

**The GCOOS-RA Outreach and Education Coordinator  
Position Description  
April 2014**

The primary role of the Outreach and Education Coordinator is to develop activities that build Gulf communities that are knowledgeable regarding ocean, climate and energy by using the data and products available through a comprehensive and sustained GCOOS. Another important role is supporting activities of the GCOOS Office, Board Members, Councils, Committees, and Task Teams. The Outreach and Education Coordinator reports to the Executive Director of the GCOOS-RA.

The specific activities of the Coordinator may be grouped into three areas.

**1. Development Activities**

- Engage and coordinate activities of the GCOOS Outreach and Education Council (OEC) membership.
  - Maintain a diverse OEC;
  - Provide guidance, coordinate and host annual meetings, and support needs of the OEC Chair and members; and
  - Lead content development of O/E products, working closely with the GCOOS data management team for web-based products.
- Develop outreach tools for targeted stakeholders. The products should enable communities to be knowledgeable about and effectively use GCOOS data, products and services when making decisions concerning their work, play, and life in the ocean and coastal waters, estuaries and watersheds of the Gulf of Mexico. Be opportunistic:
  - Link activity development to available GCOOS-RA resources and priorities; and
  - Seek external funding opportunities.
- Create professional development opportunities. Enhance the GCOOS O/E community by supporting and creating pre-service teacher and professional development programs and practices of formal and informal educators.

**2. Communication Activities**

- Facilitate two-way communication between data providers and users to maximize relevancy and usefulness of products. Support stakeholder workshops hosted by the GCOOS-RA. Identify groups to target for engagement.
- Develop and maintain a communication network in the Gulf of Mexico, nationally, and internationally, particularly with CaRA and Mexican colleagues.
  - Increase collaborations, coordination, and communication efforts within the broader Gulf of Mexico O/E communities by increasing and maintaining effective partnerships that reach diverse audiences.
  - Participate and have leadership roles in relevant places (e.g., Gulf of Mexico Alliance Environmental Education Network, IOOS Association, NOAA Regional Collaboration Team, Gulf Climate Community of Practice, Sea Grant, Centers for Ocean Sciences Education Excellence, National Marine Educators Association, National Science Teachers Association...)

- Work to ensure that the efforts of all GCOOS-RA groups are used to guide efforts, and that all GCOOS partners deliver a consistent message.
- Collaborate with appropriate GCOOS-RA groups, particularly the Products and Services Advisory Council, to create relevant products and materials.
- Assist Board, council, committee, and task team members by creating audience- specific literature, flyers, brochures, presentations, posters, press releases, etc. to support their GCOOS efforts. Work with the Membership committee to identify and recruit parties to the GCOOS-RA, including development of appropriate literature.
- Develop and maintain a digital library of GCOOS-relevant images.
- Promote use of GCOOS as a platform to encourage and enhance workforce development into the ocean observing system.
  - Create opportunities for K-16 teachers to become aware of GCOOS as a platform for teaching and learning science, math and technology as well as an opportunity for a professional or vocational career, including (a) collaborations and linkages within the developing educational infrastructure frameworks of the NSF OOI and the NOAA, NSF, NASA Earth System Science programs and (b) development of GCOOS-specific educational materials and tools for targeted case studies.
  - Participate in education and public venues as opportunities arise (e.g., science festivals, career days, discovery nights, open houses at various organizations such as USGS, Fish and Wildlife, National Estuarine Research Reserves).

### **3. Reporting Activities**

- Submit monthly activity reports, including major activities planned for coming month, to the Executive Director. Submit activity reports to the Board, in desired format, as requested.
- Write and/or assist with the preparation of meeting reports and minutes.
- Submit summaries of activities and contribute to reports submitted by the GCOOS- RA Executive Director to funders.
- Submit documentation of activities to the Board, in the desired format, as requested.

### **Key Performance Indicators for the GCOOS-RA Outreach and Education Coordinator**

- Number and quality of informational material created and distributed.
- Number of proposals submitted on the basis of the Outreach and Education Coordinator's contacts and assistance in development.
- Success rate of proposals submitted or proposals awarded to third parties which were strongly influenced by the Coordinator's activities.
- Number of educational or informational contacts related to GCOOS made by the Outreach and Education Coordinator providing information regarding needs for and use of GCOOS data/products/services.
- Number of monthly meetings with liaison groups in which Outreach and Education Coordinator participated.
- Number of NGOs, educational institutions, agencies and private firms becoming Members of the GCOOS-RA as a result of the coordinators support and contacts.