

MEETING NOTES

NANOOS Education and Outreach Committee

DATE: Oct 25, 2010

TIME: 2 pm

Participants: Nancee Hunter (OR Sea Grant), Amy Sprenger (APL-UW), Sarah Mikulak (APL-UW), Raechel Waters (WA Sea Grant), Coral Gherke (COSEE PP), Mike Kosro (COAS-UW), Cathy Angell (Padilla Bay NERR), Dan Hannafious (HCSEG)

Could not attend: Craig Risien (COAS-OSU), Tom Gaskill (South Slough NERR), Jacqueline Laverdure (OCMNS), Fritz Stahr (Ocean Inquiry Project), Jan Newton (APL-UW), Pat Corcoran (OR Sea Grant), Karen Wegner (CMOP), Vanessa Green (CMOP)

1. General Updates – All

Raechel- Sea Grant booth at the Pacific Marine Expo (maritime industry folks), NANOOS can have materials – Amy follow-up

2. Intro new communication tools for EOC (Amy and Sarah)

- Up-to-date project list (attached document: *EO project list 2010Oct*)
- Outreach calendar available online
http://www2.nanoos.org/calendars/event_calendar.php
- Updated people page http://www2.nanoos.org/about_nanoos/people.php

Calendar- to let the committee know where Amy and Sarah are and what events they are attending, and also to let the committee inform Amy and Sarah of events that they haven't listed that should be on the calendar.

Should be included:

NW Straits Initiative meeting – Orcas Island, Nov 5&6

Can share materials with committee members so that they can represent NANOOS at events that Amy and Sarah cannot attend

Add calendar as an agenda item to keep up-to-date

People page- email Troy at troyt@apl.washington.edu if you want your picture changed

Nancee- anything else that we can do to communicate better as a committee? Please let us know.

3. Introduce potential outreach activities (Amy and Sarah)

- committee discussion, feedback on priorities/where to focus efforts
- Attached document: *NANOOS outreach activities*

Tried to be comprehensive in activities in the past few years and who we have been targeting to identify strengths and gaps.

Dan- use web hits to determine what efforts are effective. Are teachers looking at lesson plans AND NVS?

Nancee- keep track of numbers of people that we reach

Look into:

Educators accessing NVS

What places in NVS are being utilized

Monitor stats the week after a big presentation to see if people are coming to a specific site

So how did you hear about us? Question at the beginning of the site

Amy- would it be useful to send out a summary and numbers of an event?

Dan and Nancee- yes, do it as you go and not just at calls, esp. important with tightening budgets and determining priorities

Amy- event summary: Storming the Sound, Oct 22 on the Olympic Peninsula at the Olympic Park Institute. Made good connections with OPI who wants to bring more ocean data into their lessons and Sarah made connection with marine science center in Port Angeles, WA.

For Potential Activities- any thoughts? Let us know.

Please help us fill out the user groups that have zeros and ones next to their names-

Raechel: Hershmen Fellow in the Emergency Response something

4. Update and uses of user matrix and survey (Amy and Sarah)

- Matrix used by Troy for user filtering on <http://www2.nanoos.org/data/products/products.php>
- Results help tailor user pages and outreach messages
- Three methods of dissemination:
 - SurveyMonkey: myNANOOS registrants
 - SurveyMonkey: on portal and in newsletter
 - Paper version: @ outreach events

Committee agrees that:

Should have user link on home page

Customizable product list and NVS assets

Nancee:

End date?

Incentive? How are you telling people about the incentive?

Raechel- this is for current users, correct? Provide room for feedback on products, web portal, etc.

5. ~~Future workshops (Amy) – tabled until next call~~

- ~~NAME summer conference~~
- ~~Boat based programs~~

6. Next Steps and Action Items (Recap) – Nancee

Add calendar to agenda- can discuss what is coming up

Point of contact for project list

Collect info from web to guide priorities (add agenda item)

Summaries of events and outreach events (including numbers, beneficial or not)

Follow-up with Raechel about expo, fellow, and banner

7. Set Meeting Schedule and Next Date(s) – All

Next meeting: Tuesday December 7, 2010 2 pm