**Steering Committee Conference Call: July 26, 2011**

**Participants**

Matt Liebman (EPA), Kathryn Parlee (EC), Susan Russell-Robinson (USGS), Marilyn ten Brink (EPA), and Christine Tilburg (GOMC).

**1. Introductions**

This call marked the first for Matt Liebman (US EPA) who has replaced Diane Gould's position within the ESIP Steering Committee. Brief introductions were made around the table with Matt describing his work during the past 20 years with EPA.

**1. ESIP Journals**

The August ESIP journal entry is written and ready for the webpage (authors: David Keeley and Diane Gould). Christine Tilburg provided a summary of what ESIP journal articles are meant to focus on. She reminded the Steering Committee that there has been a request by Susan Russell-Robinson to increase the frequency to one journal entry per month. Christine asked members on the call for some suggestions of possible individuals she should connect with for DFO, EPA, and EC. Kathryn Parlee thought that Carolyne Marshall (EC) might be able to provide an entry for EC. She also thought that Al Hanson might be an appropriate contact. Anita Hamilton was suggested for DFO. With respect to EPA Marilyn thought that an entry on EPA's contribution to the National Ocean Policy work might be appropriate. Matt suggested that perhaps Mel Cote could give an EPA Region 1 point of view to the entry. Susan stated that an entry on this topic would have to be released after November. Marilyn suggested that the EPA entry could be released in December. Kathryn also thought Eric Luiker might be able to produce and entry on the recently released State of the St. John Report. ***Action to be taken: Christine will connect with the individuals listed above for journal entries.***

**2. New Ways to Evaluate ESIP**

Susan stated that this agenda item came from the idea that EPA would like the next funding to tie into knowing ESIP users and their needs better. In previous years EPA gave the Council funds for evaluation. Ann Rodney headed up that work. Past ESIP efforts with web surveys have not had good participation in web surveys (ex: efforts to evaluate the first version of the Indicator Reporting Tool with Survey Monkey). In contrast, participation in evaluation from the ESIP-NERACOOS webtools workshop was quite high. ***(Action to be taken: Christine will send Matt the evaluation and summary forms from this workshop).***

With a new version of the Indicator Reporting Tool set for release in the next four weeks, it's a very good time to begin an evaluation of visitors to the tool. Matt wondered if anyone had used the "tell us what you think" tab on the Indicator Reporting Tool. Christine replied that she had never gotten a response from that. However, she wondered if having a one question survey before the webtool opens would be helpful. She does worry about turning off potential users.

Kathryn thought it would be unique to have like/dislike capabilities similar to FaceBook. Matt thought that having one question or the like/dislike and providing an opportunity to write more (like reviewers on TripAdvisor) might work well. Christine wondered if having a bubble appear within the tool (example: beside the layers column) with like/dislike might work. The users could type more if they had further comments and could also move the bubble over if they don't want to participate.

**The group agreed to think more on this topic and revisit it during the next call.**

**3. ESIP and NERACOOS**

NERACOOS is undergoing a process to determine how to move forward with its goals in the coming years. As a Board of Directors member Christine has been asked to head up the portion on sea level change. Christine doesn't know much more about the process at this point (there is a call scheduled for July 27 that she will be on). However, she will likely use the climate change subcommittee in part as a means of connecting with the appropriate people. She wondered if individuals on the call had suggestions for people to include. Susan thought that Rich Signell (USGS) and Carolyne Marshall (EC) should be included. MACOORA was also brought up.

**4. Coastal Zone Feedback**

Marilyn provided some feedback from the ESIP poster at Coastal Zone (Chicago). She mentioned that due to the timing of the poster session neither the ESIP poster nor the EPA e-Estuaries poster (she presented both) had many visitors. She did get some questions on linking indicators to outcomes and obtaining information on how distributed/used the fact sheets and webtools are.

Christine stated that it is very hit or miss with poster sessions. Some work very well (examples: RARGOM 2009, Coastal Zone Canada 2010) and some don't work at all (examples: Maine Coastal Waters Conference, Coastal Zone 2009, and RARGOM 2010). It really depends on when the time is allotted for visiting the posters. Her preference is to have an oral presentation and poster presentation. She finds she gets more interaction that way (ex: NAC-SETAC 2011).

**Next Call - August 23, 10:00 AM ET**