

Date: Thursday May 30, 2013

Present: R. Anthes, L. Dahlman, B. Douglas, L. Ely, A. Krause, E. Patlan, J. Ryan, D. Schmidt, B. Walker, D. Charlevoix, A. Morris, S. Olds, B. Pratt-Sitaula, M. Berg, M. Weber

Absent: S. Semken, S. Schwartz, J. Taber

Agenda Items

- I. Approval of last meeting's minutes – J. Ryan
- II. Welcome to Aisha Morris – D. Charlevoix
- III. ECE Website general content input discussion – D. Charlevoix
- IV. Nominations for 2014 committee members – J. Ryan
- V. Month of next teleconference – J. Ryan

J. Ryan opens meeting at 9:30am MST

I. Approval of last meeting's minutes – J. Ryan

J. Ryan discloses there are some minor name spellings to adjust, but asks committee if they are otherwise ready for approval. L. Dahlman moves to approve, B. Douglas seconds. Motion approved.

ACTION: M. Weber to fix spellings and send approved minutes on for posting.

II. Welcome to Aisha Morris – D. Charlevoix

D. Charlevoix introduces Aisha Morris as the new RESESS Director and Educational Specialist to the UNAVCO ECE Team. A. Morris brief the committee on her educational background and is thrilled to be working for UNAVCO and supporting the RESESS program.

III. ECE Website general content input discussion – D. Charlevoix

D. Charlevoix opens discussion by describing intent of what ECE would like to accomplish. The ECE is represented in various areas on the current UNAVCO website. As a team, ECE is working on updating the content. What is missing from there is content for non-UNAVCO community members to gather information. ECE has created a framework section where various services can be linked. ECE is looking for input from the committee on whether it is agreed that there needs to be this service, and how it should be made available to the general public.

QUESTIONS AND COMMENTS

D. Schmidt: Does UNAVCO have a way to see the current stats on who uses the website?

S. Olds: Yes and no. We do know that currently a majority of the visitors come from the science community. Some go directly to supported links, while others start from our home page and dig down from there.

D. Charlevoix: We have a new emphasis on attracting policy makers, but we can't readily identify them now. That doesn't mean we could not find a way to do it in the future.

L. Ely: Where would this live on the website as none of the navigations items are conducive to this content?

D. Schmidt: Could there be a link to a question, such as "What is GPS"? It would be valuable to include on the UNAVCO website. There would need to be something to lead people to these areas. Use a "mega menu" that would lead you to the content to learning where this information would live. New content is important and drawing people to the new content is as equally important.

S. Olds: The website does currently have areas for science Highlights, and now new to it, the Science Snapshots. The site has transformed a great deal, but agree that some areas need to be highlighted more.

M. Miller: There is discussion of a crosscutting area; maybe having links available when a cursor is hovered over a subject?

A. Morris: Likes D. Schmidt's idea, but let's broaden. Ask "Are you new to geodesy – start here" adding a splash page or section that makes it very obvious.

L. Ely signs off

L. Dahlman: Agrees with A. Morris. Whatever we end up doing needs to be very obvious.

B. Douglas: Agrees as well. It needs to have support for the concept. Envision something that is eye catching, like a flash sequence that leads them through things or the FAQ.

E. Patlan: Make it clear that there is a section for non-science or non-UNAVCO community, more towards high school students, early college students that want to use our data or are not aware of GPS.

J. Ryan: What about the "learning section" in general?

D. Charlevoix: A web-based tutorial could be done with this. Have linkages that carry people to the sections of the Learning section. "How can I participate?"

B. Pratt-Sitaula: Does it make sense to have the side bar headings be related to the ECE areas-the exact title won't help people?

D. Charlevoix: Agrees. These are all things we have to consider, answering the question "Is that the right constitution of sections?" Everything is on the table for the committee to help us shape.

B. Douglas: Is it worthwhile to try to identify the various user types that would arrive and organize by the user types? For example X, for Y, for Z

E. Patlan: Consider YouTube videos about the type of work UNAVCO offers. Many teachers have access to this in the classroom.

J. Ryan: Also consider, "Opportunities" as a section: Professional development, participation, etc. This could be a header on the learning page or anywhere on the UNAVCO site.

B. Douglas: Find a way to utilize "keyword search" optimization. Does the content need to be written to support this?

J. Ryan: Alert the committee to the Beta Pages to make suggestions and feedback.

D. Charlevoix: If anyone on the committee has other suggestions, please feel free to email. ECE will follow-up on additional questions.

IV. Nominations for 2014 committee members – J. Ryan

J. Ryan advises committee of the 9 members on this committee and the 4 who are set to term out in 2013.

- Luann Dahlman
- Susan Schwartz
- Jeff Ryan
- Ezer Patlan

ECE Advisory Committee membership typically includes broad representation of stakeholder constituencies, including

- STEM geoscience leadership – Ryan, Ely
 - Secondary educator/expert – Dahlman
 - Geosciences/STEM diversity leader – Schwartz, Kraus
 - Student - Patlan
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- Three or more members of the geodesy research community with a demonstrated commitment to education - Douglas, Schwartz, Schmidt, Ely
- Not explicitly listed: Community College - Walker
- Board Liaison – Anthes

J. Ryan asks members to consider whom they might nominate and communicate via email. Deadline for nominations to UNAVCO Board will be June 15th.

V. Month of next teleconference – J. Ryan

J. Ryan states that we have in the past had difficulty getting a consensus to meet. He asks everyone to communicate via email the next few months and then took a general consensus of what month to work with. Majority ruled for September.

ACTION: M. Weber to send out a Doodle poll for dates in September.

J. Ryan closes meeting at 10:25am.

Approved