



**Minutes from UNAVCO E&O Standing Committee Meeting
November 13 & 14, 2006
Boulder, Colorado**

Attendees:

Present: M. Hamburger, E. Pettit, J. Murray, J. Taber, R. Bennett, J. DeLaughter, K. Barbour, S. Olds, W. Prescott, J. Cano, J. Magliocca

Absent: K. Schramm, R. Pandya

Action Items:

1. M. Hamburger suggested having a workshop available “out of the box” that can be used on a whim. An example would be Roger Groom’s data.
2. M. Hamburger suggested E&O offer some content that is “still in progress” to get input and show what we are working on.
3. Susan will give the preliminary report regarding the Webstats to the committee and get feedback.
4. Formalize the review process for major Outreach Documents (i.e. printed materials). S. Eriksson will come back to the committee with a proposal for the editorial process for the major outreach documents.
5. M. Hamburger will talk with A. Velasco to discuss the issue of an E&O component to the National Meeting. Possibly add session during one of the poster sessions.
6. Give UNAVCO content to J. Taber for Museum Kiosks.
7. Add a check box to the UNAVCO Support page asking the PI’s if they are willing to support a RESESS Intern.
8. Encourage Susan to seek additional grants to support the Polar E&O.
9. JVV – The committee needs to help define the short term priorities and the key areas that need work.
10. Change the “Number of Community Leaders Reached” graph to cumulative or do both slides.
11. Curriculum Development workshop – Need to work on follow up and the products that were requested.
12. S. Eriksson will write a sentence and provide a link to the Committee members to add to their websites to help promote E&O.
13. The Committee will edit the strategic plan and send back their changes to S. Eriksson who will incorporate into the overall plan. Comments will be back to Susan and M. Hamburger by November 21st. M. Hamburger would like approval by the end of December 31st.
14. Further develop the plan for posters and getting the funding for posters. Will ask for the funds next year out of head quarters
15. S. Eriksson and M. Hamburger will come up with a template and how the topics for the Implementation Plan will be organized.
16. Have the E&O Committee recommend to the Board to aggressively pursue support for Polar related E&O into the Cooperative Agreement and present to NSF. E. Pettit will draft an outline of the recommendation.
17. Have the E&O Committee recommend to the Board that the IRIS and EarthScope Exofficios, do not vote and should not rotate off the committee.
18. M. Hamburger would like to see the E&O component of the Facility Budget.

Call to Order

Committee Chairman, M. Hamburger brought the meeting to order at 8:03am, welcomed the Committee, requested a round robin introduction, reviewed the day’s agenda. S. Eriksson discussed R. Lowe’s condition and the Committee will send a get-well card. W. Prescott welcomed the Committee and thanked everyone for joining. The committee unanimously approved.

Section Reports

UNAVCO Board Report of June 22, 2006

– Discussed Goals 1-5



Progress Plan of October 24, 2006

- Discussed changes in personnel
 - B. Walker resigned to take a tenure-track teaching position at St. Anthony City College in S. California.
 - J. Yu resigned in mid-August.
 - S. Olds started on October 10.
- Discussed new materials developed during late June – Mid October.
- S. Eriksson reviewed recent presentations
 - “Providing Access to Plate Boundary Observatory Data for Secondary and College Audiences, through Workshops, Classroom Resources and the Web, GSA 2006 Annual Meeting”. S. Eriksson, R. Walker, M. Jackson and R. Groom.
 - “New Technology in Studying Deformation”. S. Eriksson, University of Texas at El Paso.

RESESS Report

Discussed:

- 2006 Interns - Miriam Garcia, and Stephen Hernandez and Lennox Thompson and their mentors.
- Recruiting processes and how the mentors are matched with the mentors.
- Faculty in Residence Program
- IRIS/UNAVCO relationship with the RESESS Program
- In short supply of finding writing, community, science and peer mentors.
- Looking for math, physics, computer science majors.

Action Items: Write in RESESS interns in their proposal for broader impact.

Curriculum Development Workshop

Discussed

- The workshop went really well and S. Eriksson explained how the topics were developed. S. Eriksson and S. Olds are currently working on the follow up and to deliver the products that were requested. S. Eriksson explained that there needs to be a line item in the next grant explicitly for a person to work on the development of concrete products and dissemination for all workshops.

GSA and SACNAS Workshops – Shelley Olds

- GSA Workshop on October 22, 2006 – Using GPS Data to Study Crustal Deformation, Earthquakes and Volcanism: A Workshop for College Faculty.
- 11 participants signed up and attended the course.
- SACNAS workshop co led between UNAVCO and IRIS: Using Data-Rich Activities to Teach about Plate Tectonics, Earth Structure and Earthquakes.
- 19 participants attended the course

Workshops for the Future:

- Workshop at AGU
- EarthScope National Meeting
- NSTA National Conference
- Rocky Mountain GSA conference session
- AGU Joint Assembly
- Teaching Geophysics for the 21st century.
- GSA
- SACNAS

Discussion:

- Are the materials that were produced posted? GSA materials are available on the website. S. Eriksson does not want them published at this time.

JVV Update – S. Wier

Showed the revised user interface of the Jules Verne Voyager Website <http://jules.unavco.org/voyager2/Earth>



Discussed and showed how the User interface works.
Showed the older version of Voyager.

Discussion:

- What are the challenges for JVV and what the needs are from the Committee?
 - When you add features, and have to redraw the map, it takes a while. It's all driven off of one driver with one CPU. The more people that use it, the slower it becomes. It has a built in failure mode. UNAVCO needs to buy more servers but it needs to be a success before money is spent.
- Short term plans for JVV
 - Not accessible from the website.
 - Few glitches need to be thought out.
 - Need to do testing.
- What is the advantage of developing this further instead of making .kmz files and using Google Earth to view it.

Polar Update – B. Johns

Discussed the MRI Proposal

- MRI Proposal was funded. A joint proposal submitted by UNAVCO and IRIS.
 - Included 2 summers of a RESESS Intern.
 - Would like to focus that on possible arctic natives as interns as the Polar/MRI intern.
 - Would like to find an electrical engineer.
 - Could incorporate field work at Niwot Ridge.
 - One of the projects inline with the MRI project is the Polenet (Polenet.org) Project. UNAVCO's role if Polenet is funded is the E&O component.

Discussion:

J. Delaughter discussed ICECUBE and that they are interested in working with UNAVCO.

Outreach Activity Status – K. Barbour

- Discussed getting an external review for marketing materials to get a view from an outside perspective.
- Discussed Pathfinder Day at Pathfinder Ranch
 - 4th and 5th Graders – gave a demonstration on how strainmeters work and why we were in their backyard. It was a great success.
- Discussed the On-site EarthScope brochure that will be handed out by IRIS and UNAVCO at AGU.
- One pager will describe UNAVCO services and how they can help the community.
- Discussed IRIS Posters – Posters will not be completed until Jan 07. J. Taber discussed IRIS's posters and the education effect of them. The content has been developed by the community.

The meeting adjourned for lunch at 12:00 pm. The meeting reconvened at 12:46pm.

J. Taber discussed the Professional Development UNAVCO/IRIS Collaboration

Summer Internships

- RESESS Collaboration
- IRIS provides \$15k
- IRIS REU
- IRIS SSA/Distinguished Lectureship
- High profile public talks
- Normally 2 speakers per year (3 in 2006)
- 2007 speakers
- Anne Sheehan
- Brian Atwater

Museum Displays

- Active Earth Displays (was Museum Lite)



- Beta test at 8 sites started in April
- Traveling kiosk expected in December
- Display provided to USArray Permanent Array station host
- General Release in Jan.
 - Realtime seismicity and ground motion
 - Equakes hazards, Mt. St. Helens seismicity
 - Basic Style sheet for new pages
- New pages can be easily added
 - Plans for EarthScope version (Harvard)
 - Could be UNAVCO version
 - Plan to add more USGS content
- Old Faithful visitor center
 - New display, joint with Earthscope and UNAVCO

Discussed having a license the engine so UNAVCO could use it.

Tabaer discussed USArray Siting Outreach, how IRIS works with universities, and student accomplishments regarding siting outreach.

J. DeLaughter – EarthScope

EarthScope in Espanol

- All education pages have been translated
- Ranks high on Google

National Meeting –with Eriksson and Taber

- March 27-30, 2007 Monterey, CA
- Opportunities to collaborate
- Workshop, PI/Teacher interaction, PI Public interaction
- Working with ORION to recruit teachers
- Being organized by IRIS

Accomplishments

- Continued outreach to public and scientific communities
 - SEG, GSA, SACNAS, ASTC, Tulsa Kids' world
- Increased awareness of EScope and E&O
 - GLOBE
 - NNNS
 - Oil and Gas Journal

Transition

- EarthScope Office Facilities closed
- Phased out as of Dec. 2006
- O&M to be handled by UNAVCO and IRIS

EarthScope National Office

- Starting Mid-2007
- RFP online
- Integrate Escope into the scientific community

Discussion:

High priorities: EScope booth will be run by IRIS and UNAVCO.

At this point in time, there are no Plans for the E&O Component at the EarthScope National meeting.

Financial Report – S. Eriksson

Headquarters funding – Four Groups of funding

- Salaries



- Travel – Management travel \$26k.
- Materials and supplies 4k
- Publications - \$20k

RESESS 100k for 3 years

- IRIS 15k
- UNAVCO 15k
- \$23k to Soars.UCAR for writing workshop, leadership workshop, apartments
- CO-PI at the Community workshop is not engaged and will be asked to step down.
- \$43.5 leftover EarthScope money to pay for Curriculum Development meeting.

Web Update – S. Eriksson and J. Riley

S. Eriksson gave an overview of the E&O Website.

The PLONE

- Discussed if new curriculum documents have been uploaded.
- General Comments on look & feel, usability. M. Willis said it was clean. Likes the project rotation on the first page.
- Finding data is very complicated. Need to make it easier to find and get the data.
- Hard to read the side bar (in red)
- S. Eriksson suggested updating the highlights according to what is going on.
- Discussed more options after the user clicks on their target, ie, JJV, Jr. and JVV
- JVV page add – “suitable for” so there is quick glance for users to see what version they need.

Metrics and Program Evaluation

- AW Stats – open source statistical program
- J. Riley showed the AW stats page.
- Edu_outreach had 1560 hits viewed
- Edu_outreach/maptools 1505 hits viewed
- There is a year’s worth of data to begin to measure.

What outcome do we want?

- Usability stats
- Quantity stats
- What users are viewing.
- How do we increase our use?
- Link Exchanges

Brainstorming:

- People should learn something. How many people are downloading one-pagers and classroom materials?
- How many people are going to the pages with content?
- Focus groups/user studies.
- Unique IP addresses
- How long were viewing sessions.
- Comparison between pages.
- How many repeat users do we have?
- Where are the users coming from?
- Keyword search?
- Link from homepage?
- Usability studies?
- Problem: who does it and when does it get done?
- Would it be possible to write a small grant to NSF to have usability on the website?

Metrics and Program Evaluation – S. Eriksson

Discussed the following graphs

- JJV in Workshops



- Funds in hand
- Booth Presence
- Staff Increases by Year
- Publications and Signs
- Community Leaders Reached in a Substantive Way
- RESESS Interns

Discussed Evaluation Document from Sandra Laursen – S. Eriksson

2007 Facility Proposal – M. Hamburger and S. Eriksson

- Will and Susan met with NSF and talked with program managers about E&O. They suggested NOT to put line items in the proposal.
- Compete for all the funds.
- Basically said “keep it the way it is”
- Don’t put salary money into grants. We need basic staff and need problematic money.

Discussed the General Plan for 2007 Proposal – Education and Outreach

- Broke down the \$\$ for the 2007 Proposal and the core funding.
- Discussed the breakdown the E&O salaries.
- Discussed In Reach? How to communicate to our peers in the community. Would be nice to have a little bit of advertising on the statistics (in About Us section) on the website.
- Is there a way UNAVCO can provide services for a fee to cover E&O costs? It would be more if an impact if the actual funds were justified, like RESESS.
- Teacher in Residence program. Product based E&O. A one pager or abstract on how E&O and help you with your next grant?
- Need to make the story of E&O exciting. We need to convey a vibrant plan and project where we are going. Does showing the cumulative effects make it more exciting?

Friday

Strategic Plan – M. Hamburger and S. Eriksson

Creating a Broad Statement and a more focused and short term implementation plan. What are the approaches?

Discussion:

- E. Pettit – Mission statement was nice. The bullet points and main heading were good.
- It can be tightened up.
- State that there is a National Mandate instead of saying that other companies have done this and we are doing it too.

Discussion of Implementation Plan Document

Discussed the structure of the plan.

Program Name or Add Objective Name

Background – Brief Summary of the basic goals and structure of the program.

Objectives: Link with specific objectives listed in the Strategic Plan

Progress-to-Date: Summary of history of project and concrete products to-date, funding history.

Implementation Plan: Description of project approach, broad scale plan, over time scale 1-3 years.

Metrics for Success: Quantitative and qualitative measures of success

Long term perspective: How this program might be expected to evolve over time scales of 5-10 years and how we would maintain stability.

Implementation Schedule: High level Gantt chart showing anticipated tasks for years 1-2.

Discussion:

Limit this Plan Document to six high level projects.

1. RESESS
2. PBO Nucleus – list as Production of Education materials
3. Outreach – list as Dissemination
4. Short Course Series
5. Webpage Dissemination/Visualization – web tools (JVV), IDV, Google Earth



6. Polar – could stand alone would be more visible.

Outreach Standing Committee Charge

- Rick Bennett is rotating off the Board
- James Cano is rotating off.
- John DeLaughter, will keep on as an EarthScope liaison, the EEOFC chair could fill in.
- Michael Hamburger is rotating off.
- Rajul Pandya is rotating off
- Kimberly Schramm is rotating off
- IRIS Rep and Earthscope Rep's do not rotate off. It allows each program to be independent.

R. Lowe will not continue on with the committee. M. Willis would like to rotate off. Working on his PhD. S. Eriksson suggested that Mike rotate off during second half of 2007. We would like continuity.

Recommendations from the Committee.

- Make sure we have a broad, diverse committee.
- Standing Committee Chair – critical to maintain continuity and work well with the Board.
- Chair should be from the scientific community.

E. Pettit and M. Willis suggested that there should be a Polar Community rep on the community during IPY. A list of names for potential chair person and committee members was generated.

M. Hamburger thanked the Committee for their hard work and to help with the E&O program. M. Hamburger also thanked Susan her staff for all their coordination. The Committee thanked M. Hamburger on his chair work.

Discussion of what needs support –

Seeking additional funding for Polar E&O

Posters – do a set of 6 that would fit together that could come together as an exhibit

Start the process in motion to develop a plan for posters getting the funding for posters. Will ask for the funds next year out of head quarters.

Museum Lite – hiring a content specialist within E&O to do the content using IRIS' template. Will get a graphic designer through EScope.

Make a recommendation to explore expansion of the E&O program into the Polar Arena.

Discussion with Ming Li at NASA for GNN .