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

**Improved Student Learning**

I believe that my participation in the OE curriculum professional development has enabled me to improve student learning about the ocean in my classroom.

**Sharing OE Curriculum**

I have not shared information about the OE curriculum with other teaching professionals.

n=348
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
Web & Social Media
Web & Social Media: What We Do

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

Social media accounts:
- Twitter: @oceanexplorer
- Facebook: OceanExplorationResearch
- YouTube: oceanexplorergov
- Flickr: oceanexplorergov
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)

OceanExplorer.NOAA.gov
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