

Education and Outreach Subcommittee Minutes
Spring Meeting – Hybrid Meeting, Madison, WI/Zoom
April 21, 2022

Co-Chair: Catherine Collins
Co-Chair: Chris Rogers
Secretary: Katie Blaydes
Attendees: 53 (see list below)

Motions

- No motions.

Action Items

- 2.a.i. Add MLN to Governance Handbook
- 2.a.ii. Update the status of AIRMoN to archived
- 2.b. Put together a review schedule of the Governance Handbook
- 3.a. Add in committee highlights, blurbs, to NADP Fact Sheet
- 3.d. Get the Fact Sheet sent out by June 2022
- 4.d.i. Contact the Wiki page reviewer about the flags
- 6.a. Push out posts for AQAW 2022
- 6.b.i. Finish Google form for social media content submission
- 6.b.ii. Continue working on *The Life of a Sample* video series
- 8.e. Send out meeting invite for Summer meeting with the committee chairs and reps
- 10.a.ii. Send the draft guidelines for review of NADP products to the volunteer reviewers
- 11.a.ii. Update the disclaimer language to include the Wisconsin State Lab of Hygiene
- 14. Help with the presentation of the animated maps

Welcome and logistics by Catherine Collins.

Old Business

1. Approval of Fall 2021 Minutes – Catherine Collins
 - a. The Spring 2021 EOS minutes were approved via an online survey on 2/28/2022. A link to the minutes can be found at <https://nadp.slh.wisc.edu/committees/eos/>
2. Governance Handbook – Catherine Collins
 - a. 2 updates needed
 - i. Add Mercury Litterfall Network (MLN)
 - ii. Update the status of AIRMoN to “archived”
 - b. An idea from the EOS officers – put together a schedule for review of the Governance Handbook, possibly every 2-3 years.
 - i. If major edits are necessary, those can be done immediately.
3. NADP Fact Sheet – Catherine Collins
 - a. Need to get highlights from the science committees to put into small blurbs to draw attention to different parts of the fact sheet.
 - b. Send back to Kevin Hollerbach with the EPA to do more design/layout work.
 - c. Once finished, EOS will put together a package of fact sheets to be distributed.
 - d. The fact sheet has been reviewed by the PO and science committee chairs. It needs a few minor edits and then should be ready to send out with a goal of June 2022.
 - e. In response to the question, who is the audience: the public and managers. It will be on the website and available for the PO to use when traveling.

4. Wikipedia Page – Chris Rogers
 - a. It was reviewed and no changes have been made since the Fall 2021 Meeting.
 - b. There have been 233 page views from November – March.
 - c. In January we were tagged by a human reviewer. Tagged for:
 - i. Promoting the subject in a subjective manner without imparting real information.
 - ii. Relies too much on references to primary sources.
 - iii. Reads like a press release or a news article and is largely based on routine coverage or sensationalism.
 - d. We can remove the tags. Wikipedia recommends that we have a dialogue with the reviewer, since it is a real person, and see what he thinks we would benefit from changing and the text he would like to see modified.
 - i. We will attempt to contact the reviewer as opposed to just removing the tags. We may call on Richard for help.
 - e. We were also tagged by a Bot saying there were multiple things wrong with the page, but we are not as concerned with the Bot.
5. Education Team – Catherine Collins
 - a. A module was put together a couple of years ago, but that has been the only progress made. After discussion amongst the EOS officers, we decided that we need help with this effort and are looking for someone to lead the team.
 - b. Anyone that would like to volunteer can contact Catherine, Chris, or Katie.
6. Social Media – Katie Blaydes
 - a. Air Quality Awareness Week (AQAW) 2022
 - i. Takes place this year from May 2-6.
 - ii. Began working on this last year and we collaborated with the NPS, USFS, FWS, and EPA. We started early and generated content to give the agencies enough leeway time to receive approval to use the content on their own social media pages.
 - iii. We designed our own theme that focused on the effects of air pollution on environmental health.
 - b. Ongoing projects
 - i. A Google form is in the works. This will be a way for not only the committees to submit their monthly content, but also anyone wanting to submit content that they deem worth sharing on NADP's social media accounts. This form will help streamline our process.
 - ii. The *Life of a Sample* video series has been on hold due to staffing shortages amongst the PO/labs. With new staff on board we plan to get the voiceover work done on the videos. Once that step is completed the videos should be ready for release.
 - c. Highlights
 - i. A select few posts were shared including new staff members, site anniversaries, and the site operator recognition award.
 - d. A new platform was added – Instagram
 - i. Follow us @nadp1978
 - e. Questions/feedback
 - i. Who is our target audience? – Anyone and everyone.
 - ii. Where will committee's access the Google form? – On the website under the EOS page or the contacts page.

- iii. Who will the social media form be circulated to? – The committee officers will be sent the form and it will also be available on the website.
 - iv. It was suggested to circulate items, such as the Google form, on the listserv.
- 7. Completed Work since November 2021 – Catherine Collins
 - a. Mercury Matters Brochure – on the website.
 - b. Switched AMSC to April and CLAD to June on the social media calendar
 - c. Collaborated with the PO and multiple agencies for AQAW 2022
 - d. Hoss Parks was highlighted on social media as the recipient of the inaugural NADP Operator Recognition Award.
 - e. Ellis Cowling’s obituary was posted on social media and a memoriam was posted in the NADP news section on the website.
 - f. Met with the committee officers and representatives in February 2022.
 - g. Posted the Quality Assurance Reports for QAAG’s month.
 - h. Posted links to the USFS videos.

New Business

- 8. Winter Committee Chairs Meeting
 - a. Purpose: EOS is convening this meeting 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.
 - b. Winter meeting took place on February 3, 2022.
 - c. Each committee was tasked with the following:
 - i. Review the Wikipedia page and add any appropriate links
 - ii. Review your committee’s section on the NADP webpage
 - iii. Provide 2 names for your committee to be the EOS representatives
 - d. Round robin updates:
 - i. CLAD – AQAW and FS Critical Loads videos will be adding to NADP Critical Loads webpage.
 - ii. TDep – updating the TDep maps and will provide revisions for webpage. They are looking for help after the Spring Meeting to promote TDep’s summer forum.
 - iii. MELD – Mercury brochure was to be published on the website that week. They are looking at updating the Hg infographic by animating the Hg cycle.
 - iv. NOS – no projects needing EOS support.
 - e. Next meeting – July 21, 2022. A calendar invite will be sent out.
- 9. Committee/Lab Report and Forum
 - a. CLAD (Emmi Felker-Quinn) – collaboration for AQAW and the USFS videos. They are working on their social media posts for June. There is interest from a grad student that participates in CLAD in being the EOS representative.
 - b. TDep (Kristi Morris) – their social media month is May and they talked about 2-3 posts to put together. They are working on updating the Measurement Model Fusion maps fact sheet.
 - c. MELD (Colleen Flanagan-Pritz) – doing the dragonfly larvae sampling this afternoon. Looking for some videos and pictures to be taken to share out on social media. Possibly looking to put together a more formal outing for Spring 2023.
 - d. AMSC (Andy Johnson) – can add Selma Isil as AMSC’s second EOS representative. They had some great presentations during their meeting. They would like to put something together from a presentation for a social media post. Catherine suggested that AMSC could put together a fact sheet.

- e. NOS (Ryan McCammon) – focused on outreach in the sense of site operator training over the last year. Virtual trainings are going well. They would like to produce some “how to” videos such as, how to disassemble a rain gauge. Additionally, they would like to improve upon troubleshooting documentations. They are working towards continuing to boost site operator support.
 - f. DMAG (Chris Rogers) – Richard is collecting change requests for the website with the potential to do another contract with UW-DoIT. As we use the new website more, if there are things that need to be added or things are not working, send them to Richard. They have talked for a long time about going to a valid/invalid flagging system for the data availability on the web and it is about a month out from taking place on the website, so there will no longer be the A, B, and C flags.
 - g. QAAG (Camille Danielson) – they do not have anything for EOS at this time.
 - h. CityDep (Greg Wetherbee) – they do not have anything for EOS at this time.
10. Guidelines for NADP Documents
- a. Greg Wetherbee had started writing a draft policy for scientific integrity of information products for the NADP. We have a draft proposal that has had some review. It generally outlines the process and procedure, how Exec is informed, and how EOS interacts.
 - i. It was clarified that this is to establish the review process of NADP products.
 - ii. Emmi Felker-Quinn, Greg Wetherbee, Camille Danielson, Kristi Morris and Richard Tanabe will review the draft and provide feedback.
 - iii. Discussion:
 - 1) Richard T: does this include the annual summary?
 - 2) Greg W: is there a review process for it?
 - 3) Conclusion: there is an informal review process done internally, but there should be documentation of the review.
 - 4) Kristi M: this process is most needed for the agencies that are trying to publish under the NADP name.
11. Disclaimer Language on NADP Reports
- a. This is currently what the NADP has on the webpage: “The opinions, findings, and conclusions or recommendations expressed in posts (or article referenced by the post) are those of the authors and do not necessarily represent the views or policies of the National Atmospheric Deposition Program, the program sponsors, or the University of Wisconsin-Madison.”
 - i. Is this language appropriate and should it be on all reports?
 - ii. Discussion:
 - 1) Jan K: after program sponsors, add “the Wisconsin State Lab of Hygiene”
12. Access to Microsoft Teams
- a. The EOS officers have a Team created and if anyone would like access in order to review/edit documents, please reach out to the EOS officers.
13. Open Forum
- a. Are there any topics or direction that you would like EOS to take for the next 6 months?
 - b. Discussion:
 - i. Anita P: in regards to the audience on social media, what content are we putting out there? Do we need to be censoring it?
 - 1) Catherine C: we had some discussion with folks at EPA while working on AQAW and generally they leave their content up and provide more information to support the post if necessary. So unless the content or

responses are really crossing the line as being offensive, they do not censor it.

2) Katie B: the social media team is reviewing the content for both errors and appropriateness. We post a wide array of content including meeting information, scientific papers using NADP data, new employees, site birthdays, random holidays, and memes.

ii. Mike Randall, new to the NADP PO, introduced himself and shared some of his background experience with outreach. He agreed, that there seemed to be a lack in focusing on a target audience for social media. He pointed out that there are good resources on UW's campus.

14. Animated Maps

- a. There are updated deposition and concentration maps in a MP4 format that could be added to YouTube.
- b. We could add narration to them so that the audience can get a better understanding of what these maps represent.

15. Meeting Adjourned

Participant List

Kulbir Banwait

Greg Beachley

Mike Bell

Katie Blaydes

Doug Burns

Tom Butler

Abby Carr

Cody Clemens

Daniel Coates

Catherine Collins

Dan Dalan

Camille Danielson

Nichole Davis

Emmi Felker-Quinn

Colleen Flanagan-Pritz

Ryan Fulgam

Cari Furiness

David Gay

Linda Geiser

Dana Grabowski

Rick Haeuber

Eric Hebert

Andy Johnson

Colin Kelly

Jan Klawitter

Kat Ko

Chris Lepley

Da-Wei Lin

Winston Luke

Amy Mager

Ryan McCammon

Mike McHale

Kristi Morris

Zac Najacht

Kristi Novak

Jason O'Brien

Mark Olson

Lourdes Pineda

Alexia Prosperi

Melissa Puchalski

Chris Rogers

Donna Schwede

David Schmeltz

Tim Sharac

Cheryl Sue

Richard Tanabe

Dave Terpstra

Eric Uram

John Walker

Greg Wetherbee

Kenny Yan

Gary Yip

Yuan You