GCOOS Outreach and Education Council
Formation Meeting
J.L Scott Marine Education Center, Biloxi, MS
29-30 November 2004

Programmatic Questions*

1) Stakeholder/User Identification and Engagement
   a. Who are the GCOOS Marine/Coastal Stakeholder Users?
   b. How do you identify and prioritize the user groups?
   c. Are there existing user networks that can be utilized?
   d. How do you help users determine what they want/need?
      i. What information do they use?
      ii. How do they use the information?
      iii. When do they use the information?
      iv. How do they get this information now?
      v. What technologies do they use?
      vi. What are the barriers for them to use information?
   e. Are there existing products that can be utilized?
   f. Who will develop new projects and products? (Form, Format)
   g. Who will present and disseminate the projects and products?
   h. How do you determine success and effectiveness of GCOOS products and services with User Communities?

2) Education Community Identification and Engagement
   a. Who are the GCOOS Education Community Users?
      i. K-12 teachers?
      ii. Aquarium, Science Center, Museum Educators?
      iii. Colleges and VocTecs (workforce development)?
      iv. Youth Development Professionals (e.g.4H)?
      v. Other?
   b. How do you identify and prioritize the user groups?
   c. Are there existing education networks that can be utilized?
   d. How do you help users determine what they want/need?
      i. What information do they use?
      ii. How do they use the information?
      iii. When do they use the information?
      iv. How do they get this information now?
      v. What technologies do they use?
      vi. What are the barriers for them to use information?
   e. Are there existing products that can be utilized?
   f. Who will develop new projects and products? (Form, Format)
   g. How do you determine success and effectiveness of GCOOS products and services with User Communities?

* Developed by Mike Spranger, Asst. Director –Florida Sea Grant, University of Florida and Facilitator for GCOOS Education and Outreach Formation Council Meeting, November 29-30, 2004, Biloxi, MS.
3) **Public Awareness**
   a) What is the goal in public awareness?
   b) What are the key messages?
   c) What are the key audiences to be reached?
   d) What will be the “name brand” for the source of information? (GCOOS, Sea Grant, COSEE, other?)
   e) How useful should the information be (What’s in it for me)?
   f) How can we leverage existing extension and education efforts?
   g) What are the appropriate technologies for message delivery?
   h) How do you create identity of GCOOS products/activities?
   i) How do you create identify of GCOOS without usurping sub-regional OOS and other (SG, COSEE, NERR, NEP) activities?
   j) How do you insure a positive response from the public?
   k) How do you determine success and effectiveness of GCOOS products and services in public awareness efforts?

4) **Inreach within GCOOS Research and O/E Community**
   a. What is the knowledge level of O/E community with OOS research?
   b. What is the knowledge level of OOS Research Community with O/E?
   c. What are past experiences and interactions among groups?
   d. How do we establish or improve two-way flow of communication?
   e. What mechanisms can be used in product and project development?
   f. How do we avoid issue of “expectations?” (i.e. Over-promise or push research products beyond the science,)
   g. How do we address the time and resource issue? (e.g. For many researchers this is their full-time job. For O/E this is one of many)

5) **Project and Product Development**
   a) What types of projects should be developed?
   b) What are the target audiences? (See 1-4 above)
   c) What should be the appropriate technologies and mix of products be (Powerpoints, handouts, DVDs, workshops, educational kiosks, demonstration projects, teacher training, public programs, websites, other?
   d) Who will develop the products?
   e) How will products be evaluated?

6) **Evaluation and Assessment**
   a. How will we evaluate and assess the O/E activities?
      i. Stakeholder/User Identification and Engagement
      ii. Education Community Identification and Engagement
      iii. Public Awareness
      iv. Inreach within GCOOS Research and O/E Community
      v. Project and Product Development
   b. What are measurable objectives that we can reach with specific milestones?
   c. What are most effective ways to report these impacts and benefits?