

Education and Outreach Subcommittee Minutes
Spring Meeting – Zoom Virtual Meeting
May 14, 2020

Co-Chair: Catherine Collins
Co-chair: Chris Rogers
Secretary: Katie Blaydes

Approved Motions

1. (1.) Review and approval of EOS minutes from the November 5, 2019 meeting.
2. (2.a.ii) Move forward with the proposed changes to the Governance Document related to the EOS name, mission changes, and add an awards section.
3. (4.a.iii) NADP Executive Committee, subcommittees, science committees and ad hoc committees shall submit draft minutes to their meeting attendees for approval within one month from a meeting. Online polling of the committee meeting attendees within an additional two weeks shall be sufficient for approval.

Action Items

1. (2.a.ii.3) After the Executive Committee meeting on Tuesday, EOS to incorporate MELD if approved as an official science committee and to review the document further to remove references made to Eurofins and AIRMoN.
2. (2.b.iv) Figure out how UW handles fundraising (NADP foundation).
3. (2.c.iii) Go through and link other environmental pages to the NADP page (Wikipedia).
4. (2.f.i.1) Chris Rogers and Bob will work on a plan for the maps (AMoN brochure).
5. (2.g.ii.2) EOS to come up with a plan to streamline the approval process for social media posts in a timely manner.
6. (2.g.ii.4) Add an operations column to social media push out table.
7. (2.g.ii.5) After feedback from the committee, EOS officers to get together and revise the plan and send out to committee chairs (social media push out plan).
8. Set up a meeting with the education and outreach focus group.

Catherine welcomed everyone and went over the logistics of the Zoom meeting.

1. Review and approval of EOS minutes from the November 5, 2019 meeting.
 - a. Richard Tanabe moved and it seconded by Kristi Morris to approve the minutes. The motion passed.
2. Old Business
 - a. Governance Document
 - i. Catherine explained that all EROS references were changed to EOS and some of the mission language was changed. An awards section was added.
 - ii. A motion was made to move forward with the proposed changes to the Governance Document related to the EOS name and mission change and to add an awards section. Cari Furiness moved, John Walker seconded and the motion passed.
 1. There was discussion regarding Eurofins listing as the mercury analytical laboratory (HAL) and recommending that it be edited. In addition, the

references to AIRMoN need editing. Another comment was that if MELD becomes an official science committee; add a section to the governance document.

2. Chris Rogers asked if the PO could help produce the governance handbook for the Fall Meeting. David Gay responded that it should be possible.
 3. Action item: After the Executive Committee meeting on Tuesday, EOS to incorporate MELD if approved as an official science committee and to review the document further to remove references made to Eurofins and AIRMoN.
 4. The motion passed.
- b. Foundation Letter
- i. Catherine stated that the letter is on the NADP webpage, and outreach will be done to past NADP members and other interested parties. She gave a brief explanation of "Giving Tuesday." The PO will evaluate the feasibility of how NADP could utilize this campaign.
 - ii. Cari Furiness asked how fund use decisions are made and whether funds are designated for specific purposes. Jamie Schauer set up the structure and the funds go into a general NADP bucket and not allocated to any specific line item.
 - iii. David Gay suggested asking permission from the Executive committee to use the funds.
 - iv. Ongoing action item: figure out how UW handles fundraising.
- c. Wikipedia Page
- i. The page is up and running. The EOS officers developed an SOP for reviewing the page that will be fine-tuned based on comments received during this meeting. EOS will review the page twice a year and will coordinate with the PO about changes.
 - ii. The different committees will review the page to add content and links.
 - iii. Action item: go through and link other environmental pages to the NADP page as suggested by Bob Larson.
- d. Education and Outreach Plan
- i. Catherine talked about the "Inside Rain" booklet, produced by the University of Illinois, and noted that it is around 20 years old. We would need to contact U of I if we want to use the booklet. Catherine proposed using basic concepts for the outreach plan and hoped that we could have UW students work on it.
 1. Bob Larson clarified that U of I has copyright of the "Inside Rain" brochure, but not the learning module.
 2. Donna Schwede said that she polled some teachers, and they were more interested in short videos rather than written material. She noted some good models to look at are the National Soil and Water Conservation District and 4H with their National Science Day activities.
 3. Catherine stated that a small focus group would be good for this and asked for volunteers. Donna Schwede, Amy Mager, Camille Danielson, Beth Boyer, and Nichole Davis volunteered.
- e. Mercury in the Rain Brochure
- i. Chris Rogers noted that David Gay put together a rough draft. The EOS officers feel that a team or an Ad hoc committee is needed to help with edits and development.

1. Volunteers: Doug Burns, Mark Olson, Beth Boyer and a representative(s) from the MELD steering committee (Kristi Morris, David Schmeltz, Rick Haeuber, Colleen Flanagan-Pritz, and Colin Eagles-Smith).
- f. AMoN Brochure
- i. Bob Larson said the brochure has maps from 2017 and he can update them. He noted that the website has the outdated maps. The pie chart map is difficult to update and he stated that we need something new.
 1. Action item: Chris Rogers and Bob will work on a plan for the maps.
- g. NADP Newsletters
- i. Catherine talked about EOS' plan to upgrade the newsletter to social media. Outlets to be used: Facebook, Instagram, Twitter, LinkedIn, and Reddit. EOS recommended posting guidelines and the proposed plan with calendar. The document is available on the Office 365 shared drive.
 - ii. Discussion
 1. Mike Bell commented that the first week of May is Air Quality Awareness Week.
 2. Richard Tanabe: What is the procedure if you come across something you want to push out? Contact EOS? He suggested that the approval process not be lengthy otherwise, it defeats the purpose of social media. Action item: EOS to come up with a plan to streamline the approval process for social media posts in a timely manner.
 3. Zac Najacht suggested doing short plugs about site maintenance and not showing the site audit photos, "horror pictures," as it would not be good publicity for the program. It was suggested to use good photos instead. Several people agreed with regard to the photos. Zac and Richard will talk about it more offline.
 4. Action item: add an operations column to social media push out table.
 5. Action item: after feedback from the committee, EOS officers will revise the plan based on suggestions made and send out to committee chairs.
 6. Greg Wetherbee suggested contacting congressional leaders' science advisors to inform them of the NADP monitoring in their districts and states.
 7. Rick Haeuber said the EPA receives frequent inquiries about acid rain and they have influx of questions around science fair time in August/September. He suggested that classes could adopt NADP sites or take fieldtrips to the sites.
 8. Richard Tanabe suggested broadcasting the TDep seminars.
 9. Taylor Macy suggested that companies/agencies could point to NADP from their own accounts on social media. She will forward Catherine some guidelines on social media posts (hashtags, pictures, emojis, etc.).
 10. Chris Rogers commented that this is going to require dedicated support from the PO. It is not EOS's intention to be doing the posting on the social media accounts, and we need a point person at the PO to be handling the accounts for this to work effectively.
- h. Web Page
- i. The program office is updating the page.
 - ii. The PO is working with UW – DoIT to make a more mobile friendly website. Mark Olson mentioned that this item is on the backburner due to UW focusing

on virtual learning; however, David Gay said they are meeting soon with WSLH IT personnel.

3. Committee Updates

- a. CLAD – Mike Bell
 - i. They need officially to designate EOS representatives.
 - ii. They are currently developing critical loads videos and plan to have them done around the end of the year.
 - iii. They plan to have a Fall Meeting workshop and could use some promotion and advertisement depending on the meeting format (virtual or in person).
- b. TDep – Kristi Morris
 - i. They have a first draft of the fact sheet summarizing TDep’s nitrogen deposition white paper with the audience being managers. They have given the first draft to interns in the office. If they need more help, possibly would ask the PO. Will have EOS review when completed. They plan to have something to distribute at the Fall Meeting.
- c. AMSC – Andy Johnson
 - i. There have been no meetings since the Fall Meeting due to Andy’s busy schedule. They might need help come June or July.
- d. NOS – Winston Luke
 - i. NOS update was already covered in the discussion, especially with regard to social media posts for site reminders, site operators, and Zoom training.
- e. DMAG – Bob Larson
 - i. Next year there will be changes in the data products coming out and he suggested that social media could be used to explain those changes as well as announcing when map updates are available.
- f. QAAG – Camille Danielson
 - i. Several quality documents are being produced or have been revised such as the QA reports for the labs, and the QA plans for the labs and networks. These will eventually get posted on the website. EOS could help inform people that it has been updated. They may potentially need help with a Data Quality Objectives summit conference this summer.
- g. CityDEP – Greg Wetherbee
 - i. As of now, they do not have much of a game plan for outreach. They are in the process of trying to get a research coordination network grant prepared, and it is a big outreach project. Once they get that rolling, they will definitely coordinate with EOS, but nothing new for right now.
- h. MELD – Rick Haeuber
 - i. They do not have any outreach items at this time as they have only just finished their second meeting.

4. New Business

- a. Approval process for subcommittee minutes
 - i. Should the NADP subcommittees change how the minutes are approved and posted to the website? The current process is lengthy and not an efficient use of everyone’s time.
 - ii. There was good discussion from the group with positive feedback. Most everyone agreed that getting the minutes out more quickly would be beneficial.

1. Catherine suggested pulling out the motions and action items and placing them at the top of the minutes so that they are easily accessible.
 2. How would the approval process work? Polls and surveys were suggested with the subcommittee chairs managing them.
 3. A month timeframe was suggested for posting a rough draft of the minutes with an additional two weeks for approval.
- iii. Camille Danielson moved that NADP Executive Committee, subcommittees, science committees and ad hoc committees shall submit draft minutes to their meeting attendees for approval within one month from a meeting. Online polling of the committee meeting attendees within an additional two weeks shall be sufficient for approval.
1. Richard Tanabe seconded and the motion passed.
- b. Outreach for the Fall Meeting
- i. An initial list of possible participants in Knoxville, TN and the surrounding areas was developed; however, the work was tabled until a meeting format is determined.