



Getting to Know NOAA

ESRL Education and Outreach



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Goals

In support of the "America COMPETES Act" 2007, ESRL coordinates formal and informal educational activities to enhance public awareness and understanding of:

- ocean
- coastal and
- atmospheric science and stewardship.

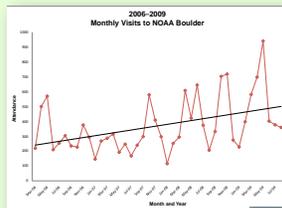
NOAA Mission Goals:

Educational Strategic Plan

Goal 1 – Environmental Literacy

Goal 2 – Workforce Development/Next Generation Scientists

In-House Visits



Activities

- Public Tours
- School Tours
- Science Festivals
- Bring Your Child to Work Day
- 8th Grade Science Days
- Teacher In-Services

Groups

- Business and Industry
- Government Agencies
- Congressional Staff
- Community Organizations
- Media
- Universities
- International Agencies
- Research Organizations



Developing Future Scientists

ESRL supports student opportunities through a variety of programs from high school through post-doc years. Some examples are:

- Hollings Scholarship
Recruiting talent
- ISET
Connecting with under-represented minorities
- Cooperative Institutes
Impacting local students



Community

Outreach to the community includes scientists and staff visiting local schools, community organizations and clubs, serving as science fair judges, participating in career fairs, and staffing booths at professional conferences.



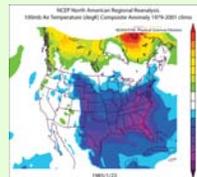
- Local Organizations/Events
- Professional Conferences

National Scale

- Promoting Science and Education



Surface data from MADIS for 18 Nov 2009

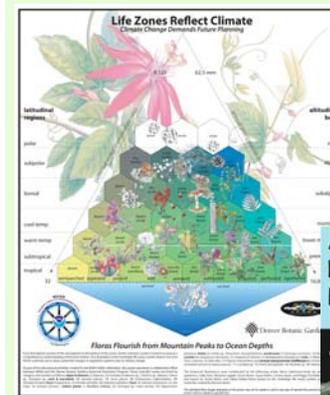


Historic Cold Air Outbreak in Jan 1985: 1000-mb air temperature (K) difference from climatology. Produced from PSD web using the the NCEP North American Regional Reanalysis Dataset

- Hanggliders, pilots, professors, and energy companies consult our data
- Researchers, universities, resource managers, i.e. power, water, wind), and agriculture are examples of our data users

Products

ESRL Outreach recognizes the importance of translating our research to a new generation of scientists. Some of the products developed here for nationwide distribution include:



10,000 posters
POET activities available online



Wooly Magma

Create a Felted Earth



4,200 kits created at ESRL
Distributed nationwide

High Demand
Three print runs – totaling 20,000

2,500 in circulation



Highlighting our research in plain English

Making NOAA a Household Name