

Education and Outreach Subcommittee Minutes
Fall Meeting – Boulder, CO
November 5, 2019

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

Action Items

1. Review and edit governance document with new changes and finalize.
2. Look into the copyright issue of the “Nitrogen in Rain” booklet produced by the University of Illinois.
3. Update, approve, and get the Mercury in Rain brochure out.
4. Help CLAD with the outreach of their products (online critical load mapper tool, critical load videos)

Chris Rogers welcomed everyone and gave a brief explanation of how EROS changed to EOS.

1. Review and approval of EROS minutes from May 14-15, 2019 Meeting.
 - a. A motion was made by Andy Johnson to approve the minutes and it was seconded by Richard Tanabe.
2. Old Business
 - a. Review mission and status
 - b. Review subcommittee membership and EOS “design”
 - i. Mission was drafted by Pam Padgett in the spring of 2019, and it was approved by the Executive committee.
 - ii. Chris Rogers gave an overview of the mission. It was originally established that 2 advocates were needed from each committee/lab outreach group.
 - c. Governance Document update – status
 - i. The last update is from 2015.
 - ii. Mike Olson commented that new changes were put in at the spring 2019 meeting.
 - iii. Action item: review and edit the document with the new changes and finalize.
 - d. Wikipedia page – status
 - i. The document has been reviewed and approved by EOS.
 - ii. Mike Olson confirmed that a NADP Wikipedia page exists, but he cannot find it. He further commented that he needs to get in contact with Wikipedia to find out why it’s not accessible. Is it a copyright issue? However, he is unfamiliar with Wikipedia and is not sure who to ask.
 - iii. Chris Rogers asked Mike if he needed feedback from EOS. He replied that the document has already gone through EOS. Mike commented that it would be good to figure out how to track changes due to Wikipedia’s policy of allowing anyone to make edits. He further encouraged everyone to go in and add to the page.
 - e. Foundation – role of EOS and status of letter
 - i. Catherine Collins stated that EOS has been working with the PO on the letter and that the letter will be based off of the web page content.

- ii. It was noted that Pam Padgett is still willing to help out with the letter.
 - iii. If there are people that should be receiving this letter, please send the names to Chris or Catherine.
 - iv. Cari Furiness asked, who are you targeting with these letters? Catherine opened up the question to the group, but there was no response.
 - v. It was reiterated that Pam Padgett would help develop the letter and get it sent out to people.
- f. Education – lesson plans with data
 - i. Copies of the proposal were sent around the room and Catherine gave a brief overview of the proposal.
 - ii. Catherine asked for any changes to the document.
 - 1. Donna Schwede commented about developing modules and comparing them to education standards and that input would be needed from the different levels of educators. Catherine pointed out that this was in the learning module criteria.
 - 2. Greg Weatherbee noted that a curriculum had already been put together in the form of a booklet, “Nitrogen in Rain.” He suggested that if we already have a tool we should use it. Bob Larson commented that the booklet is out of print. Catherine noted that if it was still relevant we could still use it, but Bob said there may be an issue with the University of Illinois because we don’t own the copyright. Rich Grant suggested that we get permission. Greg Weatherbee noted that he has several copies of the booklet and would be happy to send EOS a few.
 - 3. Action item: look into the copyright issue of the “Nitrogen in Rain” booklet produced by the University of Illinois.
 - iii. Catherine asked for volunteers to head up a small committee. Donna Schwede volunteered.
- g. Mercury in the Rain brochure - status
 - i. David Gay went through the old brochure and changed the web links and updated the pictures.
 - ii. This brochure was modeled after the AMoN brochure.
 - iii. David has copies to share.
 - iv. Mike Olson commented that he has the brochure and he needs to send it to EOS for approval.
 - v. Chris Rogers asked if it was approved.
 - vi. Kristi Morris mentioned dry deposition and biota and that MELD should talk about it.
 - vii. Chris Rogers requested we make this an action item.
 - viii. Action item: update, approve, and get this brochure out.
- h. AMoN brochure – update with 2018 maps
 - i. Bob Larson stated that 2 of the maps would be easy to update, but another map will need to be created for the 3rd one. The bar graph shows concentration over time, but there are too many sites to continue to present it this way.
 - ii. It was noted that the brochure currently has maps from 2012.
- i. Meeting structure initiative – update for Spring 2020 and beyond
 - i. Melissa Pulchaski had asked in the past if an AD Hoc committee needed to be established and said Doug Burns had decided that it was not needed.

- ii. Richard Tanabe commented about a structure to meet the needs of committees.
- iii. Chris Rogers asked for feedback.
 - 1. Kristi Morris asked for clarification about the time allotted for MELD at the spring 2020 meeting.
 - 2. Chris Rogers recalled that it was the duty of the NADP Past Chair to help coordinate the agenda. Donna Schwede commented that when she was the Past Chair she didn't see her role in that and everyone put their own agendas together. Richard Tanabe responded by saying that as the Joint chair he did work on it and that he would go to the chairs and ask what items they wanted on the agenda.
 - 3. Colleen Flanagan Pritz asked if committees could ask for more time on the block agenda.
 - 4. Kristi Morris stated that the agenda needs to be overseen and someone is needed in that role. The initial issue with no one coordinating the agenda was presentations were being repeated. She noted that a good job has been done in the past with not overlapping presentations, but we could fall back into that if someone is not in that role.
- iv. Mike Olson commented that we can't always get meeting rooms. Jan Klawitter stated that information is needed way ahead of time to be able to book those conference rooms.
- v. David Gay suggested establishing another time block on Monday evenings, but wouldn't have to use it if it ended up not being needed.
- vi. Chris Rogers commented that we need to be looking way ahead of time and Mike McHale added that we need to be looking at least 2 meetings out.
- vii. Mike Olson wanted to get Andy Johnson's thoughts about AMSC and MELD being at the same time for the spring 2020 meeting. He stated that it would be a big issue for him and a potential conflict for Andy.
- viii. Donna Schwede asked for clarification about TDEP and CityDEP being held together at the spring 2020 meeting.
- j. NADP newsletters – where are we at with these? New format?
 - i. Catherine stated that there used to be newsletters, but that is a thing of the past and we need to jump into the 21st century. She asked what types of things we should be pushing out. Facebook? Twitter?
 - 1. David Gay commented that the newsletter was being produced quarterly at the University of Illinois, but got lost in the transition to the Wisconsin State Laboratory of Hygiene. It was primarily produced at the PO and EROS had a small section in the letter.
 - 2. Richard Tanabe noted May 2018 was the last newsletter sent out.
 - 3. Mike Olson suggested that EOS get the PO the content and then the PO would get a new mechanism to get it out. He hoped it would not be too much of a burden for the existing staff.
 - 4. Chris Rogers commented that the newsletter was too long and needed to be shortened up. Bob Larson suggested the use of more individual items.
 - 5. Jan Klawitter agreed that no one has the attention span anymore for lengthy articles. She suggested that we put short quick ones on the NADP website and then put it out on Facebook and Twitter. She

commented that it's better to have links to the articles rather than having the entire article posted.

3. Committee/Lab Outreach Forum

a. Science Committee Reports

i. CLAD (Anita Rose)

1. CLAD already has products in production, but EOS could help with the outreach of those products.
2. They want more publicity of their critical load mapper tool that's online.
3. They have critical load videos in production and would like help with the outreach.
4. It was mentioned that the CLAD brochure is outdated with Illinois information and needs updated.
5. CLAD had a working group THRIVE, but it was put on hold. They need to look into what was started within that group.
6. Jeff commented that Mike Bell wants to spearhead a workshop like TDEP. They would like to reach out to local scientists, power sector and political folks.

ii. TDEP (Kristi Morris)

1. Most of their group is taken care of. She mentioned that the white papers and articles are on the website. They are hosting monthly seminars and the recordings for the past seminars are on the web.
2. She mentioned that it would be helpful to put a fact sheet together for the managers.

iii. AMCS (Andy Johnson)

1. There is nothing specific.
2. From an outreach aspect, he suggested we could share information on what NADP is doing with the healthcare folks. The healthcare industry doesn't have enough data on allergies. It would be good to get on people's radars.

b. Subcommittee and Advisory Group Reports

i. NOS (Richard Tanabe)

1. He commented that we could advertise the new technology, such as the androids going to iPhones.
2. He was not sure what the needs are and Melissa Pulchaski agreed.
3. Mike Olson expressed concern that NOS shouldn't have to go through EOS, because EOS would turn around and have to go through the PO. Chris Rogers clarified that this would be a good news plug for NOS, not an action to change procedures.
4. Richard commented that social media becomes the tool.

ii. DMAG (Bob Larson)

1. There is nothing immediate. He asked what DMAG could do for EOS? The website? Listservs?
2. Bob noted that the Listservs will be changing because UW is dropping the software, but he's not sure what the choices for the new software will be.

iii. QAAG (Camille Danielson)

1. There is nothing specific. She mentioned they are working on developing a QA page and EOS could help develop the content.
 2. On a personal note (not QAAG related), Camille commented that it would be nice to get more site operator involvement at the meetings. They could come up with ideas that we don't think about.
- c. Network Reports
- i. NTN (Richard Tanabe)
 1. Richard asked who are you looking for and Chris Rogers responded we're not sure. Richard commented that once we got more infrastructure in place we can do more with it. Are you looking for CAL/HAL/PO staff to be those representatives or do we need to appoint people? It was agreed that the networks could be covered under NOS. Greg Weatherbee suggested that the NOS vice chair take on the responsibility of representing the networks in EOS.
 2. Catherine Collins asked if any of the other networks wanted to add. Mark Olson said to push the mercury brochure through.
- d. Additional Reports
- i. CityDEP (Greg Weatherbee)
 1. Greg commented that they have a brochure and thought that Mike could use it in his pitch. Maybe EOS could look it over?
 2. In regards to Mike Olson saying we need to identify stakeholders. How do we reach out? Greg was not sure we had a good way. What outreach do we do to get more people to meetings? He suggested that we do outreach to external people in the city of the meeting. He noted that it was great to have representatives from industry at TDEP and that he learned a lot from them.
 - ii. MELD (Colleen Flanagan Pritz)
 1. They are still trying to figure out what they need as they are a new group. Beyond the mercury brochure they had previously talked about a fieldtrip to the UW-arboretum to collect dragonfly larvae. They could use help advertising this to the community.
 - iii. Additional discussion
 1. Kristi Morris suggested that it would be helpful if someone from the PO could define what constitutes a tweet. A paragraph? Criteria for social media is needed. In regards to getting content out, someone from the PO needs to be pushing to get these blurbs sent out. She suggested to give a deadline otherwise it doesn't get done.
 2. Mike Olson stated that the content needs to through EOS. In terms of what is the right content, Bob Larson agreed that guidelines would be good and editing would be needed.
 3. In regards to proper social media use and content, Bob Larson gave the example of content being tweeted, but the affiliated partner wasn't tagged so the post did no good.
 - a. Mike Olson commented that EOS would be a good guide.
 - b. Kristi Morris said people need to reach out to EOS for content guidelines.
 - c. Chris Rogers suggested that we put a group together.

- d. Mike Olson had concerns of too many emails going back and forth.
- e. Catherine Collins commented that we don't have to tweet everything in one day. We could have several ideas and spread them out over time.

4. New Business

a. Web Page updates

- i. EOS sent an email out for people to representatives for updates.
- ii. Donna Schwede commented that if social media updates tied back to the website then the website needed to be updated.
 - 1. Zac Najacht suggested embedding links of social media into the website because they would in turn update themselves and Bob wouldn't have to do much updating.
 - 2. Bob Larson replied that if we did that then we would need to start using the social media accounts.
 - 3. Chris Rogers suggested a motion for the PO to dedicate resources to make a more mobile friendly website. Donna Schwede motioned and Cari Furiness seconded. There was no discussion and the motion passed.

b. Additional new business

- i. No additional new business was discussed. Chris Rogers took a group picture to send to Pam Padgett and thanked everyone for attending the meeting.
- ii. Richard Tanabe made a motion to adjourn and Catherine Collins seconded.