

EXECUTIVE SUMMARY: 2023 GLOBE U.S. PARTNER RETREAT

The U.S. GLOBE Retreat held from September 25 to 27, 2023, at Alnoba in Kensington, NH, brought together key stakeholders with a primary focus on aligning and committing to the goals for U.S. GLOBE (2023-2025). The retreat aimed to identify barriers, opportunities, and potential actions to strengthen the GLOBE Program in the United States.

UNITED STATES GLOBE GOALS

1. Expand the reach of the GLOBE Program in the United States.
2. Elevate the presence of the GLOBE Program in the United States.
3. Strengthen and sustain the GLOBE Partnership network and its members.

RETREAT GOALS

1. Align and commit to the **goals for U.S. GLOBE** (2023-2025).
2. Identify **barriers** to accomplishing these goals.
3. Identify **opportunities** within the GLOBE community that can be leveraged.
4. Create a list of **prioritized actions/solutions** with ownership and timelines for implementation to share with partners for feedback.

KEY RETREAT HIGHLIGHTS

- **GLOBE Continuum or Ecosystem:** Participants discussed and developed a continuum describing the GLOBE community's breadth and depth and the varying degrees of engagement. This GLOBE Continuum was seen as a crucial tool for expanding GLOBE to all communities and evaluating the achievement of goals.
- **Identified Barriers:** Retreat participants listed various barriers to achieving U.S. GLOBE Goals, with four main themes emerging: Visibility and Branding, Technology, Professional Learning, and Lack of Connection to Current Science Issues and Scientists.
 - **Actions/Solutions to Barriers:** Recommendations to address these barriers include refreshing the brand, strengthening the connection between GLOBE and the science community, improving the quality of professional learning, providing additional support for GLOBE training, using up-to-date technologies including NASA satellite data, and providing assistance to help others use the technology available.
- **Leveraging Opportunities:** Retreat participants recognized numerous opportunities to advance U.S. GLOBE Goals, such as the sheer number and experience of GLOBE educators, telling the GLOBE story from the varying perspectives of GLOBE users, emphasizing NASA and satellite connections, empowering dedicated citizen/community scientists to use all GLOBE protocols, subject matter integration and thematic nature of the GLOBE Program and "Earth as a System" approach.
 - **Recommendations to Leverage Opportunities:** Recommendations included repackaging high-impact materials, onboarding partners to understand adult learners, increasing awareness through current events, and developing computer science skills related to satellite data.

- **Mini-Grant Projects:** Participants identified topics that could be leveraged as U.S. GLOBE Coordination Office-sponsored mini-grant projects to address barriers and opportunities including state curriculum alignment, workforce development modules, STEM mentor training, remote sensing advanced modules, providing seed funding for new or re-established GLOBE Partnerships, repackaging GLOBE materials as Project/Place-Based Learning (PBL), expanding GLOBE to new audiences, and accessibility/mobility friendly pilots for GLOBE protocols.
- **Partner and Trainer Onboarding and Support Actions:** Actions proposed to improve support for GLOBE Partners and GLOBE Trainers included creating an ad-hoc committee for onboarding and training support, hosting annual trainer workshops, and offering eTraining for grant writing.
- **Telling the GLOBE Story:** To address the barrier of visibility and branding strategies were suggested for making it easy for Partners to share their GLOBE activities, such as providing Google Form submission tools and shared templates for marketing.

The GLOBE Retreat provided valuable insights, identified barriers, and proposed solutions to enhance the GLOBE Program's presence and impact in the United States. These recommendations and insights will guide the future efforts of the U.S. GLOBE community in achieving their goals.

RETREAT PARTICIPANTS

USPF Members

Michael Griffith, Berks Nature, PA
 Michael Odell, University of Texas at Tyler, TX
 Deborah McAllister, University of Tennessee at Chattanooga, TN
 Tracy Ostrom, WestEd/UC Berkeley, CA
 Peder Nelson, College of Earth, Ocean, and Atmospheric Sciences, OR

Minority-Serving Institution Partners

John Olgin, El Paso Community College, TX (HSI)
 Lonisha Whidbee, Elizabeth City State University, NC (HBCU)
 UrLeaka Newsome, Tennessee State University, TN (HBCU)
 Eric Hogenson, Salish Kootenai College, MT (Tribal College)

Other Partners

Jessica Taylor, NASA Langley, VA
 Leigh Peake, Gulf of Maine Research Institute, ME
 Teresa Greely, University of South Florida, FL
 Mike Jabot, SUNY Fredonia, NY

GIO and GPO Leadership

Tony Murphy, GLOBE Implementation Office, UCAR, CO
 Amy Chen, GLOBE Program Office, NASA HQ, DC

GLOBE U.S. Coordination Office

Jennifer Bourgeault, U.S. GLOBE Country Coordinator
 Alicia Carlson, Outreach Lead
 Jodi Haney, Bowling Green/Xcite Learning/Toledo Zoo, OH
 Eleanor Jaffee, Insights Evaluation LLC, external evaluator
 Haley Wicklein, Assistant U.S. GLOBE Country Coordinator

EXECUTIVE SUMMARY: 2023 U.S. PARTNER FOCUS GROUP

The GLOBE U.S. Partner focus group was a project of the U.S. GLOBE Coordination Office intended to inform a program planning process that continued with the Partner Retreat in September of 2023. [FocusGroupPlt](#) was used to hold the focus group online and asynchronously, meaning that U.S. Partners could participate at their convenience. The focus group was held in June and July of 2023 and remained open until about a week after the GLOBE Annual Meeting so that ideas sparked there could contribute to the conversation. The results represent only the views of the 28 focus group participants.

GLOBE U.S. PARTNER NETWORK BENEFITS

What are your thoughts on how the GLOBE U.S. Partner Network benefits you and how the network could improve (or pivot) to benefit you more?

- Partners valued interacting with the network and learning how others are doing GLOBE through e.g., advice on the listserv, Watercoolers, the U.S. Partner Forum, and working groups
 - They described “great opportunities to see how other Partners are working with GLOBE activities” that “support my effort to bring GLOBE to the community”
- Some seemed interested in more communication and information sharing among Partners (including updates on who are active Partners) and communication from the Partners and working groups out into the GLOBE community

GLOBE U.S. PARTNER DEIA

How can we expand the diversity, representation, and inclusion of the GLOBE U.S. Partner Network? What barriers to participation need to be addressed and how can we address them?

- “Funding, funding, funding” as a participation barrier
- Bring back past schools and recruit new underrepresented schools

NATIONAL LEVEL OPERATIONS

What are some ways we could improve how we operate at a national level? What are we already doing well now?

- Need to update/modernize eTraining (see above)
- Difficulty navigating the GLOBE website
- Difficulty staying on top of information and news updates
- Related lack of awareness and visibility of what other Partners are doing

NATIONAL PUBLIC PRESENCE

How do we grow GLOBE's national public presence and recognition?

- Need for a general GLOBE marketing campaign / social media advertising campaign
- Suggestions for more targeted marketing efforts for example:
 - Promote more use GLOBE data by other organizations
 - Distinguish between the Observer App and the GLOBE Program, expanding the app
 - Reach out to key decision-making groups; look for leverage points for greater impact

GLOBE U.S. OUTREACH

How much do you feel like you know what is going on across the U.S. organization? How can we improve our communication to you?

- **Challenges with communication in both directions**
 - **Need for easier ways for Partners to report their activities**
 - **Need for more effective ways to get the word out about what Partners are doing – long form communications like e-newsletters are not considered to work well for this purpose**

PARTICIPATION IN GLOBE MEETINGS

How can we encourage greater Partner contribution during GLOBE meetings (for example, NARM, Annual Meeting, Watercoolers)? What other suggestions do you have for these meetings?

- **Limited / lack of funding and resources as the primary barrier to participation**
 - **Related, participation in e.g., the GLOBE Annual Meeting can be cost prohibitive for Partners and for educators and students**
- Need to consider motivations / incentives for participation
 - Related, support and encourage presentations of work at meetings
- Virtual / hybrid participation options improve accessibility and inclusion

COMMUNICATION & COLLABORATION

How can we support greater communication among GLOBE Partnerships? How might we foster Partner collaboration on projects of mutual interest?

- Funding would help to encourage collaborative Partnerships
 - Even then, collaborations have to make sense and be purposeful (mutual interests, geographical areas, etc.)
- Improved communication (reporting from Partners on their activities, communications out) would help to recognize opportunities for collaboration

STUDENT OPPORTUNITIES

How can we better support students with internships and other opportunities?

- Connect GLOBE with what students need for graduation (internships), college applications (community service), and undergraduate research experiences (assistantships)
- Certificates and microcredentials for students and educators
- Funding, support, and scholarships for the Annual Meeting

SUSTAINABILITY & CAPACITY BUILDING

What scaffolding can the U.S. GLOBE Coordination Office provide to support Partnership sustainability, grant writing, and capacity building?

- Address on-boarding process for GLOBE Partners
- Offer consistent support and mentoring for (especially new) Partners
- Include Partners on grant proposals

GOALS & DEVELOPMENT

What do you identify as key goals and objectives for U.S. GLOBE? What development paths should we consider taking over the next five years?

- Focus on climate change and sustainability, sustainable development goals (SDGs)
- Develop and strengthen partnerships with curricular organizations, schools, and information education institutions

LARGER TRENDS

What trends in outreach and education, workforce development, research, technology, or other areas should we be watching as we plan for the next five years?

- **Strong suggestions that GLOBE needs to move quickly on activities and partnerships related to:**
 - **Climate change research and education**
 - **Open science and citizen science**

OTHER FEEDBACK

Any other feedback, questions, suggestions for improvement, etc. you would like to share for GLOBE U.S. operations or programming.

- Making GLOBE and its opportunities and impacts more visible
 - Through evaluation
 - Through partnering with organizations
 - Through publications and presentations
- Move more quickly to keep GLOBE relevant to educators, students, and society
- THANK YOU!!! to Jen, Haley, and the U.S. GLOBE Office