

## **AGENDA**

### **NANOOS Education and Outreach Committee**

DATE: December 7, 2010

TIME: 2 pm

Participants: Amy Sprenger (APL-UW), Coral Gherke (COSEE PP), Pat Corcoran (OR Sea Grant), Sarah Mikulak (APL-UW), Craig Risien (COAS-OSU), Tom Gaskill (South Slough NERR), Dan Hannafious (HCSEG), Nancee Hunter (OR Sea Grant), Raechel Waters (WA Sea Grant), Fritz Stahr (Ocean Inquiry Project)

Could not attend: Mike Kosro (COAS-OSU), Jacqueline Laverdure (OCNMS), Jan Newton (APL-UW), Cathy Angell (Padilla Bay NERR), Karen Wegner (CMOP), Vanessa Green (CMOP)

---

#### **1. General Update – All**

- Craig – new job (75% FTE) as the Education and Public Engagement Liaison, Coastal Global Nodes, for OOI. Will still be working for NANOOS 25% FTE, so leaves open door for collaboration for IOOS/OOI. Craig went to OOI meeting a couple weeks ago, talked with Jean McGovern program director for OOI who is very interested in creating linkages with OOI/IOOS NFRA – though haven't really seen any collaboration with RAs yet. Other West Coast OOI public liaison reps: woman at UCSD for CyberInfrastructure, Alison Fundus @ UW is the regional scale nodes liaison, probably working w/ Deb Kelley's group. The new implementing organization for OOI Education and Public Engagement will be announced in 4 – 6 weeks.
- Introduce Tom Gaskill, new committee member. Welcome Tom! Tom is the Education Director at South Slough NERR. He has been working on a BWET – funded “Oregon Coast Education Program” (OCEP) - Designing coastal education modules, working w/ best available curriculum to help classroom teachers to teach holistically about watershed- estuary-ocean science, incorporating best teaching practices and a field component. Projects include preparatory, action, reflection phases. Tom would like to see NANOOS curricular resources incorporated into this program. Tom has also been working with SWMP data for a long time, SWMP finally has an educational interface for incorporating into education – datainthe classroom?

#### **2. Calendar Updates – All**

- Tom- South Slough and Padilla Bay Reserve have been selected for a NSTA webinar in March 16<sup>th</sup> 3:30 pm PST (tentative). The topic is Brandt monitoring. This could be an opportunity to share NANOOS data. Tom and Alex (Glen Alexander, PBNERR) and Charlie Huddleston are taking lead on developing proposal.

#### **3. Project list Update – Amy and Sarah**

- Project list attached: *EO project list 2010Dec*
- Questions
  - Tom: track contact hours? South Slough tracks contact hours and # of participants for school groups- would have to figure out what metric we would want to collect.
  - Nancee: add some more detail to projects that are not self explanatory
    - Exhibits
    - Classroom resources
  - Craig: more information about user testing?
- Workshops
  - SMILE workshop in January- teachers from OR
    - May need help from Craig to find compelling tuna plots from the past
    - Coral: COSEE PP is presenting a concept mapping activity about wave energy
  - WSTA workshop in March- joint conference with WA EEAW. Put in proposal with other folks about Puget Sound. Haven't heard yet if accepted.
    - Nancee: collecting contact info? Amy: yes.
  - Puget Sound boat based workshop: Feb 28. Joint workshop between COSEE OLC and WSG focused on connecting boat-based programs to ongoing research in order to be able to contribute samples/data/as platforms for fieldwork. Though not directly related to NANOOS, this workshop will inform on needs of informal educators groups for contributing/using OO data.
  - NW Bio- community college instructors from WA and OR, sometimes BC and ID. Last week in April. Amy invited to present w/ COSEE PP.

#### 4. Web metrics - Sarah

- Report attached: *NANOOS EO Web metrics report*
- Take-away messages:
  - Lesson plan page is not accessed as much as we thought and there is no clear pattern between outreach events and lesson plan page views (viewership does not increase)
  - Theme page:
    - Ocean Acidification (OA) theme page is 3<sup>rd</sup> most viewed page in NANOOS website
    - Visitors that used "lesson plan" in a keyword search to access OA or hypoxia pages stayed longer at theme pages than the lesson plan pages
    - Should focus efforts on theme pages to provide background info for teachers
    - Identify keywords that have a high bounce rate to fill in information gaps
  - Keywords used to access the LOBO exhibit were targeted to that product- need to look into making text in an animation available to search engines
  - People are coming directly to certain product pages – ie not going to general product page first
- Questions:
  - What are the hard coded links from other external sites?
  - How do we know how people are using data products?

- What is the sequence of where people are going from the home page? Could give us information on the architecture of site – Sarah hasn't looked at it yet – but this is available
- Take home messages for further action:
  - Get NANOOS linked on other external sites, to home page or specific product page!
  - Provide info for educators through our theme pages

## **5. Next Steps and Action Items (Recap) – Nancee**

- Put project list online – Amy and Sarah
- Provide drafts of theme pages – Amy and Sarah
- Find sites to link to NANOOS

## **6. Set Meeting Schedule and Next Date(s) – All**

Next call: January 4, 2011, 2pm