

Education and Outreach Subcommittee Meeting

Nov 5, 2024 meeting of the 2024 NADP Fall Meeting and Science Symposium

2024 Executives of EOS:

Co-chair Chris Rogers

Co-chair Beck Dalton

Secretary Emmi Felker-Quinn

Attendees: Yayne Aklilu, Jeremy Ash, Mike Bell, Katie Blaydes, Nathaniel Boerner, Doug Burns, Amanda Cole, Christa Dahman, Beck Dalton, Noel Deyette, Tracy Dombek, Emmi Felker-Quinn, Colleen Flanagan Pritz, Kristen Foley, Dana Grabowski, Conner Guidry, Eric Hebert, Stacy Knapp, Katherine Ko, Mark Kuether, Chris Lepley, Winston Luke, Amy Mager, Brian McCallum, Ryan McCammon, Mike McHale, Kat McKinnon, Nichole Miller, Zac Najacht, Kristopher Novak, Connor Olson, Anita Peterson, Melissa Puchalski, Michael Randall, Jim Renfro, Chris Rogers, Martin Shafer, Timothy Sharac, Rodolfo Sosa, Richard Tanabe, Nate Topie, Weiti Tseng

The purpose of the committee is to promote communication within NADP and to the public. We provide pre-publication review of NADP documents and assist committees as they plan their communication efforts.

Motions:

- (1) Motion to transition from PDF version of governance handbook to HTML version of handbook; seconded by Mike Bell. Motion passed.
- (2) Motion to nominate Tracy Dombek as new EOS secretary and Emmi Felker-Quinn as co-chair by Chris Rogers; seconded by Richard Tanabe. Motion passed.

- I. **NADP Governance Handbook.** It has previously been a periodically-updated PDF, and has been converted to an HTML document. For the purpose of continuity, there is a change-log to track edits and revisions.
 - a. EOS calls a motion to use HTML Governance Document instead of PDF, seconded and passed. Vote to approve, majority of hands raised in yea vote, zero nay votes in room or online.
 - b. There is still some utility and need for a written document. Is the governance handbook online—yes, at <https://nadp.slh.wisc.edu/pubs/nadp-governance-handbook/>. Request to make the change log public.
- II. **NADP Factsheet.** will be ready by end of 2024. This will need annual updating—which will fall to EOS.
- III. **NADP Wikipedia page.** Remains active with ~280 views since the Spring 2024 meeting
- IV. **NADP Newsletter.** EOS has February and July meetings with committee chairs and committee representatives. We collect our notes and email the NADP listserv.

- a. This format is useful as it allow us to forward the newsletter to agency leadership or interested colleagues.

V. Student Participation in NADP

- a. Ellis B. Cowling Student Travel Award, supported by the NADP Foundation, est. 2019
 - i. A committee of NADP, EOS, and other NADP members awarded six students with funds to cover conference registration, field trip registration, four nights of lodging, and a per-diem fund. Students were eligible if they planned to give a talk or poster and expressed financial need to attend the conference.
- b. NADP volunteers will judge 16 student talks and posters. Students will receive anonymous feedback, and awards for best poster and talk will be announced at the end of the symposium.
 - i. **January 2025 update:** Congratulations to winners for the following presentations at the 2024 Science Symposium!
 1. Best Poster by a Masters Candidate: Abril Lunar for "Differences Nitrogen Dioxide Deposition Modeled from TROPOMI, Pandora Spectrometer Instruments, and in-situ FEM Networks Across Texas Watersheds"
 2. Best Poster by a Ph.D. Candidate: Randy Tangang for "Individual effects and interactions between ultrafine particles and extreme temperatures on hospital admissions of high burden diseases"
 3. Best Talk by a Masters Candidate: Irina Nistorescu for "Measurement of Gas-Phase Perfluoroalkyl Carboxylic Acids (PFCAs) Using Passive Air Samplers"
 4. Best Talk by a Ph.D. Candidate: Desneiges (Deni) Murray for "Incorporating organic nitrogen into wet deposition estimates pushes sensitive and resilient ecosystems over critical load thresholds"

VI. Air Quality Awareness Week

- a. EOS has been active in formulating and posting AQAW content on an NADP website (<https://nadp.slh.wisc.edu/aqaw-2024/>). While the website is public, its primary audience is agency social media account holders who need to grab content or information for AQAW posts.
 - i. US EPA has an AQAW website, but their site is primarily focused on air quality impacts to human health. NADP is well-placed to develop authoritative content on broader environmental impacts of air quality, particularly in protected or public lands where much of NADP monitoring occurs.
 - ii. NADP social media accounts have curtailed posts, as most of the engagement was from current NADP members rather than the broader public. Should NADP content for AQAW go out as a newsletter rather than as NADP social media posts?
 - iii. IF NADP wants to post content for AQAW 2025, we need to have a call for engagement and content as part of our February newsletter.
 1. Any volunteers to work on AQAW 2025? No.

VII. NADP Success Stories

- a. How have you seen NADP monitoring data used in education or land management? EOS wants to develop slides with some examples.

- i. NPS example of NTN monitoring of acid deposition at Great Smoky Mountain National Park.
- ii. Next up: developing an example from MELD of how NADP mercury monitoring was used to support NPS comments on a proposed taconite rule.
- iii. Other examples?

VIII. **Communication workshop 2025:** EOS would like to sponsor a workshop to unify our disparate communication approaches.

- a. Who is our audience for NADP communication?
 - i. Leadership – communicating to the folks who fund us. Would it be useful to have those folks at these meetings?
 - ii. NADP regular attendees—tend to be specialists in a particular aspect of AQ and to attend those meetings.
 - iii. NADP site operators—most of their communication is to and from the lab and their agency contacts.
 - iv. The public—which includes the scientific community (data), anyone with internet access (the website)
- b. Who communicates about NADP?
 - i. Some of the hesitation in making communication a priority in our work is having to put other things down to do so. We need communication experts to help us help them (Mike Bell made this point about NPS and Mike McHale did about USGS). If each participating agency brought a communication person, then we would have a better team to communication.
 - ii. Kat Ko: is part of the hurdle for communication capacity or are we having trouble telling the story to the communication folks. Do we need to take a step back and hone the message internally before going to our communication folks.
 - iii. Jim Renfro: Audience for EOS? join forces (like NADP is doing) with other long-term monitoring networks (CASTNet, IMPROVE), including emission/CAP changes/ and to tell the story of how important long-term monitoring is and why in a single ever-changing atmosphere and shrinking budgets and networks.
- c. Logistics of a workshop
 - i. EOS has been speaking with Carolyn Hall, who works as a facilitator and leader for science communication efforts. Could we hire her? DG suggests that NADP could pay 1-2k for this. MP: EPA has a facilitator who could serve in this role.
 - ii. Mike Randall (WSLH PO): my career prior to NADP was a professional science communicator, ages 4 to adult. I'm willing to contribute however I can.
 - iii. **January 2025 update:** given proposed changes to the NADP Science Symposium schedule, we aim to hold this workshop at the next spring symposium in spring 2026.

IX. **Other NADP communication needs and formats**

- a. Ryan McCammon USGS: Data accessibility: Any way we can make the maps easily accessible, download, and automated for decision making. It would be extremely helpful (they have water dashboard and internal operating decision dashboard) – get maps out there and make them easily accessible

- b. Marilyn Worth (NYS DEC) – has anyone thought of arcgis story maps. Recently ventured into ten communities across NY state. Put into a report. We decided not to do our traditional report. People always just like the PDF executive summary. Ventured into story maps, brought in pictures and historic information. Had all the data overlaid on maps. There were different levels of it – could scroll through. Bring in videos and different media. If you wanted the media would need technical info. Mixed reviews: some people think its WAY too much as some public has limited time. Could be a good use.
- c. UW Madison – lots of science communication organization, potential avenue to pursue and relatively inexpensive to bring in. UW-Madison Science Alliance science.wisc.edu

X. **Committee updates**, EOS input or requested support from EOS is highlighted.

- a. AMSC: **aeroallergen factsheet** is on the website: https://nadp.slh.wisc.edu/wp-content/uploads/factsheets/AMSC_Factsheet_Final.pdf
- b. CLAD: Jeremy – (1) tree handbook has been published. It is one of three volumes (lichens, herbs, tree). There is a one-pager to access the tree handbook from the USFS. (2) Emmi and Kat Ko developed a **one pager on the CL Hub** – new tool being developed. Already getting a lot of help and support from EOS when it comes to publishing.
- c. DMAG: Zac – not a real update related to EOS activities. Don't post social media. Listening to this meeting, DMAG wants to better understand how researchers use our data. They want to put out a **one-pager like updates to our data or changes to our maps** to improve the ability for us to adjust our data products.
- d. MELD: Colleen – new passive mercury pilot network, possibly some type of flyer (aesthetically pleasing). Kristi – we could think about an informational something to do outreach to let people know that the **pilot for mercury passive network** is beginning and people are welcome to join. Could we think about the ozone garden is visibility with NADP overall.
- e. NOS: Mike McHale - Don't make use of EOS. When we lose site operators, it is not easy to find new ones. Could we do a **one pager to recruit site operators** about the joys of a collecting a bucket every Tuesday? When you are trying to find operators. Could post on a community board and put flyers up in a local library or Walmart. Getting something that is a little more standardized might be worthwhile. Mike Bell: Like NPS enjoy the view, could have site operator views and tell the stories of the site operators and show the appreciation for the network. We could do **staff profiles for site operators**
- f. TDep: Amanda Cole – meeting after this – (1) like your idea of these generic communication products like what is NADP, maybe a similar **slide of what are the TDep maps**. **TDep Factsheet** is published: https://nadp.slh.wisc.edu/wp-content/uploads/2024/11/TDep_Factsheet_2024.pdf
- g. QAAG: Nicole Miller – don't push out a lot of items from our group, could provide **overarching statistics** from the program ourself. What is the broader pictures of NADP (like the harder numbers). The site audit stuff is available from our group. Martin Schafer: Tim Sharac did a lot of work which could support developing a **site criteria fact sheet**. A **PFAS factsheet** would also be a good idea.

XI. **EOS Committee Changes**

- a. Chris Rogers is stepping down as co-chair—thank you Chris for your service to EOS and NADP.

- b. Open call for nominations for EOS Secretary, Trace Dombek nominated and seconded. Vote supports her nomination as secretary.
- c. Emmi Felker-Quinn stepping down as secretary, nominated and seconded to become co-chair.
- d. 2025 EOS executives: Beck Dalton as Co-chair, Emmi Felker-Quinn as Co-chair, Tracy Dombek as Secretary