

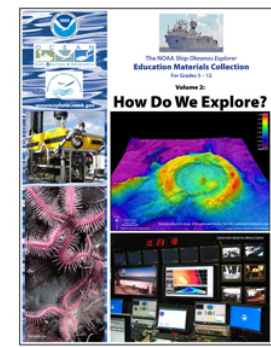
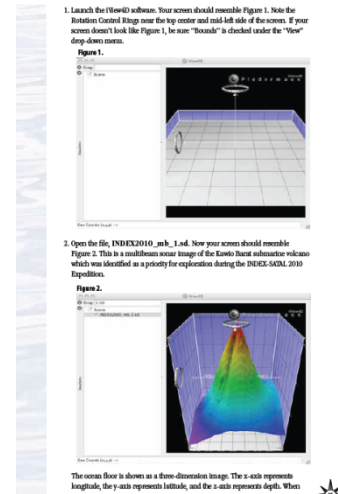


Ocean Exploration
and Research

Education

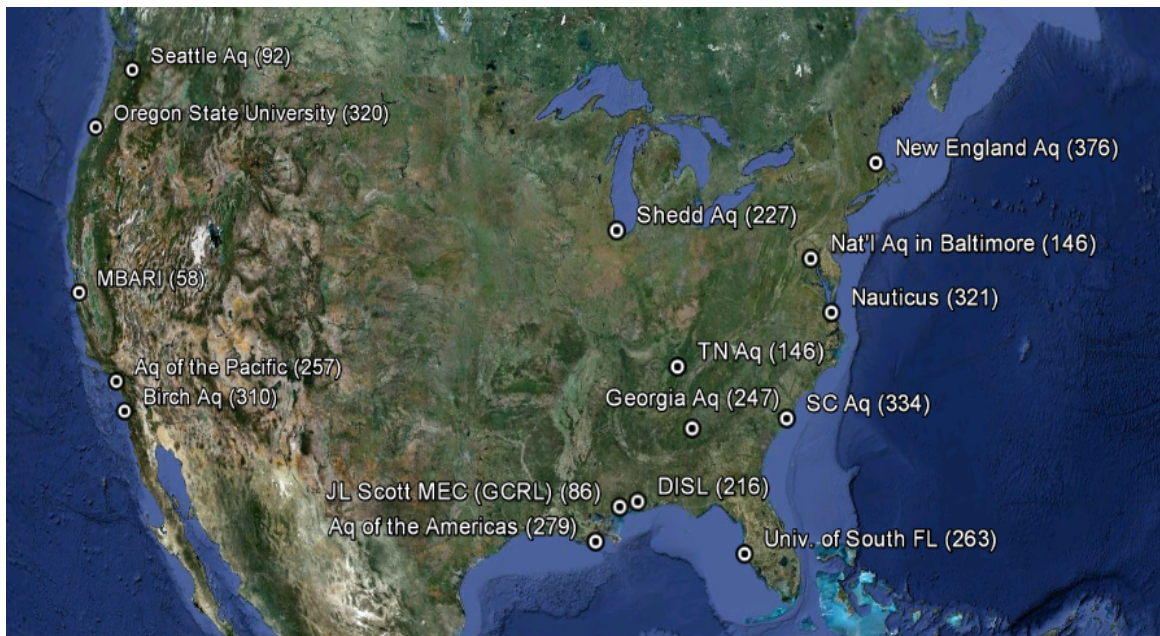
Education: What We Do

- Translate the OER “science story” through education products and professional development
- Expedition-based education products for “signature” missions covered on NOAA Ocean Explorer website



Education: What We Do

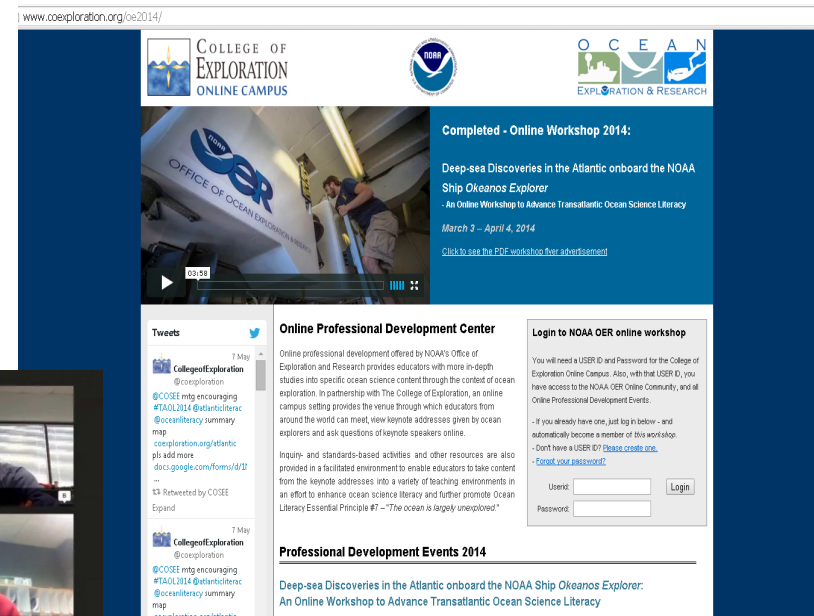
Education Alliance Partnerships



Education: What We Do

Deep-sea Discoveries in the Atlantic: An Online Workshop to Advance Transatlantic Ocean Science Literacy

- Five weeks
- 640 participants, 28 countries, 40 U.S. states



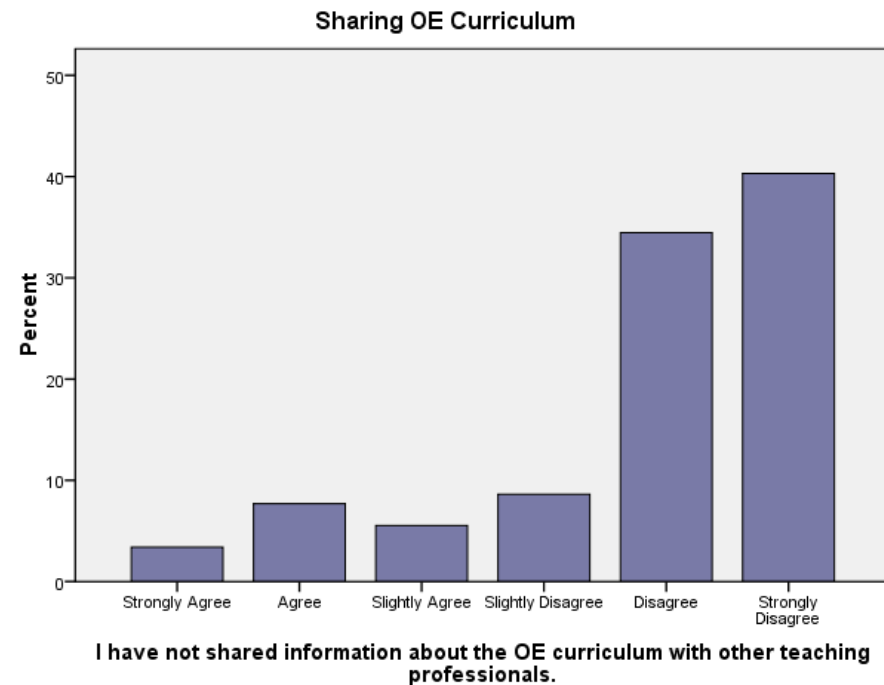
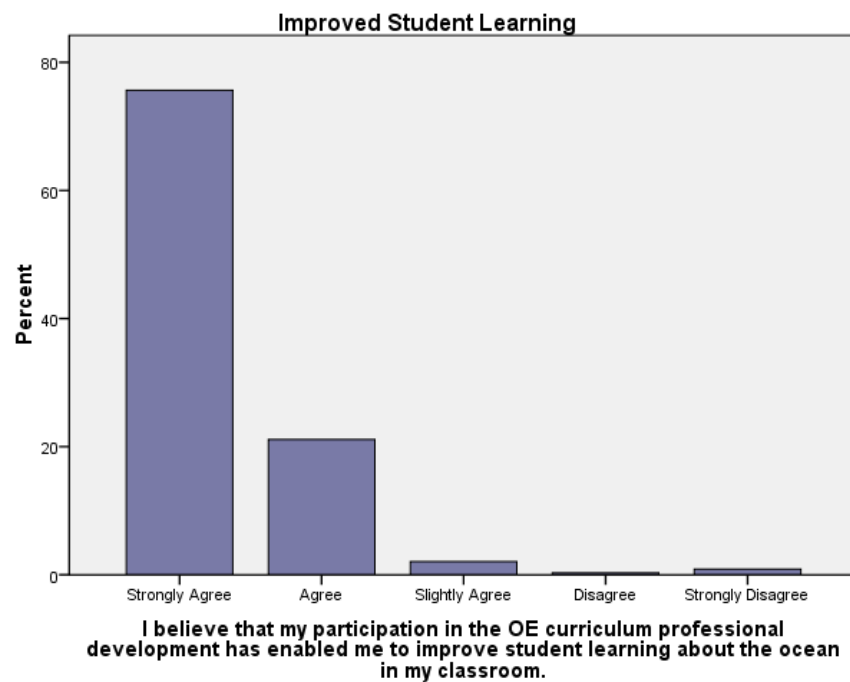
Education: Why We Do It

- 33 U.S.C. 3402 (PL 111-11)
- National Ocean Policy
- NOAA Mission
- NOAA Education Strategic Plan



Education: What We Achieve

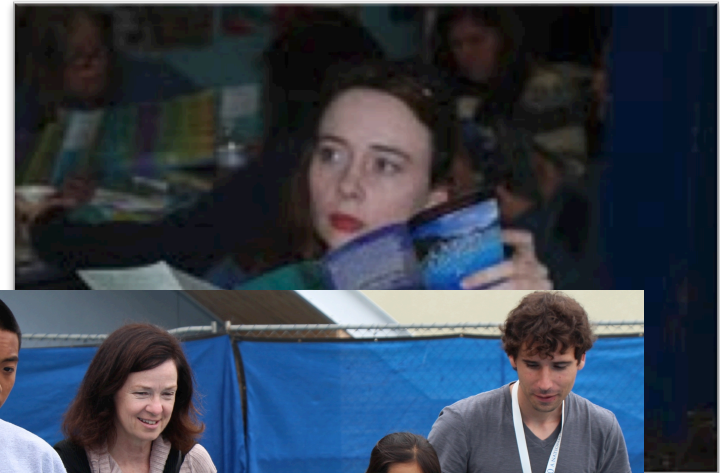
From a Follow-up Professional Development Workshop



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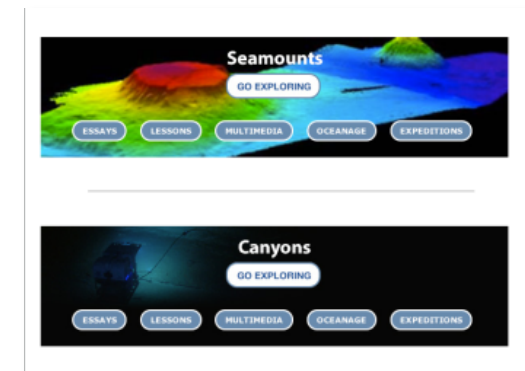
Education: Challenges

- Need new, creative ways to communicate with the public about ocean exploration
- Scientists and explorers need support and tools for effective education
- Need to increase direct interaction with the science of expeditions
- Few aquariums or other appropriate informal science centers—important venues for reaching the public—are few in central states; alternatives need to be developed
- Need to increase diversity of audience to reflect increasing diversity in the U.S.



Education: What's Next

- Challenger Centers Ocean Mission
- Q?rius Integration
- ECC Integration
- ISC Collaboration
- Build capacity of existing education products
- Develop higher education component of core material

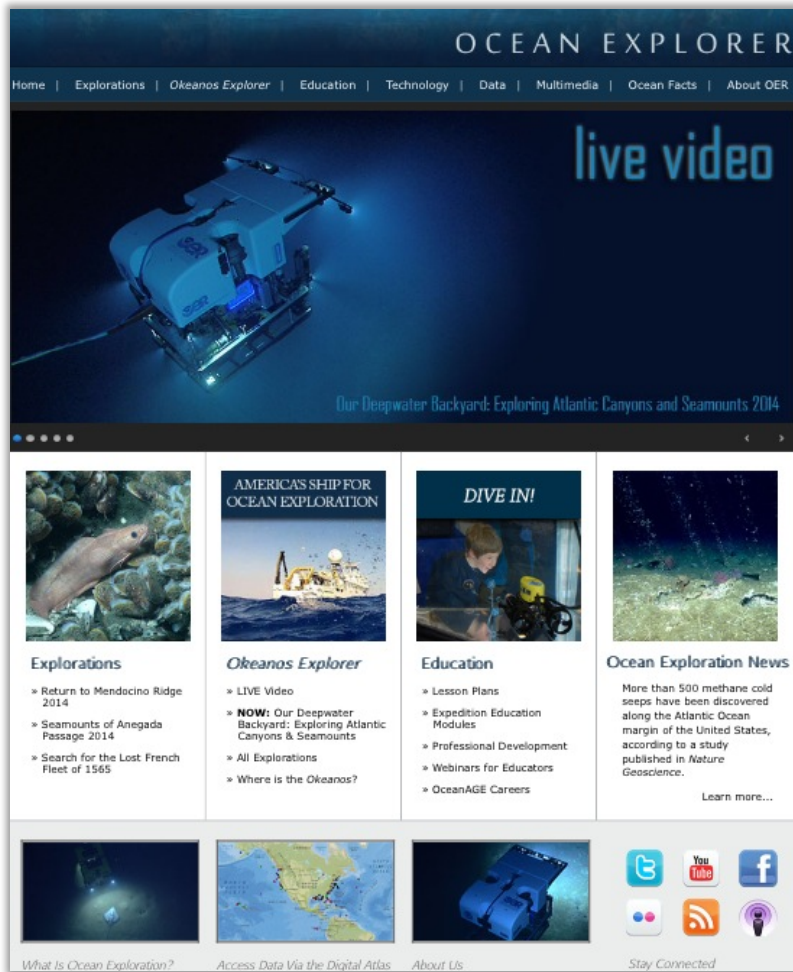




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Web & Social Media

Web & Social Media: What We Do



OceanExplorer.NOAA.gov

NOAA Ocean Explorer website: <http://oceanexplorer.noaa.gov>

Social media accounts:

- Twitter: @oceanexplorer
- Facebook: OceanExplorationResearch
- YouTube: oceanoexplorergov
- Flickr: oceanoexplorergov



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Web & Social Media: Why We Do It

Communication Objectives:

- Build understanding of ocean exploration value and importance
- Increase OER recognition and awareness
- Highlight partnerships and partner achievements

Why Online Tools:

- Larger audience reach, lower cost
- Where and how people are looking for info (expected)
- Drive traffic to NOAA Ocean Explorer website (social media)

Web & Social Media: Our Fiscal Year 2014 Results

Record numbers and growth in
FY2014

NOAA Ocean Explorer website:

- 10,735,619 visits (*up 7.6% from FY13*)
- 1,998,166 education downloads (*up 102% from FY13*)

Social media:

- 47,648 Twitter followers (*up 39% from FY13*)
- 15,517 Facebook likes (*up 164% from FY13*)
- 6,142 YouTube subscribers (*up 17% from FY13*)

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Web & Social Media: Challenges

Technical Challenges:

- Keeping online tools current, relevant
- Limited resources, lots of ideas

Communication Challenge:

- Telling a comprehensive, compelling ocean exploration story

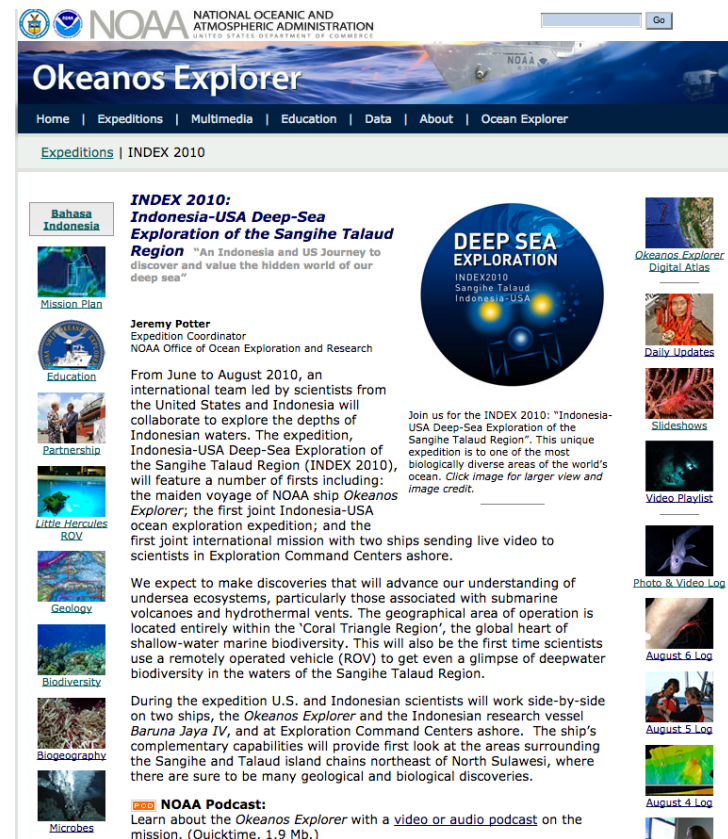
Web & Social Media: What's Next

Fiscal Year 2015 Focus:

- Expedition coverage
- Enhancement of website video and image galleries
- Mobile-friendly content development
- Science and technology stories, beyond expeditions
- Increased and targeted use of social media to engage and interact

Beyond FY15: Full website redesign

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