

FY15 Unified Data Call

A presentation to the Education Council

August 19, 2015

Lisa Nakamura & John Baek

Purpose

Provide an overview of what to expect for the FY15 Unified Data Call.

What we are collecting

- 10 common measures
 - 2 Professional Development outcome measures will be collected along with the remaining 8 common measures
 - Through the Knack Database
- Accomplishment stories
 - Through Google Forms
 - Photos through Knack Database

How will the data be used?

- Obj. 5.1: Leaders internal and external to NOAA recognize and support education investments as a way to achieve agency mandates, mission, and goals.
 - Annual accomplishment report
 - Post report and common measures on website
 - Hill briefs
 - Report available for individual Council member use to brief own leadership
- Publish annual accomplishment report by Jan. 31 so content is timely for use

Timeline

- Submit Story Ideas: *August 19 - October 2*
- Knack Database Walk-through: *September 30 & October 5, 2015*
- UDC open: *October 5 - November 13, 2015*
- QA/QC: *November 16 - December 18, 2015*
- Publish Accomplishments Report: *January 31, 2016*

What's new: Strategic Plan

- Need to relate common measures to the new Strategic Plan
- You will be asked to select the goal best aligned to each measure and story you are reporting, and objective(s) if possible

What's new: Knack Database

knack*

FEATURES

EXAMPLES

PRICING

FREE TRIAL

create online databases.
build simple web apps.

no coding. all smiles.

GET STARTED NOW 



No more clunky spreadsheets. Move your data into the cloud and transform it into a powerful online database app.



Knack Database Screenshots

Login > UDC tab

← → ↻ <https://noaaeval.knackhq.com/unified-data-call#udc/> ☆ * 📄 ☰

Unified Data Call

Programs **UDC** Images Reports

Logged in as Bronwen Rice - [Account Settings](#) - [Log Out](#)

[Common Measures](#) [Visitors](#)

Powered by Knack

Navigation menu: ALL, NESDIS, NMFS, TAS, NOS, NERRS, OCM, ONMS, NWS, WCM, OAR, CPO, OER, SG, **BWET**, P

search by keyword search

25 per page

Unit	FY13	FY14	FY15	Percent Change	Estimated?	Outlook	Strategic Plan	View Details
Educators - Number								
OED - B-WET	1,962	2,660		-100.0%	Estimate	Sustain	Goal 1	view
Sum - Educators - Number	1,962	2,660						
Educators Integration - Percent								
OED - B-WET				0.0%		Sustain	Goal 1	view
Sum - Educators Integration - Percent	0	0	0					
Educators Intention - Percent								
OED - B-WET				0.0%		Sustain	Goal 1	view
Sum - Educators Intention - Percent	0	0	0					
Institutions with Increased Educational Capacity - Number								
OED - B-WET	81	86		-100.0%	Actual	Sustain	Goal 1	view
Sum - Institutions with Increased Educational Capacity - Number	81	86	0					
P-12 Students - Number								
OED - B-WET	76,886	69,164		-100.0%	Estimate	Sustain	Goal 1	view
Sum - P-12 Students - Number	76,886	69,164	0					
Sum	78,929	71,910	0					



OED OA ONMS NERRS NMFS OCM SG

search by keyword search

Showing 1-25 of 140

Page 1 of 6

VSO Name	FY14 Reported Attendance	FY15 Updated Attendance	FY15 Exhibits/Activities	FY15 Status	Strategic Plan	View VSO Edge Details
'Imiloa Astronomy Center of Hawaii, The	50,000	0	SOS	Passive	Goal 1	view
Acuario de Veracruz						view
Adventure Aquarium and Center for Aquatic Sciences	76,099			Passive	Goal 1	view
Alaska SeaLife Center, The	140,000			Passive	Goal 1	view
Alaska State Museum	60,000		SOS	Passive	Goal 1	view
Aldo Leopold Nature Center	33,000		SOS	Passive	Goal 1	view
Alternator Science Center			SOS	Passive	Goal 1	view
American Museum of Natural History, The	5,000,000			Passive	Goal 1	view
Ames Exploration Center, NASA			SOS	Passive	Goal 1	view
Aquarium of the Pacific	1,500,000		SOS	Passive	Goal 1	view
Audubon Aquarium of the Americas	825,000			Passive	Goal 1	view
Banneker-Douglass Museum, The				Passive	Goal 1	view
Bay Education Center	15,000		SOS	Passive	Goal 1	view
Bell Museum of Natural History, The				Passive	Goal 1	view
Birch Aquarium at Scripps Institution of Oceanography at UC San Diego	436,766			Passive	Goal 1	view
Bishop Museum	300,000		SOS	Passive	Goal 1	view
Boonshoft Museum of Discovery, The	190,147		SOS	Passive	Goal 1	view
Calvert Marine Museum, The				Passive	Goal 1	view
Chesapeake Bay Maritime Museum, The				Passive	Goal 1	view

Reminder: Website visitors

- Number of monthly visits to your website
- Consult your web manager
- Can be web server logs or Google Analytics

Reminder: Finalize FY14 numbers

- Final opportunity to update any FY14 estimates - Important to document the actual numbers
- Will close out FY14 numbers in the database after FY15 UDC closes

What's new: Accomplishment Stories

- Publish report by Jan. 31; ahead of Hill briefs
- Story Ideas submission period *before* UDC window
- Stronger emphasis on Relevance, Response, and Results
- Tie to new Strategic Plan goals and objectives
- Photos submission through Knack Database

Next steps

- Make sure you can log in to the Knack Database in advance

<https://noaaedeval.knackhq.com/unified-data-call#udc/>

- Make sure all the measures you are reporting are present
 - Contact John if you need any measures added
- RSVP to Knack walk-through via Google Calendar
 - Two dates: Sept 30 and Oct 5
- Review timeline for FY15 Accomplishment Report

<https://goo.gl/0XY8Qk>

Questions?