



Annual Accomplishments Report 2.0

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April 20, 2016
Education Council Briefing
Decisional

Overview

Council Use

Some Council members use the report, but we could make it more helpful by implementing some changes.

Proposed Redesign

Post accomplishment stories on the new website throughout the year.

Strengthen connection to the Strategic Plan in annual report, present different types of information.

Proposed Process

Education Council submits stories for the web.

Data Team and Goal Teams draft products for report. Council reviews at the Annual Review of Progress.

Council Use of Accomplishments Report

Reported Use

9/10 Council members who responded to the survey reported that they had used it.

Ways Used

- Briefed leadership
- Shared with partners/stakeholders
- Shared on social media or websites
- Repurposed stories and numbers

Council Use of Accomplishments Report

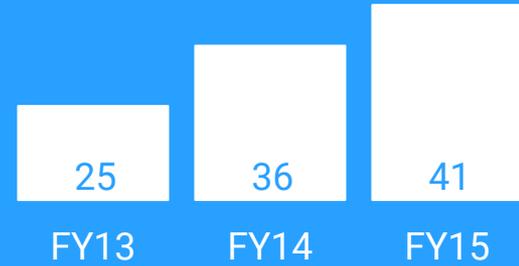
Suggestions (document):

- Stories available as individual pages or PowerPoint presentations; read-online/mobile friendly
- Regional breakouts & representation
- Visually display numbers
- Pair it with a social media campaign

Suggestions (process):

- Don't like submitting images in Knack
- Link to the Strategic Plan
- Word limit - had to cut, then asked to add.
- Timing of collecting stories/final numbers.
- Make selection process more transparent.

By the Numbers



40% increase in stories

Proposed Redesign

5 Chapters, 1 per Goal

Chapter Subsections

1. Progress Statements on Implementation Plan Actions
2. Infographic, Dashboard, or Common Measures
3. Stories that highlight Programs but also tell a Goal-level Story

Chapter Design

Progress Statements

In FY16, the Ocean Guardians program made progress towards Goal 2 by promoting <need more specific language than promoting> to the target urban areas of San Francisco, Alameda/Oakland, San Jose, Salinas. <Data about applications and funding>. By encouraging and funding OGS projects at schools that serve predominantly underserved and underrepresented students, a more diverse population of youth will be more knowledgeable about stewardship practices and apply them to environmental issues they face (Objective 2.1).

Infographic

- Goal 1: Common Measures
- Goal 2: Stewardship Data?
- Goal 3: Product Inventory?
- Goal 4: Common Measures
- Goal 5: Timeline of Council

Synthesized Stories

- 15 innovative teachers who share their love of the ocean with their students
- 18 NOAA Scholars who are making the world a better place to live
- 57 schools where students are tackling climate change

1-page Stories

- What is the Future of Four Seasons in Maine? Students are helping scientists find out
- 2015 NOAA Teacher at Sea Julia West shares research at sea with students around the world
- Reef on the Road brings the Flower Garden Banks to a town near you!

Progress on IP Actions - Example

The B-WET program made progress in FY16 toward Goal 2 by referencing a new MWEE definition in 5 of 6 regional Federal funding opportunities. *<Data about proposals and stewardship>*. The new definition puts greater emphasis on stewardship action projects, therefore more formal and informal education organizations will consider stewardship in their project design. Funded projects will increase the participation of teachers and students in stewardship activities (Objective 2.3).

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1) Program

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- 1) Program
- 2) **Goal**

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- 1) Program
- 2) Goal
- 3) Implementation Plan Action**

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- 1) Program
- 2) Goal
- 3) Implementation
Plan Action
- 4) Data**

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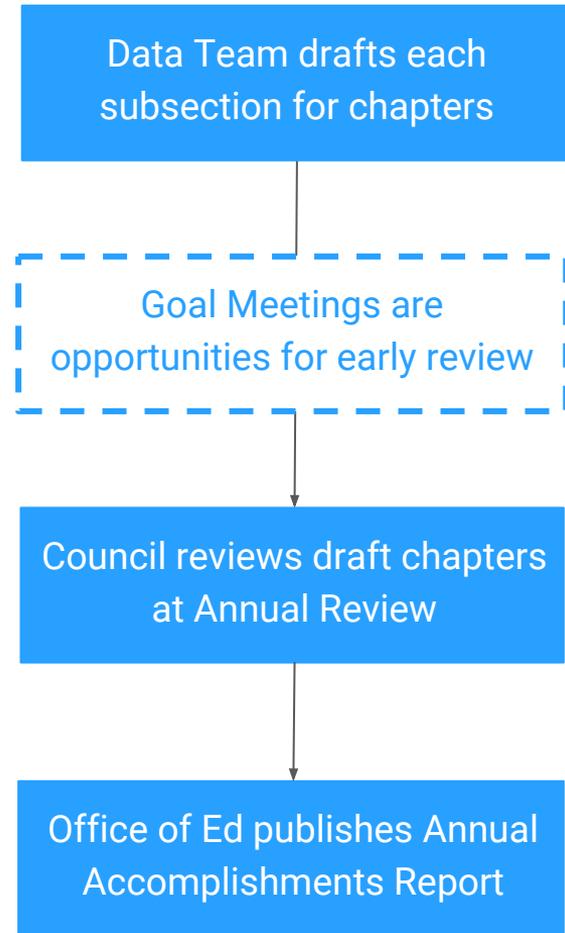
- 1) Program
- 2) Goal
- 3) Implementation
Plan Action
- 4) Data
- 5) Logic statement**

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- 1) Program
- 2) Goal
- 3) Implementation Plan Action
- 4) Data
- 5) Logic statement
- 5) Objective**

Proposed Process



Deliverables

Progress Statements

- Data Team will draft progress statements
- Data Team will review with each Action point of contact.

Infographics

- Data Team will draft infographics
- Data Team will present to Council at Annual Review of Progress.¹

Goal Stories

- Data Team will draft stories based on Goal topics.
- Data Team will present to Council at Annual Review of Progress.¹

Program Stories

- Council members submit stories based on Story Calendar.
- Office of Education posts stories online.

¹ = Can use Goal Meetings for development, if available.

Council Story Calendar

| | | | | | |
|--------------|-------------|---------------|--------------|------------|-------------|
| MAY | JUN | JUL | AUG | SEP | OCT |
| TAS NERRS | BWET WCM | OED NESDIS | EPP/H OCM | NMFS SG | ONMS OAR |
| NOV | DEC | JAN | FEB | MAR | APR |
| NERRS TAS | NOS BWET | CPO OER | SG EPP/H | OAR OED | NWS ONMS |

Goal Story uses the “Listicle” Format

5 ways that the NOAA Education Community is working together

Education Council

Accomplishment

Citizen Science

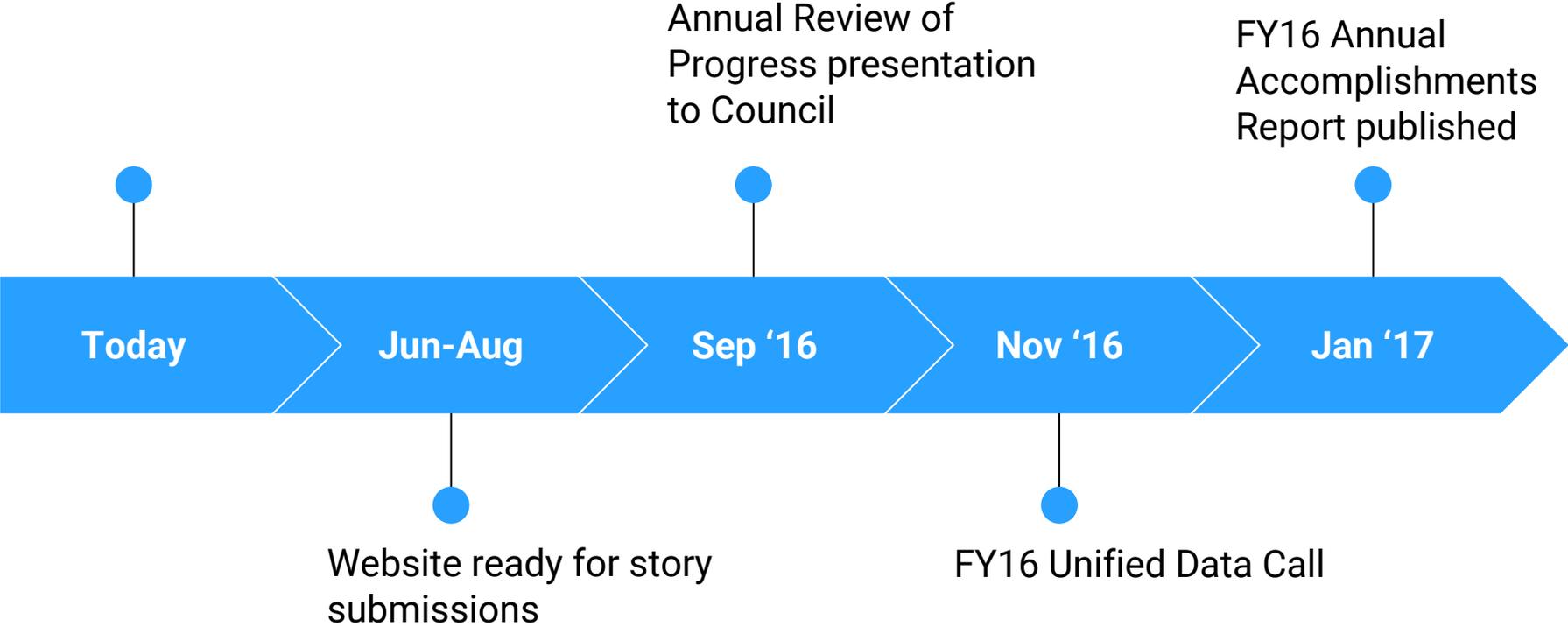
Accomplishment

New Website

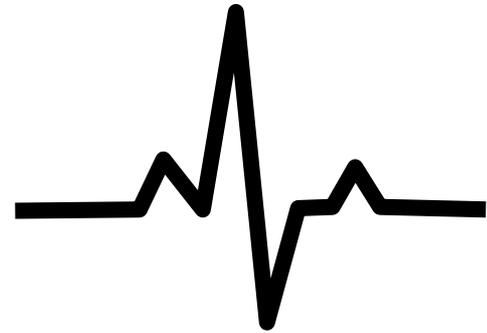
Accomplishment



Timeline



Pulse check





Backup Slides

Purpose

- 1) How are Ed Council members using the Annual Accomplishments report?
- 2) How do Ed Council members feel about using report to present on annual progress? (Report Card instead of [Christmas Letter](#))
- 3) How do Ed Council members feel about proposed design changes and story elements?
- 4) How does the new website play into reporting process?
- 5) How do Goal meeting play in the reporting process?

Better Story Headlines

Goal 1

12 earth science teachers who hacked NOAA educational resources

15 innovative teachers who share their love of the ocean with their students

6 exhibits on climate change you must experience (before you die)

28 NOAA places where you can learn about the ocean

Goal 2

9 stewardship action projects that made your community safer (you're welcome)

Goal 3

7 educational tools for preparing yourself for severe weather

Goal 4

18 NOAA Scholars who are making the world a better place to live

5 ways NOAA is working towards a more diverse future workforce

Goal 5

5 ways that the NOAA Education Community is working together

FY16 Federal Budget, where are we now?

Diversity at NOAA: initiative set, actions taken

Proposed Redesign

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Progress on IP Actions

