

Education and Outreach Subcommittee Minutes
Fall Meeting – Zoom Virtual Meeting
November 2, 2021

Co-Chair: Catherine Collins
Co-Chair: Chris Rogers
Secretary: Katie Blaydes
Attendees: 38 (see list below)

Motions

- No motions.

Action Items

- (3.b.iii.2.b) Switch AMSC and CLAD on the social media committee calendar.
- (3.b.iii.2.c) Create a Google form for committees to use to submit their posts.
- (3.b.iv.2) Continue to meet for AQAW 2022 and generate content.
- (3.b.iv.3) Highlight Hoss Parks as recipient of the inaugural NADP Operator Recognition Award.
- (3.b.iv.4) Ellis Cowling post.
- (3.b.iv.5) Continue editing *The Life of a Sample* video series.
- (3.c.ii) Send NADP fact sheet to Exec committee and then contractor.
- (3.e.i) Set up a meeting with the education team and get it started.
- (3.f.iv) Remind committees to review the Wikipedia page and add links.
- (3.g.iv.2.b) Remind committees to review webpage and EOS to create action item list before semi-annual meeting with committee chairs/representatives.
- (4.b.i.2) Post - Critical load videos coming out from the USFS.
- (4.b.iii.2) Post - AMSC renewal as a science committee.
- (4.b.iii & iv) Edits needed in the Governance handbook for AMSC and MELD.
- (4.b.v.1) Promote site operator training.
- (4.b.v.2) Announce new AMNet site in Alaska.
- (4.b.v.4) Communicate site moves and site closures.
- (4.b.vi.1) Post quality assurance reports.
- (4.b.viii.1) Help review CityDep's brochure.

1. Welcome and logistics by Catherine Collins.
2. Approval of Spring 2021 Minutes – Catherine Collins
 - a. The Spring 2021 EOS minutes were approved via an online survey on 7/9/2021. A link to the minutes can be found at <https://nadp.slh.wisc.edu/committees/eos/>
3. Old Business
 - a. Governance Handbook – Catherine Collins
 - i. The most current version is available on the website with the addition of the AMSC and MELD science committees.
 - ii. Catherine noted that there are some edits needed for the next revision:
 - 1) Need to add the Mercury Litter Network (MLN)
 - 2) Update the status of AIRMoN to “archived”
 - 3) Check all website links
 - b. Social Media – Katie Blaydes

- i. Katie noted changes to the team: lost Margaret Johnson, Eric Uram, and Nathaniel Javid. Currently the team consists of Katie, Nichole Davis (CAL Chemist), and Richard Tanabe (PO).
- ii. Changes to NADP's LinkedIn page: changed from a closed group to a public business page. This will allow for more visibility and gives a better outward facing look (posts being made by NADP vs personal accounts).
- iii. Around 150 posts across all platforms have gone out since the Spring 2021 Meeting.
 - 1) Content included: site birthdays, meeting and general information, committee posts, other fun, seminars, and publications.
 - 2) A post formatting guide was presented for committee content along with the monthly schedule.
 - a. Committees are to provide post ready content
 - i. Photo, video, presentation, web link, or screenshot of post in other media
 - ii. Provide a short description
 1. FB & LinkedIn: 2-4 sentences
 2. Twitter: 280 characters (max)
 - iii. Encouraged to tag other groups and use emojis
 - b. It was requested on the calendar to switch AMSC and CLAD.
 - c. It was suggested to create a Google Form for the committees to use as a tool to submit their content.
 - 3) A few of the most popular posts were highlighted including: a committee post from MELD that was shared by the NPS's Explore Nature account, a committee post from NOS, and welcome Wyatt – a new employee in the PO.
 - a. It was noted that our posts are starting to be shared from our partners in the NADP which is increasing our visibility.
 - 4) Since the Spring Meeting, we have gained around 20 followers on Facebook and Twitter!
- iv. In the works
 - 1) The Summer 2021 Visitors to the Site contest received only 1 submission and permissions were not given to share the photo. EOS and the social media team are still going to encourage site operators to share their photos year round.
 - 2) Air Quality Awareness Week 2022 – collaborating with some of the agencies to come up with a theme for that week in May. Content will be uploaded to the NADP website and posts will be made and shared across the agencies' social media pages.
 - 3) NADP Operator Recognition Award 2021 – highlight recipient Hoss Parks.
 - 4) Honoring Ellis Cowling – a link to Cari Furiness' tribute will be posted.
 - 5) Video Series: *Life of a Sample* - A preview of the AMoN network was given. It was suggested to add narration because it's difficult to watch the video and read the text banners at the same time.
- v. In conclusion:
 - 1) Please follow, like, and share the NADP pages and posts.

- 2) Send your pictures and ideas to NADP-Social-Media@slh.wisc.edu or tag NADP directly using @NADProgram (Twitter)/@National Atmospheric Deposition Program (Facebook).
 - 3) Use #NADP to get your posts included in the NADP thread.
- c. NADP Fact Sheet – Catherine Collins
 - i. A fact sheet was created to help NADP with marketing. It's a 4 page document that contains sections on:
 - 1) History
 - 2) Membership
 - 3) Data gaps and building capacity in monitoring networks
 - 4) Data quality and availability
 - 5) Highlights networks and lab (NTN, MDN, AMNet, AMoN, MLN)
 - 6) Highlights science committees (TDep, CLAD, AMSC, MELD)
 - ii. A final draft will be sent to the Executive committee and then to a contractor to complete the final design.
 - iii. Access to the document will be given so it will be able to be updated in the future.
 - d. Mercury Matters Brochure – Chris Rogers/Colleen Flanagan-Pritz
 - i. Dave Schmeltz is continuing to make progress on it.
 - ii. A review of the current 16 page draft was given.
 - iii. Not sure of the timeline for completion.
 - e. Education and Outreach Team – Catherine Collins
 - i. This will be EOS' big project for 2022.
 - f. Wikipedia Page – Chris Rogers
 - i. The page was reviewed and two changes have been made since the Spring 2021 Meeting and were deemed appropriate.
 - ii. Chris updated all the web links to the new website.
 - iii. Some fun facts: there were 272 page views between May-October and 534 page views from year-date.
 - iv. Committees need to look at their sections and add links where appropriate. It was requested this be done by the winter meeting with the EOS committee representatives.
 - g. Webpage – Catherine Collins
 - i. The new webpage was launched on October 25, 2021.
 - ii. Committees had reviewed their content over the summer.
 - iii. The data export function was updated and is functioning.
 - iv. Questions presented:
 - 1) How do we get news out quickly on the web site and who is the contact for edits? Is there a review process?
 - a. Contact is nadp@slh.wisc.edu
 - b. Content is currently being updated by Richard & Bob, but it's better to send edits to the NADP email address.
 - c. Review process: committees should have edits for their pages go through committee executive structure for approval, so they are ready to post on the website when they are sent in.
 - d. Richard commented in terms of getting content out quickly that in the WordPress format you can easily link a URL in a social media post.

- 2) Guidelines for updating the website? Who reviews and contributes from the committees? Deadlines for updates?
 - a. Review schedules and deadlines should be up to the committees.
 - b. EOS could remind the committees during the winter/summer meetings with committee representatives. EOS will make an action item list for the committees prior to the meeting.
 - c. It was decided that a review period of twice year by committee members is sufficient.

4. New Business

- a. Summer Committee Chairs Meeting – August 5, 2021
 - i. Purpose: EOS is convening these meetings twice a year in between the Fall and Spring NADP meetings to touch base and make sure that we are up to date with how EOS can help the committees with their outreach activities.
 - ii. Catherine briefly touched on the action items that came out of the August meeting.
- b. Committee Reports
 - i. CLAD – Emmi Felker-Quinn
 - 1) Working on AQAW 2022 focusing on a conservation centered theme.
 - 2) The critical load videos produced by Linda Geiser and the USFS should be coming out later this month.
 - 3) Linda G. has a new paper out that we would like to promote through the various social media outlets.
 - 4) The tree critical load general technical report will be available soon.
 - 5) Mike Bell added that their products are about 70% complete and that they expect to be wrapping them up in the next 3-6 months. The products are interactive on the web and will be good for sharing.
 - ii. TDep – Chris Rogers
 - 1) The work Greg has been doing with Sonoma to get the TDep conversion done, plus the maps, and Greg’s comparison paper will all be good material to post. They are hopeful it will be done before May.
 - 2) They are planning a TDep agriculture forum for spring and would like to promote it through EOS. It will be a half day webinar.
 - iii. AMSC – Andy Johnson
 - 1) We could do a post on the methods comparison study.
 - 2) AMSC will be asking Exec for reauthorization as a science committee for the next 4 years.
 - 3) An edit needs to be made in the Governance handbook on page 12, but will wait until after the decision in Exec is made to renew the committee.
 - iv. MELD – Colleen Flanagan-Pritz
 - 1) Mercury Matters brochure – will circle back with a date.
 - 2) In addition to MLN needing to be added to the Governance handbook, the proposed passive mercury network will need to be added.
 - 3) Kat Ko volunteered to help with video voiceover work.
 - v. NOS – Ryan McCammon/Winston Luke
 - 1) Promote the online site operator training.
 - 2) Announce new AMNet site in Alaska.

- 3) Operator recognition award – Hoss Parks.
 - 4) Would like to address NOAA’s site adjustments. 2 sites have been moved: 1 in Tennessee and 1 in Oklahoma. Need to also communicate some site closures: WV99 and likely MS19.
 - 5) Semi-annual meeting with EOS and chairs/representatives is going to be helpful.
- vi. QAAG – Camille Danielson
 - 1) Will get quality assurance reports to EOS/social media team for a committee post.
 - 2) A new Quality Management Plan will be ready soon and those products can be shared.
 - vii. DMAG – Zac Najacht
 - 1) An update on data related items was given. There is nothing at this time that they have for EOS.
 - viii. CityDep – Greg Wetherbee
 - 1) They have a brochure, but it needs some work.
5. Meeting adjourned

Participant List

Kulbir Banwait
 Colleen Baublitz
 Greg Beachley
 Mike Bell
 Katie Blaydes
 Abby Carr
 Catherine Collins
 Camille Danielson
 Nichole Davis
 Emmi Felker-Quinn
 Colleen Flanagan-Pritz
 David Gay

Linda Geiser
 Dana Grabowski
 Rick Haeuber
 Jim Hermanson
 Selma Isil
 Andy Johnson
 Jan Klawitter
 Bob Larson
 Nick Levitt
 Winston Luke
 Amy Mager
 Ryan McCammon
 Mike McHale

Kristi Morris
 Zac Najacht
 Jason O’Brien
 Mark Olson
 Melissa Puchalski
 Donna Schwede
 Tim Sharac
 Marcus Stewart
 Richard Tanabe
 John Walker
 Greg Wetherbee
 Chris Worley
 Gary Yip