

Education and Outreach Working Group Report

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I. Outreach Roadmap

II. Development of Subpage for Secondary School Students

- Purposes**
- Methods**
- Prototype**
- Further development**

III. Discussions in break session

I. Outreach Roadmap

Outreach masterplan in Nov 2013

- In Monaco
- Paulo & Eunmi & Hyo
- Presentation on outreach concepts and plans
- Purpose/Methods/Masterplan Scheme in general

tangible/ intangible work
product-oriented/activity-oriented

General Method of Making Road Map

- Information Strategy Planning methods will be tailored for the direction of outreach program

Step1. consensus of need for Roadmap

Step2. Environment analysis (members, funds, organization, traditions, rules etc.)

Step3. Current situation analysis (ICT technical trend, user interests)

Step4. SWOT analysis

Step5. Vision and Objectives setting

Step6. Strategies and potential subprograms

Step7. Subprograms priority setting and inter-dependency analysis

Step8. Detailed plan for top 10 or top 15 Subprograms and budget plans

Step9. Implementation Strategy: outreach range, depth, methods, number of volunteers

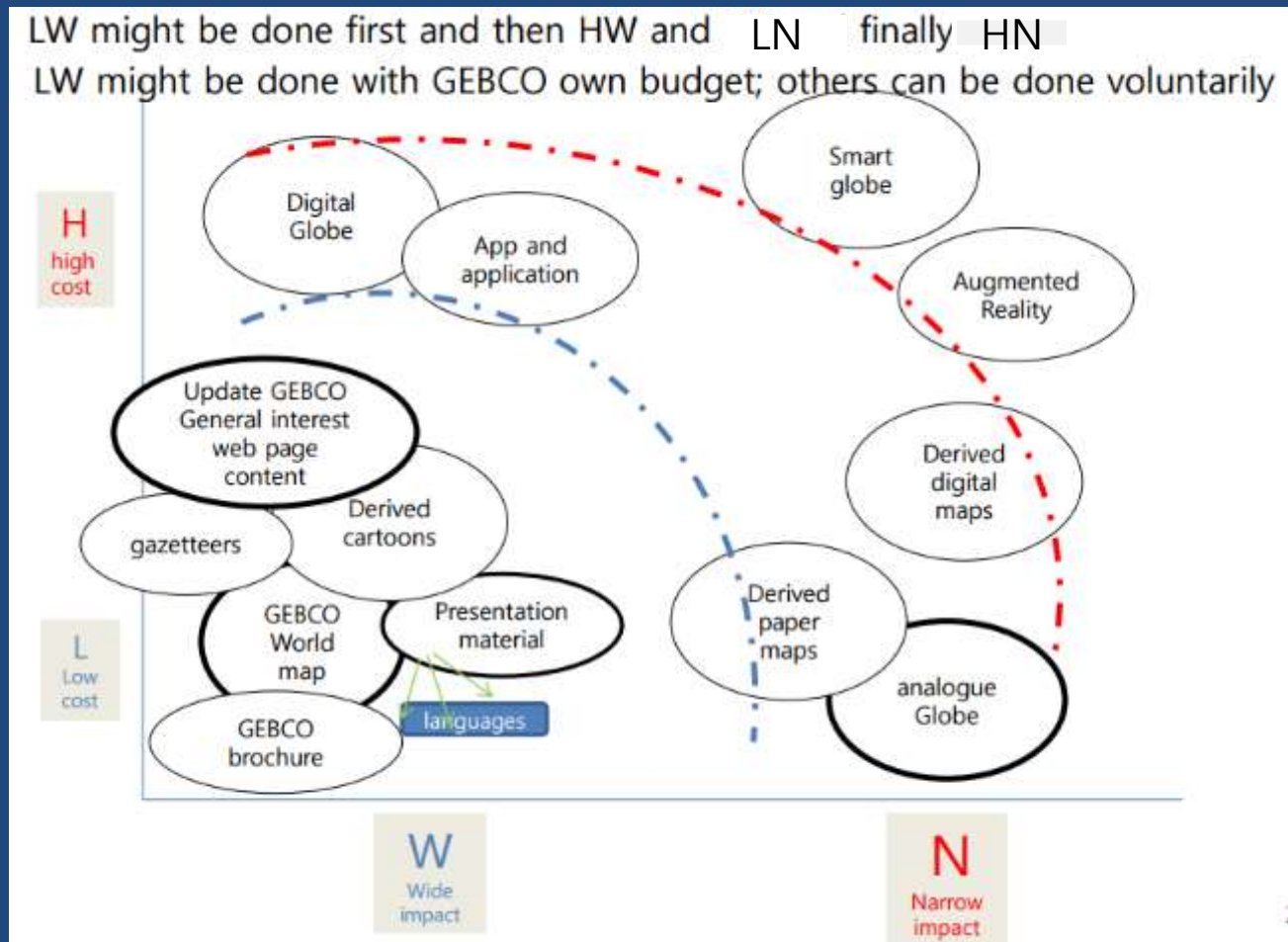
Step 10. Organization support and declaration of Roadmap for outreach.

For examples



I. Outreach Roadmap

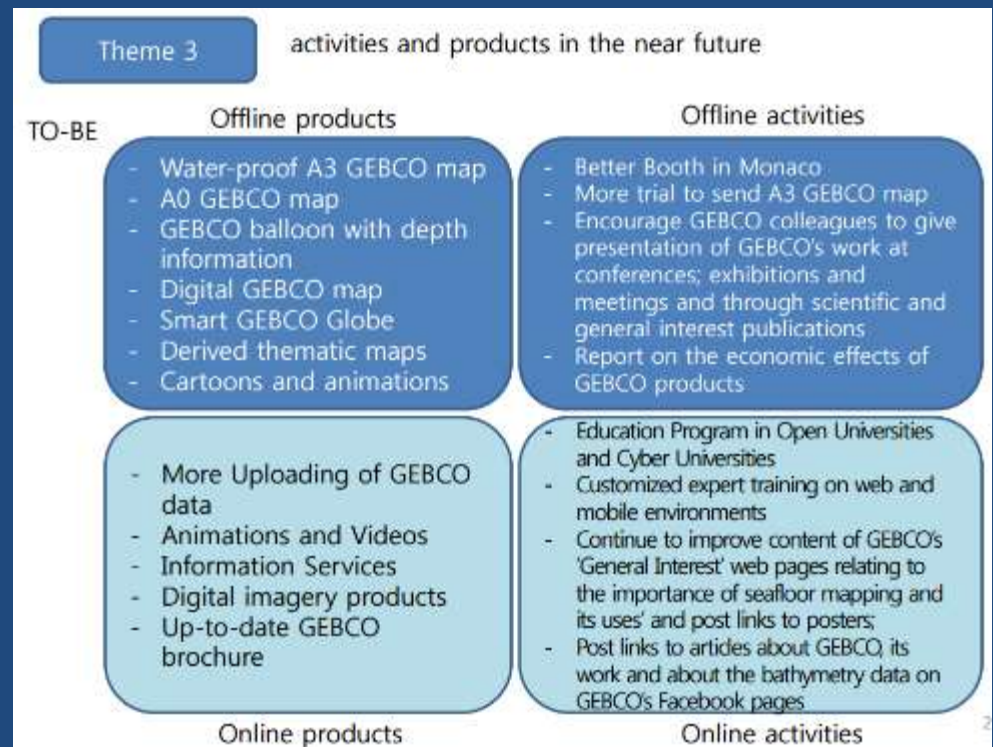
Setting the Priority (June, 2014)



I. Outreach Roadmap

Outreach masterplan in Dec 2014

- In San Francisco
- Pauline & Eunmi & Hyo
- Presentation on potential activities in short-terms and long-terms
- Priority : less cost, more effect
- **Students-targeted Web subpage**



II. Development of Subpage Proto-type for Secondary School Students

- Purposes
- Methods
- Prototype
- Further development

II. Development of Subpage Proto-type for Secondary School Students

Purposes

Effects of outreach programs

- Awareness of GEBCO activities
- Lead society toward sustainable development
- More investments on Hydrographic Survey and Ocean Mapping

Outreach means the activity of making people aware of the work that you do and the products and services that you provide.

Effects of student-targeted web page

- Awareness of GEBCO activities
- Awareness of ocean mapping and naming undersea features
- Extend the usage of GEBCO products

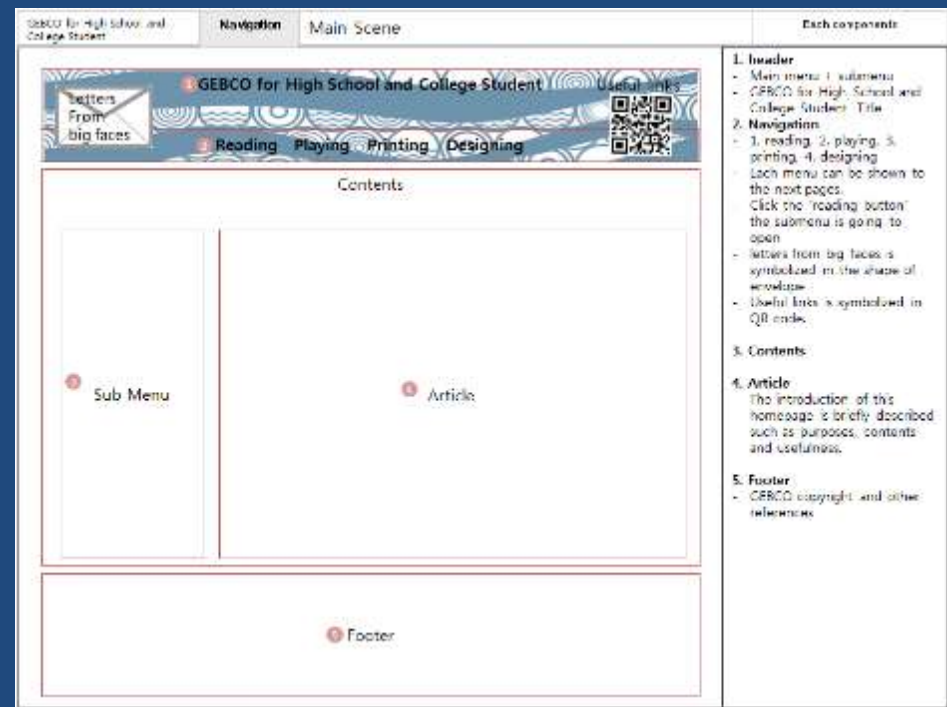
II. Development of Subpage Proto-type for Secondary School Students

Methods

Contents designs

- What we have done
- What we have shown
- What other web sites have
- What other experts report

Storyboard designs



II. Development of Subpage Proto-type for Secondary School Students

Methods

Design concepts

- Sea waves on the top
- My bottle concept
- Love letters floating in the sea
- Open the bottle, then you will find stories.

Simple Activity menu

- Reading
- Printing
- Playing
- Designing
- Letters
- Useful links

II. Development of Subpage Proto-type for Secondary School Students

Methods

Link the url: <http://ziin2010.iptime.org/outreach/>
(front page in the First page)

The screenshot shows the website's layout. At the top, there is a navigation bar with an envelope icon, the title "GEBCO for High School and College Student", a QR code, and a secondary menu with "Reading", "Playing", "Printing", and "Designing". Below this is a main content area with a left sidebar containing the same four menu items. The main content area includes the title, a paragraph about satellite mapping, a paragraph about the page's purpose, and contact information. At the bottom, there is a section titled "Outreach Groups" with four columns of resources represented by bottle icons.

reading	playing	printing	Designing
Brochure Posters Education Programs Job Related Ocean Mapping	Web toons Dictionary Links Comparison Games Twenty Question Games	GEBCO World map with Undersea Feature Names GEBCO World map without Undersea Feature Names	Commercial Non commerial Artistic Manipulation NOAA Icosahedron Globe

II. Development of Subpage Proto-type for Secondary School Students

Prototype: reading

Brochure

- GEBCO official brochure
- GEBCO one page
- GEBCO Digital atlas one page
- In English and in Spanish

Posters

- A3 size for print
- A0 size for print
- In English and in Spanish

Education Programs

- Universities & Colleges
- Non-degree programs

Job related to GEBCO products

- Careers

II. Development of Subpage Proto-type for Secondary School Students

Prototype: playing

Web cartoons

Web Cartoons (Oceans and Names)

- Contents -

1. Definition of Marine Geographical Names
2. Research Methods of Marine Geographical names
3. Marine Geographical Feature Naming and Announcement
4. Marine Geographical Name Outreach Service
5. Each Country's Undersea Feature Names



English ភ្នំ Korea ភ្នំ Portugal ភ្នំ Vietnam ភ្នំ Cambodia ភ្នំ Philippines ភ្នំ

Comparison games

- Comparison two pictures showing undersea feature

Dictionary links

- NOAA
- Undersea features
- Free Picture sites

Twenty Question games

- TBD

II. Development of Subpage Proto-type for Secondary School Students

Prototype: printing

GEBCO world map with Undersea feature names

- Eurasia-centered map
- America-centered map
- In various languages

GEBCO world map without Undersea feature names

- Eurasia-centered map
- America-centered map
- In various languages



II. Development of Subpage Proto-type for Secondary School Students

Prototype: designing

Commercial

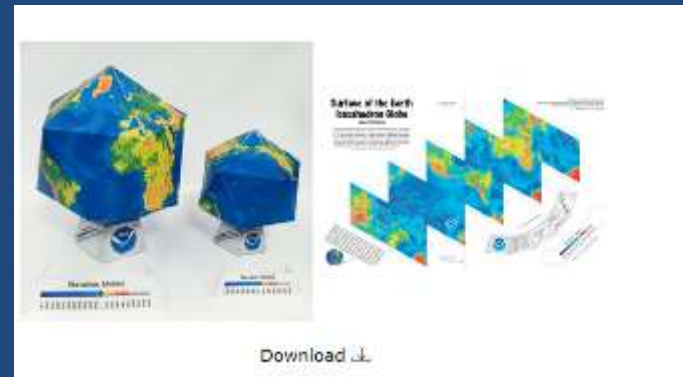
- Related documents can be downloaded
- GEBCO Spinning Globes

Non-commercial

- GEBCO Globes by KOHA
- GEBCO smart Globes by KOHA

Artistic Manipulation

NOAA Icosahedron Globe



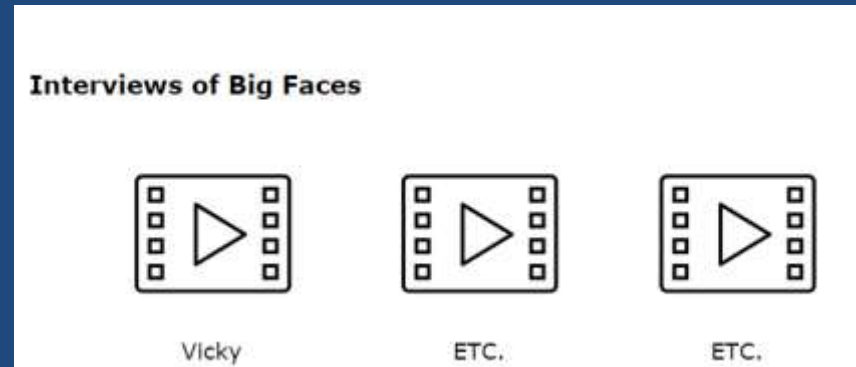
II. Development of Subpage Proto-type for Secondary School Students

Prototype: letters

Letters from big faces



Interviews of big faces



II. Development of Subpage Proto-type for Secondary School Students

Prototype: useful links

NOAA/NOS Education site

USGS education site

Ocean Atlas

Marine Atlas

Regional Maps

Beautiful Ocean Maps

Free Images

II. Development of Subpage Proto-type for Secondary School Students

Further Development

Playing

- 20 Questions for undersea features
- Thematic Maps or Derived maps from GEBCO world maps
- Education materials for extra curriculums : molding and flipping
- Comparison size of features in terrestrial parts and in ocean

Letters

- More hydrographers
- More ocean mappers
- More marine geo-physicists

Interviews

- You-tube links
- More interview

II. Development of Subpage Proto-type for Secondary School Students

Further Development

Reading

- Short Hydrographic History in pictures
- Quick Understanding for new technologies on Ocean Mapping
- Quick Understanding for data handling

Printing

- Oceans and Currents
- Southern Ocean maps
- Arctic Ocean maps

III. Results of Break out Session: Outreach Working Group

When: Oct. 6, 2015

Where: Kuala Lumpur, Malaysia

**Who: Hyo, Eunmi, Vicky, Rochchell, David,
Mohammad, Tony**

III. Results of Break out Session: Outreach Working Group

1. Purpose and Strategy

- * **Need to define the purpose of Outreach program on GEBCO**

 - Ex) share the GEBCO data or awareness GEBCO or ocean mapping

- * **Develop the different targets with different strategies**

 - young kids, primary or secondary school students and teachers, in general publics
 - Requirement survey

Results of Break out Session: Outreach Working Group

2. Collecting the idea and outreach materials

- Prototype from Eunmi and hyo
- Galway Ocean Literacy and outreach
- Video tapes from Vicky (oceanvideolab) : Youtube product then linked
- Historical GEBCO bathymetric charts (1st ed. ~ 5th ed.) web developed by Tony then linked to outreach web.

III. Results of Break out Session: Outreach Working Group

2. Collecting the idea and outreach materials

- Google and ESRI approaches
(simple and interesting, staying for a while)
- Stories on ocean (helping Mohammed)
- Developments of Apps (helping Mohammed)
- Different languages versions
(helping Roxy with NF graduates)

III. Results of Break out Session: Outreach Working Group

3. Contents

- *** Develop the contents**
- general activity, biodiversity, historical work, marine resources, business etc. in addition to GEBCO Products

*** Make front pages translations in GEBCO Web or create brochure with local languages in perfect manners**

III. Results of Break out Session: Outreach Working Group

4. Fund

- Need fund to develop the contents based on different targets with different strategies :

Two ways to build outreach

- Build small stuffs voluntarily and put it together
 - Make a big plan and make experts (need to fund):
- Propose the fund for the outreach program in GGC meeting

Thank you!!!