webinar is on Monday – part three in three part series. Following up on Oysters in Chesapeake Bay.
    - TH: Are they archived?
    - PS: They are recorded.
    - BMo: We can provide that internally to folks.
  - BMo: We had a good presentation from Richard Alley. New Climate Stewards project is expanding offerings including website and webinars. Pieter Tans will be joining us to talk about carbon cycles in the beginning of November. Right now we're expanding to focus on stewardship project development and implementation through peer reflection groups. Distance learning: in November we will have a broadcast version of the joint NOAA-NASA climate learning on sea level rise.
  - RG: Two books for children (younger) – Harriet the Hurricane, Freddy the Frogcaster – have come across my desk. Both of these authors will be at the AMS meeting. The FEMA group has produced a booklet on youth preparedness and safety. Both Red Cross and FEMA have partnered with Disney to make short videos to get children's attention on severe weather. Save the Children

– get students' perspective on severe weather, prepare children for disasters, and talk to them in language that they understand. Maryland Business Roundtable for Education will be focused on schools that they are going to support.

- FN: Through the Office of Science Technology Policy (OSTP) we have been working with agencies to put together climate energy literacy initiative. We have been having listening sessions with the American Colleges and Universities President's Climate Commitment. At the Climate Leadership Summit we had a listening session with OSTP with higher education. Jim Bray was in the room. Solid group of people interested in climate education. OSTP was happy with level of interest. We're trying to convince them that this is an important part of what the president should be focusing on. The Golden Gate institute is working on place-based initiatives and has a report that I'll share with the Council. I represented NOAA at North American Association of Environmental Educators Blue Sky Funders Forum. Others were sharing their work building public private partnerships. Partners that are interested in collaborating with us. We have been asked to re-scope and re-charter the Education Interagency Working Group for the United States Global Change Research Program. The changes involve kicking communication out and keeping education in. NGSS multi-framework alignment review to find out how much relates to the environment. We know that at least 28% aligns to climate literacy. Hope to get final coding system in the next couple of months.
- LN: The Unified Data Call is open until November 14<sup>th</sup>.
- TH: Nancy Foster FFO just got out – open and accepting applications until December 10th. Media Library was locked down for 5 years, now getting more photos on there. In September we had our Education Team meeting and JB was able to join us for the whole week, which was great. He talked to the team about Strategic Planning, MH talked about NGSS. Sanctuaries is working on implementation and sharing accomplishments so it's exciting to talk to them about the work that this group is doing. FYI - social media campaign for the 42<sup>nd</sup> anniversary for Sanctuaries. Campaign is "Earth is Blue" – picture a day, one video per week. 42<sup>nd</sup> anniversary.
- KJ: Getting ready for EPP Education and Science forum October 26 – 29 at University of Maryland Eastern Shore. There will be a press briefing with Dr. Sullivan.
- JH: We are in the process of reviewing applications for 2015 Teacher at Sea class. Finishing up yearend report. Emily Susko is moving to California, she is continuing to work part time. Bringing on Emily Tewes (2014 Knauss Fellow) from the Climate Program Office. She is from University of Maryland Eastern Shore. Luis Leandro was hired by Marine Mammal Commission.
- MK: Hollings and EPP Scholarship are open until the end of January. Get the word out about it because most of our students find out about it through their professors.
- CM: Interagency Working Group on Ocean Education met with the National Ocean Council steering committee to discuss a white paper with impact of stem consolidation on marine and ocean education. It was a good discussion. 7/11 actions relevant to education were impacted by consolidation. New chair of the steering committee is new Beth Kertulla from Alaska. She is the new Director of Ocean Policy.
- CMc: Announced FY14 ELG awardees. Made 5 awards, two projects. Focused on continuing Oceans Sciences curriculum started by Lawrence Hall of Science. The other is Carbon Networks focused on ocean acidification and global change through the Exploratorium, Pacific Science Center, University of Hawaii, Waikiki Aquarium.
- BR: Thanks to Seaberry who served two years as B-WET representative. Amy stepped in, Gulf B-WET coordinator. Seaberry is going to continue to be involved in working groups. I participate in the Waterways effort led by Smithsonian and EPA. Goal of the partnership to coordinate federal efforts through surveys of different demographics of key audiences, including formal, students, etc. educators (formal, homeschool, informal). Informal education is not an area that the survey conductor has access to. Folks who have been participating committed to help collect information for contacts of informal educators. Only federal employees can respond because it

has not gone through Paperwork Reduction Act. Please fill out the survey if you can.

- PS: consider connecting with Freshwater Live group. Organizations got together for education to reach a lot of students. Forest Service is the lead.
- TH: Maybe contact Michiko Martin, who is at the Forest Service now.
- LK: Holly Bamford is acting as Assistant Secretary for Conservation and Management (Mark Schaffer's old position). NOAA has been exploring its relationship with big data. Secretary Pritzker has a Department wide focus on large datasets that the agency collects. NOAA has a lot of data that doesn't get out to the public. Many companies said they are interested in evaluating the data (no charge) and giving it back. Before they issued the Request For Proposals – run by NOAA Chief Information Officer – released as Request for Information. In two days, NOAA is going to have a big meeting in the auditorium. Dan Pisut will present on SOS. They will also be running the *Okeanos* command center.