



# Climate Program Office Review

May 24-26, 2022

Pre-Recorded Presentation

## Introducing Activity Area 3: Communication, Education & Engagement

David Herring, CEE Division Chief  
NOAA/OAR Climate Program Office

# Activity Area 3: Communication, Education, & Engagement

---



1. Promote awareness, appreciation, and support for CPO's investments in climate science and services
2. Promote public climate literacy and help people find and use NOAA's maps, data, and information services through [Climate.gov](https://climate.gov) & associated products
3. Help U.S. communities & businesses understand & manage their climate-related risks & opportunities, including building resilience to climate-related hazards, through the U.S. Climate Resilience Toolkit ([CRT](#)) and associated engagements

# Activity Area 3 Overview



CEE Division's Strategic Framework:



## Success Measures (Output & Outcome)

- **User feedback** via email and listening sessions
- Monitoring **growth in page views** over time
- **Syndication / reuse of our content** in other prominent publications & websites
- **'Quality of Relationship'** — includes awareness, trust, satisfaction, usability / use, and control mutuality
- **Awards & accolades** (e.g., Webby Awards, NOAA Awards)

## Communications to promote awareness, appreciation & support for CPO's investments in climate science & services

Target audiences:

- **Peer Communities** in NOAA, other agencies, academia & NGOs
- **Executive & Senior Leaders** in Dept of Commerce and NOAA
- **Policy Leaders** on Capitol Hill (Congressional Reps, White House)

CPO Comms Team Leads:

- John Coggin, lead communication specialist
- Amber Liggett, communication specialist
- Richard Glupker, web designer/developer/graphic artist

## Fostering public climate literacy and helping people find & use NOAA's climate maps & data

Four target audiences:

1. Climate **science-interested public** (people seeking 'edutainment')
2. **Reporters & public media** (seeking visuals & reference resources)
3. **Researchers, application-oriented professionals, & students** (seeking climate maps & data to support their work)
4. **Educators** (seeking high-quality, easy-to-use, learning-ready resources to support climate-related education goals & requirements)

Presenters:

- Rebecca Lindsey, Managing Editor
- Mary Lindsey, Maps & Data Lead
- Frank Niepold, Teaching Climate Lead
- Tom Di Liberto, Social Media Editor

## **Help U.S. communities & businesses understand and manage their climate-related risks & opportunities**

### Target audiences:

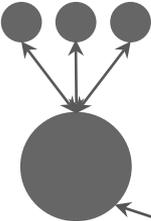
- Climate Adaptation Practitioners (“last-mile service providers”)
- Local Government Managers (“Champions”)
- Managers of natural resources & built environments (public & private)

### Presenters:

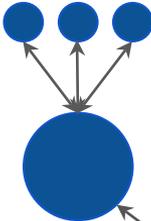
- LuAnn Dahlman, Managing Editor
- Ned Gardiner, Engagements Manager

# Climate.gov starts at the audience interface & works backward from there into climate science community

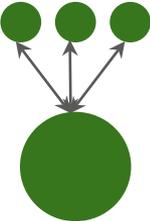
Science-Interested Public



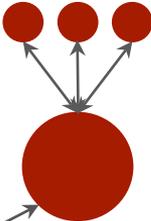
Map & Data Users



Educators

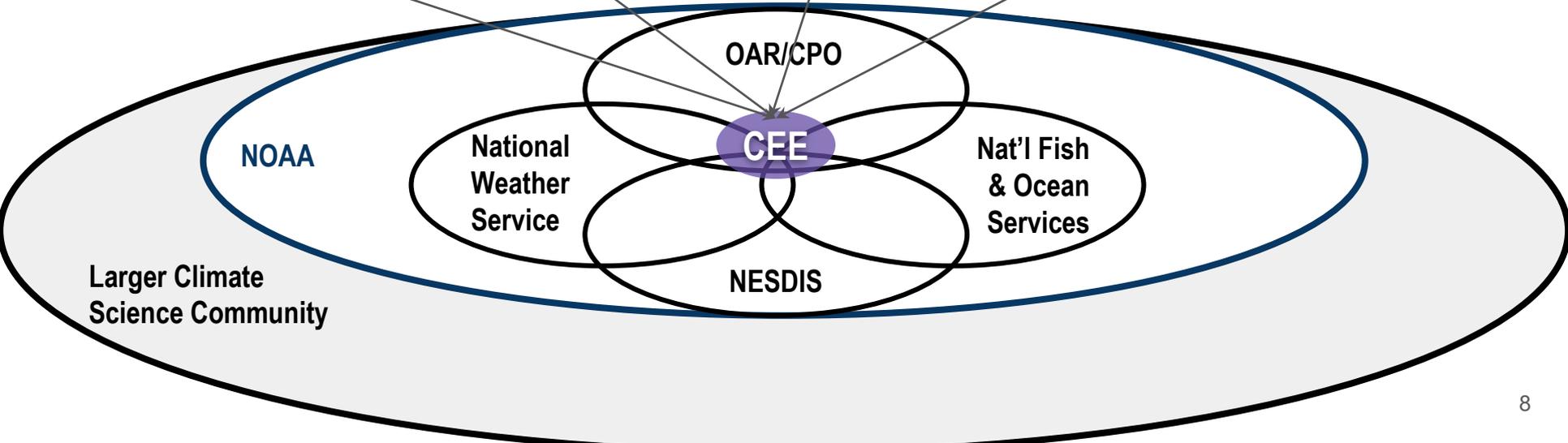


Policy Leaders/Decision Makers

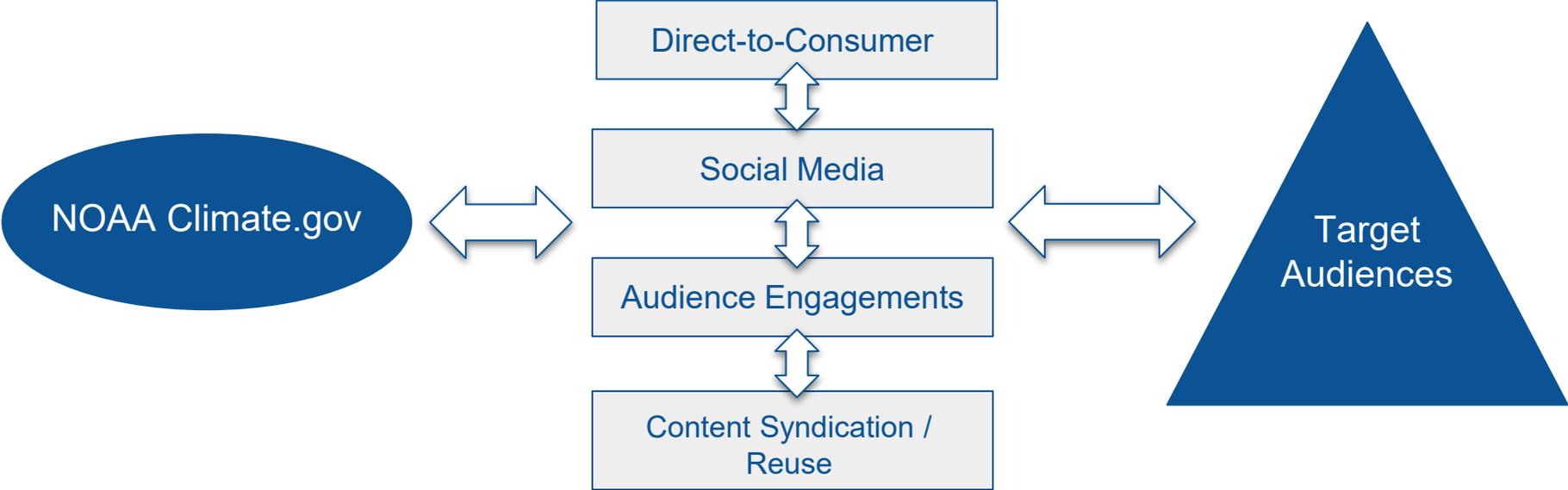


Target Audiences

Virtual Teams



# 4-pronged strategy for building relationships with audiences



## CEE Division's Annual Resource Allocations

- CEE Annual Budget: \$3.2M
- CPO Communications: 4 personnel
- Climate.gov: 7.5 personnel
  - News & Features
  - Maps & Data
  - Teaching Climate
- Promoting Resilience: 2.5 personnel



---

**Thank you!**