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2019 Program Review Recommendations		OER Response	Proposed Actions	Action Since 2019	Tie to Existing Strategic Plan
"Make Oceans matter" to the public	Instead of optimizing for the execution of ocean observations themselves, OER should rally around a vision for ocean observations that will "make oceans matter" for the wider nation, beyond the ocean science community, which is the current target of the program. OER must focus primarily on those program elements that will enable it to make oceans matter to the nation, and observations will be collected to support those elements. This includes heavy focus on strategy, guidance, policy, and oversight that will be needed for the national program	OER concurs with the intent of this recommendation. There is undeniable value in exposing the general public to ocean science and exploration topics. OER is mandated to conduct "outreach and education programs to improve public understanding of ocean and coastal resources" by its authorizing legislation, but as a small program, it must be judicious with its investments. Members of the ocean-interested general public are a primary target audience for OER outreach products, and OER remains committed to exploring new ways to engage this audience on topics of ocean science and exploration, including through the use of traditional media, online communication tools, and telepresence. Additionally, education professionals are a key audience for OER engagement, precisely because they offer the means to introduce the ideas, the concepts, and the excitement of ocean exploration to students across the Nation.	OER will conduct an evaluation of its outreach products and audiences, including members of the general public, in order to refine the office's messaging and product development approach to better engage the public and raise the visibility of the importance of the ocean and ocean exploration.	NOAA Ocean Exploration Audience Research Study	Goal 5, Obj 5.1
			OER, in collaboration with its partners, will support the creation of a consolidated online "one-stop-shop" for education professionals and members of the public to easily access high-quality ocean exploration educational resources and other materials.	Deep Ocean Education Website	Goal 5, Obj 5.4
			OER will increase the opportunities for all audiences to participate in telepresence-enabled ocean exploration expeditions	Hired outreach coordinator that manages live interactions. SOP and framework developed for scheduling and conducting live interactions; fund ISC through OEI (streamyard, etc.)	Goal 5, Obj 5.1
				Website enhancements/changes: - Increased use of online news stories to share important office updates (7 posted in 2019; 17 posted so far in 2024) - Revamped expedition web content to be more impactful and strategic – focus on visual elements and an emphasis on quality over quantity - Continued testing of layout for enhanced storytelling on the website – examples include recent annual reports , OYLA articles , World Ocean Month content, Halloween calendar , etc.	Goal 5, Obj 5.2
				Website modernization efforts (new site in Feb 2025) Hired (recently) a communications team member to help with the generation of evergreen web content Development of an art and science program with a local, community focus	Goal 5, Obj 5.1, 5.2, 5.3 Goal 5, Obj 5.3 Goal 5, Obj 5.1, 5.3
Improving media products to allow greater accessibility to the broader public.	While the videos that have been produced contain a lot of good information, they would be far more impactful if they were edited and produced by video professionals who are experienced with the art of short-focused storytelling and the art of video editing and production. Likewise, the annual Oceanography volumes are beautiful and speak loudly to the science and exploration community, but it would be useful to think more broadly about engagement of the broader public, policy makers, etc. with clear impactful information that is easily understood and describes the benefits, successes, and achievements of this program.	OER concurs with this recommendation. OER has enjoyed tremendous success tailoring its science-based outreach and communication products to the ocean science and exploration communities. OER's leadership role, however, requires that it 1) produce clear impactful information that is easily understood and that can describe the benefits and achievements of the program to a wide range of audiences. OER understands its outreach and communications capabilities to be a strategic asset and it will 1) develop a comprehensive approach to outreach and messaging that reflects the full scope of the Program's operations; 2) work to better understand the effectiveness of its current outreach products; and 3) explore the tools and platforms available to enhance OER's ability to tell its story	OER will develop a strategic communications plan to guide and inform the Program's external communications and outreach efforts to the general public, academia, industry, and other government agencies.	Communications and Web Activities: 2024 Annual Operating Plan (internal document)	Goal 5, Obj 5.1
			OER will conduct an evaluation of its audiences and current outreach products to better understand whether target audiences are consuming those products and whether improvements can be made to be most effective at communicating the Program's messages.	NOAA Ocean Exploration Audience Research Study	Goal 5, Obj 5.1
			OER will develop a strategy to enhance videos produced using OER imagery to tell the story of the value and importance of ocean exploration and OER's role	Strategy for Video as an Outreach Tool (internal document)	Goal 5, Obj 5.2
				Website modernization efforts (new site in Feb 2025) Deep-Sea Dialogues Social media strategy development and implementation; addition of new team member to help with social media content development and account management	Goal 5, Obj 5.1, 5.2, 5.3 Goal 5, Obj 5.3, 5.4 Goal 5, Obj 5.1
Engage the public in various activities that encourage the use, or "mining", of data	Examples of such activities could include: having three to five day "Ocean Data Boot Camps," where participants receive a crash course in how to utilize OER data within their own applications; provide scholarships to aspiring high school students who are trying to decide on their careers and college choices (the boot camp could be a bridge to discovering their next educational paths); work with large universities to establish a set curriculum for potential "yet-to-be-determined" careers within ocean discovery; and, work with the corporate social responsibility programs of large employers to offer employees the chance to contribute to ocean science	OER does not concur with this recommendation. The intent of this recommendation seems to be focused on encouraging high school and college students to engage with ocean exploration data and there are numerous interesting ideas in the recommendation. OER relies upon its Education Program to engage those communities through professional development for educators, high quality lesson plans and teaching materials, and internships.	No action identified.	N/A	N/A
Build on Partnerships.	The ability to develop and maintain partnerships will be a key core competency for future success. Partnerships with other NOAA groups, with government agencies (federal, state, and local), with industry (companies large and small), with philanthropic organizations, and with academia will be critical to success. Building long-term relationships with other organizations demands specific skills. OER must improve these skills and increase efforts to ensure successful partnerships going forward	OER concurs with the recommendation. As a small program, with limited resources, it would be impossible to achieve many of its highly ambitious mission objectives without an effective and broad network of partners and stakeholders. OER's enthusiasm for collaboration has been a core principle of the Program since its inception and has resulted in dozens of formal institutional relationships and hundreds of informal peer-to-peer associations. OER will undertake a partnership mapping exercise to identify underserved areas that can be targeted for future engagements	OER will conduct a comprehensive inventory of its existing partners and stakeholders.	2022 Toffler study	Goal 2
			OER will conduct a gap analysis of its current stakeholder portfolio, set engagement priorities, and identify outreach targets.	2022 Toffler study	Goal 2
			OER will increase the number of Educator Professional Development partners, with an emphasis on non-coastal and underserved communities and locations	Written into last BAA, COVID	Goal 5, Obj 5.3, 5.4
			OER will increase the number of student development opportunities by maximizing the use of internships, EIT program expansion; Bridge to Ocean Exploration internship development, growth of TU internship program; OOG		Goal 5, Obj 5.4, 5.5