NATIONAL WEATHER SERVICE INSTRUCTION 10-1804

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Operations and Services

OUTREACH AND EDUCATION REPORTING REQUIREMENTS

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SUMMARY OF REVISIONS: This directive supersedes and is a complete overhaul of National Weather Service Instruction 10-1804, dated October 1, 2002.

_____signed_____June 9, 2011_____
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Director, Office of Climate,
 Water, and Weather Services

Outreach and Education Reporting Requirements

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1.   Introduction. Using the instructions in this directive, all National Weather Service (NWS) offices will report outreach and education events using the NWS Outreach and Education Event System (NOEES). The directive supports the NOAA strategic goal of an environmentally-literate public supported by a continuum of lifelong formal and informal education and outreach opportunities in weather, water, and climate sciences.

2.   Definitions of Outreach, Education and Event. *Outreach* is defined as interaction with users designed to build awareness, develop relationships, and inspire action (e.g., behavioral change). It involves an information exchange between the NWS and a target audience. Outreach includes the promotion of weather, water, and climate information and services, public-affairs related activities, and referral to America's Weather Industry (i.e., private sector) for services not provided by the NWS.

Education is defined as a process by which NWS users develop their weather, water, and climate science knowledge, values, and skills. For reporting purposes, education refers only to teaching performed by NWS staff. Education can be further categorized as formal or informal.

Formal education refers to learning within a structured education system in which students are required to demonstrate proficiency, such as training. Training is a process of transferring knowledge and skills using standardized instructional methods and techniques to targeted professional audiences for the purpose of developing and enhancing professional competencies. Informal education refers to learning outside the established formal system that meets clearly defined objectives through organized education activities, such as extension. Extension is sustained interaction with specific audiences using education techniques to transfer science-based information or skills that inform decision making and/or change behavior.

Event is defined as any activity in which the NWS conducts outreach or education as defined above.

3.   Use of Outreach and Education Event Information. The NWS collects information about outreach and education events to assess implementation strategies; improve program performance; and justify resource allocations in order to advance the NWS mission. An example is the quarterly reports provided to the NOAA Civil Rights Office by the NWS Office of Equal Opportunity and Diversity Management.

3.1   Monitor and Assess Effectiveness of Outreach and Education Activities. Collection of event information enables the NWS to monitor and assess the effectiveness of NWS outreach and education efforts.

3.2   Plan for and Allocate Outreach and Education-Related Resources. Collection of outreach and education event information enhances strategic budget planning and education-related resource allocation.

3.3   Improve NWS Products and Services. Since NWS outreach and education events involve direct interaction with users, these events serve as an important channel through which user feedback is communicated to the NWS. The NWS relies on feedback as input to decision-making processes regarding the validation, improvement, or termination of existing NWS

products and services.

3.4   Achieve Efficiencies in NWS Outreach and Education-Related Efforts. Collection of planned event information enables the NWS to identify opportunities for collaboration with, or the leveraging of resources from, other NWS offices for similar events.

4.   NWS Outreach and Education Event System (NOEES). All operating units will report outreach and education events using the NOEES. The NOEES is a Web-based interface and database used to compile outreach and education event information and user feedback within the NWS in a timely, accurate, and consistent manner. More specific details and examples are available in the NOEES User Manual. The NOEES interface and User Manual can be accessed at https://verification.nws.noaa.gov/noees.

4.1   Event Reporting. NOEES uses Web based forms for entry of outreach and education event information. To expedite entry, a "short form" is provided for the most common event types – Interviews, Office Tours, Spotter Talks, School Visits, Presentations, etc. For entry of all other event types or where the NOEES user wants to report the most common event types in greater detail, a "long form" is used.

The form fields used in NOEES are listed in Appendix A, Form Field Definitions. The mandatory and optional fields for the short and long forms are described on the NOEES website at https://verification.nws.noaa.gov/noees.

4.1.1   Timeliness. Events and updates should be entered into NOEES as soon as they are known and/or completed. Timely reporting helps to ensure accuracy and completeness of the information entered. It also ensures that any reports run on NOEES include the most up-to-date information.

4.1.2   Event Types. Each occurrence of an outreach and educational opportunity is logged in NOEES as an Event Type.   Additional specificity about an Event Type may be provided by selecting an Event Sub-type. A maximum of one Event Type and one Event Sub-type may be selected for a given event. The Event Types and Event Sub-types that may be entered into NOEES are described on the NOEES website at https://verification.nws.noaa.gov/noees. The Event Type chosen should reflect the primary purpose of the event. For example, when a presentation is given at a school for the purpose of recruiting, Career/Recruitment should be chosen as the Event Type.

4.1.3   Audience Types. Individuals, groups, and organizations attending an event are the audience. Additional specificity about each Audience Type may be provided by selecting an Audience Sub-type. The Audience Types and Sub-types that may be entered into NOEES are described on the NOEES website at https://verification.nws.noaa.gov/noees. Multiple audiences may be selected for a given event.

4.1.4   Event Topics. Each Event Topic corresponds to an NWS program area. The Event Topics that may be entered into NOEES are described on the NOEES website at https://verification.nws.noaa.gov/noees. More than one Event Topic may be selected for a given

event.

4.1.5   Public Events. NOEES allows users to tag an event as a public event. This enables the NWS to leverage the NOEES database for automated population of public event information on NWS Web sites and automated notification to the general public via RSS feeds, email, and other technologies.

4.1.6   Feedback. Feedback on NWS products and services from outreach and education event attendees should be reported in NOEES. The feedback should focus on any information that may be helpful regarding the validation, improvement, or termination of NWS products and services.

4.1.7   Information Not Permitted in NOEES. Information that is proprietary, sensitive, confidential, offensive, or related to personnel matters, will not be documented in NOEES. Examples include information about NOAA investigations and enforcement actions; pre-award grant and contract data; financial and personnel records; and Personally Identifiable Information (PII), such as information about individuals that requires protection under the Privacy Act or the Health Insurance Portability and Accountability Act (HIPAA). More information on privacy laws and policies can be found in NOAA IT Security Awareness Course at http://noaa.learnsecuritywith.us.

4.2   Reports NOEES allows users to track outreach and education events and feedback by running customizable reports. Users may customize the date range, geographic area, report type, and report output.
- The default date range for a report is the current fiscal year.
- User selectable geographic areas include National, NWS Headquarters, National Centers, Regional, WFO, RFC, or State. The default is National.
- User selectable report types include Audience Type and Sub-type, Event Type and Sub-type, Feedback, Person Hours, and Event Topic.
- User selectable report output includes a summary of all offices combined, a summary by office, or a detailed feedback report.

5.	NOEES User Privileges. NOEES has four levels of user privileges- Guest, User, Power user, and Administrator as described in the table below.

Privileges	Guest	Standard User	Power User	Administrator
View events	x	x	x	x
Run reports	x	x	x	x
Create/edit/delete events		x	x	x
Edit and delete events entered by others in their operating unit			x	x
Grant/remove Standard User privileges in their operating unit			x	x
Edit and delete events entered by anyone				x
Grant/remove privileges for anyone				x

5.1	Guest Privileges. Anyone with a noaa.gov email address is eligible for Guest privileges. Guest privileges are obtained by registering for an account on the NWS Performance Management website at https://verification.nws.noaa.gov/noees.

5.2	Standard User Privileges. Standard User privileges may be granted by a Power User or Administrator.

5.3	Power User Privileges. Power User privileges are provided to all meteorologists-in-charge (MIC), hydrologists-in-charge (HIC), warning coordination meteorologists (WCMs), service coordination hydrologists (SCHs), and equivalent personnel with outreach and education program management responsibilities at regional and national offices.

5.4	Administrator Privileges. Administrator privileges are granted only to those responsible for overall management of NOEES.

5.5	Removal of User Privileges. NOEES user privileges will be removed upon the user's departure from the NWS. User privileges may be removed if the user is in violation of this

policy or information security policy identified in the annual NOAA Security Awareness Course (see http://noaa.learnsecuritywith.us).

6.   Roles and Responsibilities

6.1   Regional, National Center, and Office Directors. Regional, National Center, and Office Directors will ensure that all offices within their domain of responsibility report education and outreach events in accordance with this directive. Directors may review reports from NOEES for assessing the impact and performance of outreach and education activities in their domain of responsibility. Directors may also want to review feedback reports for information that is helpful in improving NWS services.

6.2   Meteorologist in Charge, Hydrologist in Charge, Official in Charge, and other Office Managers. The Meteorologist in Charge (MIC), Hydrologist in Charge (HIC), Official in Charge (OIC), and other office managers will ensure that all education and outreach events conducted by their office are reported in accordance with this directive. Managers may also use NOEES to review user feedback for assessment and improvement of their office's products and services.

6.3   Warning Coordination Meteorologist, Service Coordination Hydrologist, and Equivalent Personnel. Regional and Field Warning Coordination Meteorologists (WCM), Service Coordination Hydrologists (SCH), and equivalent personnel with outreach and education program management responsibilities will use NOEES to:
   • Report office outreach and education events.
   • Grant NOEES user privileges for new users within their office and remove user privileges upon user departure.
   • Monitor and assess office outreach and education efforts.
   • Report feedback to office management or regional headquarters as appropriate.

6.4   Office of Climate, Water, and Weather Services (OCWWS). The OCWWS Performance and Awareness Division (OS5) is responsible for the overall management of NOEES. OS5 will provide technical and administrative support for the NOEES application and hardware as well as any security-related documentation required to maintain operation of the NOEES. OCWWS will maintain electronic records of outreach and education related events as prescribed in the section on Event Information Retention Requirements and Audit Logs (section 7). The OCWWS Awareness Branch (OS51) will use NOEES to:
   • Monitor and assess NWS-wide outreach and education-related efforts.
   • Plan and allocate outreach and education-related resources.
   • Report feedback to the OCWWS Director and other National Headquarters personnel as appropriate.

6.5   <u>Other Staff Who May Use NOESS.</u> National and regional program managers, service hydrologists, and others may report outreach or education-related events using NOEES at the discretion of the office NOEES lead (i.e., WCM, SCH, or equivalent personnel).

6.6   <u>Coordinating NOEES Event Entries Between Multiple NWS Offices</u>. Often multiple NWS offices collaborate on large outreach events or education projects. Multiple NOEES entries are *not* required by every office that participates in such collaborative events. The lead or organizing NWS office will be responsible for the single NOEES entry on behalf of all offices involved. The lead or organizing NWS office will list all other offices that participated and may provide detail on each office's contributions.

6.7   <u>Disputes Regarding Lead NWS Office for NOEES Events</u>. Disputes between offices on exactly who is the lead NWS office and responsible for entering the NOEES entry for a particular collaborative outreach or education-related event, will be escalated to the next higher-level operating unit for a determination. In most cases, the dispute will be escalated to a Regional WCM, SCH, or equivalent personnel. Once a dispute determination has been requested, the receiving operating unit has up to 15 business days to make a determination or escalate the dispute to the next higher level operating unit for a determination. Disputes that cannot be resolved at the regional office, national center, or NWS office level will be escalated to the National warning coordination meteorologist (WCM). The National WCM will make a determination within 15 days of receiving the request.

7   <u>Event Information Retention Requirements and Audit Logs.</u> Electronic records of outreach and education-related events will be maintained by OCWWS for a minimum of 5 years following the date of the event.

An electronic log of all additions, modifications, and deletions to events within the NOEES system will be maintained for 2 years by OCWWS. The logs may be deleted or kept until no longer needed.

APPENDIX A - Form Field Definitions

Below is a list of fields that can be entered into the NOEES along with their definitions.

- **Audience Type and Sub-type** – Type of audience in attendance at an event, distinguished by a profession, interest, age group, or other common factor. The Audience Type may be reported with greater specificity by selecting an Audience Sub-type.
- **Event Description** – Description of the event. Descriptions may be as detailed as desired.
- **Event End Date/Time** – Date and time that the event ends.
- **Event Start Date/Time** – Date and time that the event begins.
- **Event Name** – Name of the event.
- **Event Topic** – The primary NWS program area covered by an event.
- **Event Type and Sub-type** – Type of event, which may be reported with greater specificity by selecting an Event Sub-type.
- **Event Website** – Web address, where more information about the event can be found. The Event Website entered must begin with a http or https.
- **External Point of Contact (PoC)** – The non-NWS person or entity with overall responsibility for coordinating or overseeing the event. This may also be a person responsible for responding to any inquiries regarding the event. NOEES includes fields for entry of the External PoC name, address, city, state, zip code, email address and phone number.
- **Feedback** – Feedback is any information, conveyed by event attendees, which may be valuable for future weather related decision support as well as validating, improving, or terminating NWS products and services. Feedback may describe user needs, usage of NWS products and services by users, product or service inefficiencies, gaps, best practices, and other information.
- **Feedback Type** – Used to generalize the nature of the feedback received.
- **Internal Notes** – Any internal information about an event that a NOEES user wishes to document in the system, such as a checklist of items for completion prior to an event or special instructions for other NOEES users who are collaborating on the event.
- **Number of Attendees** – The number of people who attend or participate in an event.
- **Person-Hours** – The total number of hours spent by all NWS personnel involved in preparing, traveling to/from, and conducting the event.
- **Point of Contact (PoC)** – The NWS employee with overall responsibility for coordinating or overseeing the event. This may also be an NWS employee responsible for responding to any inquiries regarding the event. NOEES includes fields for entry of the PoC name, address, city, state, zip code, email address and phone number.
- **Public Posting** – When enabled, select information about the event will be made available through publicly accessible NWS information feeds, such as RSS feeds and web accessible text listings or geographic displays of NWS Outreach and Education Events.
- **Time Zone** – The time zone in which the event is taking place.
- **Venue** – The location of the event. NOEES includes fields for entry of the Venue name, address, city, state, and zip code.