In support of the “America COMPETES Act” 2007, ESRL coordinates formal and informal educational activities to enhance public awareness and understanding of:

• ocean
• coastal and
• atmospheric science and stewardship.

NOAA Mission Goals:
Educational Strategic Plan
Goal 1 – Environmental Literacy
Goal 2 – Workforce Development/Next Generation Scientists

Outreach to the community includes scientists and staff visiting local schools, community organizations and clubs, serving as science fair judges, participating in career fairs, and staffing booths at professional conferences.

Activities
• Public Tours
• School Tours
• Science Festivals
• Bring Your Child to Work Day
• 8th Grade Science Days
• Teacher In-Services

Groups
• Business and Industry
• Government Agencies
• Congressional Staff
• Community Organizations
• Media
• Universities
• International Agencies
• Research Organizations

Developing Future Scientists
ESRL supports student opportunities through a variety of programs from high school through post-doc years. Some examples are:

• Hollings Scholarship
  Recruiting talent
• ISET
  Connecting with under-represented minorities
• Cooperative Institutes
  Impacting local students

National Scale
• Promoting Science and Education

Products
ESRL Outreach recognizes the importance of translating our research to a new generation of scientists. Some of the products developed here for nationwide distribution include:

10,000 posters
POET activities available online

Wooly Magma
Create a Felted Earth

High Demand
Three print runs – totaling 20,000
2,500 in circulation

Making NOAA a Household Name

Surface data from MADIS for 18 Nov 2009

Historic Cold Air Outbreak in Jan 1985:
1000-mb air temperature (K) difference from climatology. Produced from PSD web using the NCEP North American Regional Reanalysis Dataset

Researchers, universities, resource managers, i.e. power, water, wind), and agriculture are examples of our data users

Hangliders, pilots, professors, and energy companies consult our data

4,200 kits created at ESRL
Distributed nationwide

Highlighting our research in plain English