

UNIVERSITY OF WASHINGTON

SCHOOL OF MARINE AFFAIRS

March 18, 2008

VADM Conrad C. Lautenbacher
National Oceanic and Atmospheric Administration
Room 5128
14th St & Constitution Avenue, NW
Washington, DC 20230

Dear VADM Lautenbacher,

Please find enclosed the final report from the Science Advisory Board on its assessment of NOAA's education, outreach, and extension activities. As you recall, the SAB charged a working group with exploring opportunities to enhance the impact of NOAA's extension, outreach and education activities with its constituents.

The enclosed report documents the working group's findings and recommendations and has been approved by the SAB for transmittal to you.

There are a number of recommendations that will likely generate fruitful discussions among key NOAA staff and stakeholders. Of special note is the report's recommendation that NOAA sees itself a much more of an "engagement" agency. The SAB realizes, of course, that this represents a challenging and long-term culture shift. That said, I would like to highlight a number of actions that the SAB believes can be executed without undue budget stresses and within a relative short-term timeframe. Namely, the Report recommends that NOAA administration:

1. Perform the engagement test both by NOAA and its consumers and clients as described in Section III of the Report.
2. Restructure the Education Council to become an Engagement Council and expand its authority to include budgetary issues.
3. Interpret the new statutory authority in education to include outreach and extension.
4. Charge the proposed Engagement Council with revising the Mission and Vision Statements of NOAA to include engagement with consumers and clients.
5. Implement regional demonstration projects, (for example the Sea Grant Gulf of Mexico project).
6. Amend NOAA management and scientist annual performance evaluation measures to include engagement.

The SAB looks forward to working with NOAA staff in the future on the important recommendations of the Report.

Sincerely,

David Fluharty, Ph.D.
School of Marine Affairs
University of Washington
3707 Brooklyn Ave. NE
Seattle, WA. 98105