

## NOAA Education Council Meeting

Date/Time: June 17, 2015 / 1:00–4:00 pm  
Location: SSMC3, Room 14836  
Dial-in: 866.901.0711  
Passcode: 8134683  
Contact: Lisa Nakamura (202) 482-3139, Patrick Drupp (202) 482-9183

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

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[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 Implementation Plan: Action Proposals for NOAA Education Community Consideration (*Informational*)
- Introduction and purpose - Lisa Nakamura (5 min)
  - Local/Regional Collaboration - Lisa Hiruki-Raring (5 min presentation/ 10 min Q&A)
  - Product/Program Development - Frank Niepold & Peg Steffen (5 min presentation/ 10 min Q&A)
  - Internal Professional Development - Julia Galkiewicz (5 min presentation/ 10 min Q&A)
  - Understand How to Reach Diverse Audiences - Kristen Jabanoski & Nina Jackson (5 min presentation/ 10 min Q&A)
  - Expand Evaluation Practices - John Baek (5 min presentation/ 10 min Q&A)
  - Next steps - Lisa Nakamura (10 min)
- 2:40 Break (10 min)
- 2:50 Strategic Plan: Final Update Before Virtual Vote (*Informational*) - Marissa Jones (10 min presentation/ 10 min discussion)
- 3:10 Smithsonian Institution National Museum of Natural History Ocean Hall MOU Renewal (*Informational*) - Joanne Flanders/ Marlene Kaplan sponsor (15 min presentation/ 15 min discussion)
- 3:40 Updates and announcements

### ATTENDANCE

**In room (18):** Louisa Kock (LK), Peg Steffen (PS), Ron Gird (RG), Marissa Jones (MJ), John Baek (JB), Bruce Moravchik (BM), Jeannine Montgomery (JM), Bob Hansen (BH), Kristen Jabanoski (KJ), Nina Jackson (NJ), Julia Galkiewicz (JG), Christos Michalopoulos (CM), Jon

Lilley (JL), Pat Drupp (PD), Lisa Nakamura (LN), Bronwen Rice (BR), Tracy Hajduk (TH), Meagan Dunphy-Daly (MDD)

**On phone (17):** Maia McGuire (MM), Kristen Tronvig (KT), Lisa Hiruki-Raring (LHR), Leah Henry (LH), Tanja Fransen (TF), Paula Keener (PK), Sarah Schoedinger (SSc), Carrie McDougall (CMc), Rochelle Plutchak (RP), Judy Koepsell (JK), Susan Haynes (SH), Seaberry Nachbar (SN), Molly Harrison (MH), Atziri Ibanez (AI), John McLaughlin (JMc), Kate Naughten (KN), Shannon Sprague (SS)

### **SUMMARY OF ACTION ITEMS AND DECISIONS**

- **DECISION:** The July Ed Council meeting is canceled.
- **ACTION:** Ron Gird will send a copy of the NWS/Chesapeake workshop agenda.
- **DECISION:** Council members will have until July 31<sup>st</sup> to shop actions and gather volunteers for working groups.
- **ACTION:** Office of Education will send out sign-up sheets and a draft email for Council members to use in shopping the proposed actions to their networks. The draft email will have clarified “ask” in it for those who have not been part of the process up to this point. DONE.
- **ACTION:** Marissa will send an order form for Strategic Plan hard copies and solicit input on Strategic Plan layout. DONE.
- **ACTION:** The current SI NMNH-NOAA MOU will be circulated to the Council. The Council will have until 6/19 Friday for comments prior to the NEC briefing and 6/24 is the final deadline for comments. DONE.

### **Opening Remarks from Louisa:**

- Thank you for participating in the Implementation Retreat
- Congratulations to Jeannine Montgomery for being named NOAA Employee of the Month
- NOAA FY17 budget was transmitted to DOC for review and approval
- House approved FY16 Commerce, Justice, and Science Appropriations Bill, NOAA received \$5.2B, \$23.6 million for NOAA Education
- Senate mark was \$5.4B, \$26.6 million for NOAA Education Program
- Senate bill has been recommended by Appropriations committee for consideration by whole Senate
- **DECISION: Ed Council July meeting is canceled**

### **Implementation Plan Actions Overview**

Slides and pdf of all 5 actions are available on the Ed Council intranet site

- LN: The purpose of today is to present what each of 5 action group came up with, so that Council members can shop those proposals to their networks over the summer to see if people have interest participating and helping implement the actions.

### *Local/Regional Collaboration - presented by Lisa Hiruki-Raring*

- RG: The Weather Service with the Chesapeake Bay program office has actually done a regional workshop in January where we involved the local forecast office, the Weather Service headquarters for Weather-Ready Nation material. Bart Merrick led this effort. His vision is to rotate it through the region on a three year cycle.

- LHR: Is NWS collaborating with other NOAA offices (ONMS, NMFS)?
- RG: yes, it depends on the user interest in that region. We'll evolve it as we find the user needs and hear what they want out of the regions.
- LK: Was this to serve the user community or meet and greet with each other? Who are the users?
- RG: Informal naturalists (nature centers, teachers as well). it was very well received. We want to focus on what is in their region that they have to know about.
- **ACTION: Ron Gird will send a copy of the workshop agenda.**
- LHR: The Chesapeake, Pacific Northwest, Pacific Islands are potentially three pilot regions. We want to cover all of the NOAA offices if we do this from a Council perspective and make sure we aren't missing people such as NERRS or Sanctuaries field personnel.
- JB: Would people sign up with a specific region? Would someone want to sign up if they're in a region that isn't doing a pilot.
  - LHR: If we have pilot tests, then people who don't yet have a network can learn how it can be established for the next time.
- CM: The first ask is 'Are there any folks who want to step up in the region as a point person?' Clearly field educators need to talk to each other, but we need to keep this from being top-down and have the regions, where it makes sense, identify a topic that they care about and pull resources to achieve those goals. If an educator feels this is right for their region they need to step up and work with us.
- LK: A group of regional leaders could then get together and talk.
- CM: This is the groups' best attempt to capture and develop what was discussed at the retreat and the network presentations. The tasks are not set in stone, and they will be refined once we get regional leaders together and identify topics.
- LHR: This action would include regional leaders as well as people from regions that would be looking to build these networks. Shannon Sprague, Steph Bennett, and I have offered to co-lead and would be touching base with the Council.
- BH: Why wouldn't this be coordinated with NOAA regional collaboration?
  - PK – I think it should match up with the NOAA regional structure. It seems that we already have some of these networks in place: NERRS, Sea Grant, NMEA chapters, CELC, etc.
  - LHR: Those networks exist but they aren't talking to each other and that is the point of this action.
- LN: So the ask if we are looking for leads in regions and to identify high priority topics.
- LK: This has to be driven by someone in the field who wants this kind of collaboration and communication.
  - TH: This action wasn't a huge priority to some of our educators when we discussed the five proposed actions.

*Product/Program, Development, and Delivery (P2-D2) – presented by Peg Steffen*

- PS: This action scoops up previous efforts of doing collaborations on delivery. Gathering data is a big part of this action.
- LN: Are we looking for two groups as there are two routes this could take?
  - PS: No, we need to form one group first, and then we can break out as we find out who signs up and where there interests are.
- PK: Is this *new* program and product development?
  - PS: It's both: what are we doing well now and what are we not doing that maybe we should be doing in the future? A lot of this is being driven by some of the

chatter in the districts in trying to meet new science education standards, and how can we meet their needs as well as the needs of the informal science centers.

- CM: It is possible that some programs have done needs assessments already to make sure we don't reinvent the wheel
  - JL: There is a bit of a split approach, but taking stock of who wants to participate is the best way to move forward.
- LK: Is there interest in the field or folks interesting in joining?
  - TH: We are trying to get that poll on Thursday (6/18)
  - JG: We will have a call on Friday and we will have a meeting at NMEA.

#### *Internal Professional Development – presented by Julia Galkiewicz*

- SSc: In prioritizing the needs, one of the issues that was raised was not just creating PD based on what people say they want, but on what they are actually going to show up for.
- AI: Are we talking mostly about PD being offered online, face-to-face opportunities, or jumping on opportunities that may happen out in the field
  - JG: We were trying to not be specific. The return on investment of face-to-face is much higher but it is more expensive and difficult to organize. We just want to make sure we have a process for allowing people to access whatever we actually end up offering, whether it is in the field or online.
- AI: What is the ask?
  - JG: We need to start building a process for how we are going to get the PD out there: is it a website a digest email; how are communicating out this information?
  - SSc: We are looking for volunteers to help. JB and I got lots of advice from people last time we solicited input, but if we don't have additional bodies to think through this process and to help figure out what this ends up looking like, then it is limited to what we can do in the Office of Education.

#### *Reaching underserved audiences – presented by Nina Jackson and Kristen Jabanoski*

- NJ: Many people think this is important, but we still need volunteers and people to help support this.
- KJ: We will look at who is underserved from a NOAA perspective. Which groups are NOAA trying to reach in science literacy, stewardship, preparedness, and recruitment. This could include rural communities, Title 1 schools, tribal audiences, students with disabilities, etc. - groups that NOAA traditionally has not reached
- KJ: We will also look at programs that are already successful at reaching these audiences: What is their methodology? How have they been able to be successful? We must define the scope otherwise the project could go on forever. How are we going to create a scope that allows us to look at the diversity of ways that we are reaching these audiences?
- MJ: There is Marlene's group that is within the same umbrella, but these are two distinct groups.

#### *New common measures – presented by John Baek*

- JB: Some measures are more evolved than others, e.g., stewardship is fairly unevolved so it will take a lot more work as compared to volunteers or partnerships (on which groups may already be collecting data). We just have to work through the definitions. The scope will vary based on the measures

- LK: To clarify, if 6 programs are represented on the M&E working group and only 3 want to go forward with a common stewardship measure, we can go forward with a sub-set with additional groups joining over time?
  - JB: The vote will be whether the Council should be collecting this. Once the measures develop, then others may be willing to contribute.
  - CM: With something like stewardship its extremely important, but not every program can contribute so that is one of the challenges.
  - LK: We've had some very successful measures that have accreted over time as people have joined, we want to make progress but that doesn't mean everyone jumps to the same place at the same time.
- CM: Who has the final decision is not totally clear to me. In terms of deciding on the measures, would M&E come back and get a vote from the Council?

*Next steps – Lisa Nakamura*

- LN: Take the longer fleshed out pdf and share those proposed actions with staff and network colleagues to solicit interest. Submit the names of the individuals who can commit time to finalize and implement the Council actions over the next 2 years. Send the names to Lisa N. and the appropriate café anchor from OEd.
  - Are you willing to commit as a lead or just as a working group member. If there is no lead then that affects whether this is viable or not.
- LN: Due date: if we want something in place by the beginning of the new FY, would having until the end of July give everyone enough time to shop this around and talk to their networks?
  - **DECISION: Council members will have until July 31<sup>st</sup> to shop actions and gather volunteers for working groups.**
- AI: Would it be possible to have the asks for each group together with the slides or separately so the educators know what they are committing to.
- JB: The first thing that people ask is how much time is this going to take so that might be the first question.
  - CM: We may not have that answer yet.
- AI: At minimum what is the ask?
  - LN: To me the ask is the action.
  - CM: I think we can do a little bit better than that but maybe not a lot more, but in some cases we narrowed the ask down a little bit (in the case of regional).
- BR: It may be helpful to just distill down the action a little bit for people who aren't familiar with the background discussions.
- PS: To make progress I think we need to have at least monthly meetings at the start, depending on people's interest there are different levels of involvement. There are opportunities for minimum involvement but also to work collaboratively with other people to actually get some tasks done that are a benefit to the community.
- NJ: Many people already have education and outreach as part of their performance plan, so if they agree to that 5 or 10% then we might get a true commitment, but it is based on the topic area that they have selected. In the second year we could come back and reevaluate the time commitment.
- CM: Maybe the networks can start shopping it to their educators and where they need additional information and we can provide that information as needed.
- LK: Do we need further explanation with educators who aren't at the workshop?
  - CM: You aren't necessarily signing up for the entire topic but is it something you are interested in and is it something you'd be willing to influence?

- AI: Maybe a doodle poll with the ask and then the ability to sign up
  - LN: Instead of everyone submitting names to myself or the anchor, you'd be submitting to a Doodle poll or Google form?
  - LK: So there would be a doodle poll per group?
  - AI: Only one poll for everything.
- LN: Will the café anchors take the first crack at writing the “asks”?
- LK: It would be helpful to have Tracy, Julia, Bronwen, Atziri, and Ron taking a look at it first to make sure it is easy to understand for the networks.
- BR: How firm of a commitment are we looking for?
- BM: I support LK perspective here that the people who have been participating have the highest level of knowledge of what we are ideally proposing to do. This is dependent on commitments and who commits though. The perspective we need to provide is that we are shopping this out to people to get their perspective of “what is there buy in” what do you think we can accomplish in two years? The people who attended the groups can accomplish a great deal but not necessarily all of it. We are going to have to have at least one, if not more, discussions and Q&A with folks who are out there.
- LK: We want people to express interest and we'll ask for full commitment later.
  - BM: If you don't get as much interest from folks in the regions, then that action may need to get scaled back.
- PS: I think signing up now means you're interested but you aren't fully committing because after further discussion maybe it's not a good fit. Whoever ends up in these groups is going to determine the scope of the groups. The people in the field need to know that the scope of work will be determined by who and how many people are involved.
- BM: When we went through this process, from my perspective, this was a really idealized look at what we wanted to be able to get done at the end of two years. We have a tendency to engage in these artificial deadlines that we place on ourselves that we put a great deal of priority on. Looking back at some of the most successful activities, by this organization and others, are ones that are very carefully thought out; where organizations reach out thoughtfully and carefully and gain input from all of the folks and are able to convince people to come in and engage in processes that will benefit them in the long-term. Maybe it's something they see as occurring over a three-year process. I know we set this out as a two year implementation plan, but the goal is to have a successful region collaboration process, etc.
  - PS: I understood this scope of work is supposed to be two years.
  - LK: The two year time frame is arbitrary, but we made it so because we wanted to have reasonably short term but substantial effort.
- PS: I would encourage people to not sign up for more than one group. Find something you are really interested in and commit to that.
  - ***ACTION: Office of Education will send out sign-up sheets and a draft email for Council members to use in shopping the proposed actions to their networks. The draft email will have clarified “ask” in it for those who have not been part of the process up to this point.***

### **Strategic Plan Update - Marissa Jones (10 min presentation/ 10 min discussion)**

- MJ: The document is currently under review with the NOAA Executive Panel (NEP) – June 15-26. NESDIS has given support.
- PS: Are you looking for just comments or approval?
  - LK: If they think it is good they should approve it.

- MJ: We tried to let them know where we are in the process
- NJ: I met with the DA, and we went over the plan line by line. He wanted to know our entire process from the beginning. What were the external comments, how they were implemented? He was very positive.
- MJ: We are looking at end of June for an approval. If there are extensive comments from NEP then it goes back to the Ed Council.
- NOTE: OEd covers the cost for ordering print copies
- CM: Thoughts on the number of print copies?
  - MJ: We talked about providing an executive summary, 1 page per goal.
  - PS: I'd print the summary and not the whole thing.
  - LK: I would like to have copies of the full version to give to the members of the Ed Council.
- MJ: Are people ok with me using the signatures from last time?
  - Council agreed this is fine.
  - **ACTION: Marissa will send an order form for Strategic Plan hard copies and solicit input on Strategic Plan layout.**

**Smithsonian Institution National Museum of Natural History Ocean Hall MOU Renewal – Joanne Flanders (15 min presentation/ 15 min discussion)**

***ACTION: The current SI NMNH-NOAA MOU will be circulated to the Council. The Council will have until 6/19 Friday for comments prior to the NEC briefing and 6/24 is the final deadline for comments.***

- LK: Why have funds been exchanged with NOAA?
  - JF: Some funds in 2008 were for the Ocean Portal website and the Ocean Today Kiosk (majority of funds from 2008 to present). About \$23,000 has gone to support a direct point of contact at the museum, the Ocean Education Manager – the role that Trish Mace currently fills.
- JB: It sounds like the scope is moving beyond natural history, since it is an MOU with all Smithsonian.
  - JF: This MOU will be kept with Natural History Museum – education, outreach, science, research, collections.
- CM: Is there expectation that NOAA will provide additional funds?
  - JF: There isn't an expectation. This coming year we do plan to provide \$23,000 for the Ocean Education Manager position. The MOU cannot mention transfer of funds; that is for the implementation memo. We are not expecting to receive funds from outside sources.
- CM: As the science has evolved in the past 7 or 8 years, there may be funds needed to update exhibits. Does the Smithsonian have a plan on how to fund that?
  - JF: The curator pointed out areas where we could potentially make changes but where the funds come from is still to be determined.
- NJ: We went to the National Air and Space Museum and took a tour that was in reference to satellites and remote sensing. The issue we had was with General Counsel, regarding donation of old satellites and old satellite parts. Maybe scheduling a meeting with NESDIS and NWS people to put a plan together for how to upgrade things would be a good idea. The only thing we saw that we could do was the visualizations (videos in the hall). The imagery and equipment was a huge legal issue.
- JB: To what extent is the Smithsonian's role in evaluation and providing evidence that this partnership is meeting objectives?

- JF: They have not done formal evaluation, just visitor exit surveys. We can put something along those lines in the MOU.
- LN: What is the time frame for further feedback?
  - JF: Friday morning (6/19) the NEC is being briefed. So if anything comes in before 9:30 Friday it can be included in that briefing. Everything else would need to come in by the middle of next week.

## **Updates and announcements**

- PS: We are expecting a full house for the climate modeling and simulation workshop (1 day affair in the Science Center). 50 are signed up so far. Molly, Bart, Donna and I are going to the Maryland career and college readiness workshops (going to 2 of 5) to explain how we did the oyster learning sequence.
- JB: We have hired a new evaluator, Jessica Cooper, who just finished her Phd in Education Psychology. She'll be starting in August.
- BM: The date of climate modeling workshop is August 5<sup>th</sup>. We are doing a 3-day workshop that is part of a climate workshop series next week in Boulder with partners at SOS, UCAR, USGS, and the ice core lab. We had a successful webinar with John Holdren in June. We are planning the July webinar with the NOS eco-forecasting group about climate change impacts on coastal environments.
- TH: Last week was Capitol Hill Ocean Week. One highlight was the youth panel. It was very successful. Many people said it was the best panel of the whole week. It consisted of five students who were from SCUBAnauts, a Thunder Bay NMS volunteer, the captain of the NOSB winning team, a New York Harbor School student, and a student from the McCaw Native American group in Washington that has worked with fisheries. The moderator was from GWU who had been a youth rep to UN.
- KJ: We had a successful Hollings and EPP orientation. We had our largest class ever (150 Hollings and 12 EPP). Our 2014 scholars are at their intern sites.
- NJ: We have two conferences coming up; the Federation for Remote Sensing in California and the Satellite Education conference.
- JG: The 2016 Knauss class was announced. Took 60 fellows (12 leg fellows up from 10 last year). Potentially considering CEQ and OSTP as host sites too. The Sea Grant Educator meeting is the day before NMEA.
  - NMFS Sea Grant Fellows just had their yearly symposium at the Southeast Fisheries Science Center.
- LN: We have been working on programmatic actions for the implementation plan with colleagues in OEd. We are tweaking the collection form so everyone can report in to it. Targeting the beginning of July to send out to everyone.
- PK: The Okeanos Explorer is getting ready to begin the Capstone Expedition involving sanctuaries and National Marine Monuments in the NW Hawaiian Islands. Ocean Sampling Day is this coming Saturday (6/20).

## **Upcoming Council Meetings:**

*All agenda items are tentative*

July 15, 2015 – canceled  
 August 19, 2015  
 September 16, 2015  
 October 21, 2015

November 18, 2015  
December 16, 2015