



THE **GLOBE** PROGRAM

GIO Communications Plan 2023–2024



GIO COMMS

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The GLOBE Implementation Office (GIO), hosted by the University Corporation for Atmospheric Research (UCAR), is pleased to provide the Communication Plan for year 28 of The GLOBE Program and year five under the NASA Grant and Cooperative Agreement (CA) C19M0120.

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Executive Summary

The GLOBE Program encompasses more than 44,000 GLOBE-trained teachers from over 30,000 GLOBE schools in more than 125 countries. The Communications (Comms) team of the GLOBE Implementation Office (GIO) at UCAR serves the GLOBE community by providing expertise and diverse communication channels to share information from the GIO and GPO about key aspects and advances within The GLOBE Program; provides avenues to bring group together with particular affinities; and shares information from members of the GLOBE community across the world community.

Prioritized Communications Goals in the 2018–2023 GLOBE Program Strategic Plan:

Goal 1. Improve the communication pathways among GLOBE’s community.

Goal 2. Improve the communication of GLOBE events, activities, and achievement from the international community.

Goal 3. Increase the promotion of GLOBE to new audiences.

Examples of ways in which these goals are currently being addressed and will be improved upon, are itemized in the body of this document.

GLOBE’s audience for communications is diverse: those well-versed in GLOBE and those new-to-GLOBE, English speaking and non-English speaking. The GIO Comms team ensures that content is relevant to community members in specific groups and regions and that it is accessible to all audiences, employing technologies to meet federal compliance guidelines such as closed captioning for the hearing-impaired, multiple languages for non-English readers, and layouts compatible with screen-reader software for the visually impaired.

The GIO Comms team (See Appendix 2) produces, disseminates, and tracks communications products: the monthly News Brief, targeted mailings, multimedia productions (e.g., video addresses from the Director), Star and STEM Stories, Community Profiles, NASA Progress Reports, Quarterly Sponsor Reports, and the Annual Review. The GIO Comms team also includes web content writers who use adaptive technologies, such as closed captioning for the hearing-impaired, multiple languages for non-English readers, and layouts compatible with screen reader software for the visually impaired, to meet federal compliance guidelines. Continuous improvements are underway to enhance accessibility.

The primary focus of the GIO Comms team is on disseminating information through a wide spectrum of communications products and platforms, including sponsor reports, video productions, and social media

(Facebook, Instagram, X, YouTube). GLOBE's multiple social media platforms are shared with The GLOBE Observer team. The overarching goal for GLOBE social media on all platforms is to connect with the existing GLOBE Community as well as expand our reach into audiences not currently involved with GLOBE. Each platform has a unique strategy outlined below and more details about each can be found in our [GLOBE Social Master Planning Document](#).

NASA has specific communications standards established for each social media platform. The social media lead meets regularly with NASA communications to receive that guidance. Then the GIO and GLOBE Observer teams meet regularly as well and peer review all content to ensure that everything posted by GLOBE meets NASA's expectations and standards.

Team members engage the GLOBE community in three main ways: as Communicators, sharing information from NASA, GPO, DIS and GIO to the GLOBE Community; as Connectors, providing avenues to bring together groups with particular affinities; and as Conduits, sharing information from the GLOBE Community broadly.

The GIO Comms team consists of the Comms coordinator, a social media lead, a comms specialist and two web content specialists. To meet the GIO's growing needs for graphic design in web content, print materials and social media, the GIO employs contract designers on an as-needed basis.

GLOBE's website www.globe.gov is GLOBE's portal to the world. As such, the homepage provides the first impression of the program to those new to GLOBE. The GIO Comms team is responsible for creating much of the web content, including the news, events, calendars, and page content when needed. The GIO Comms team curates the homepage banner images that link to current news and events within the GLOBE community. Web analytics are collected (using Google Analytics), reviewed and disseminated on a regular basis, with sitewide stats on page views and PDF downloads provided monthly.

Overview of GIO Communications

The GIO Comms team supports a GLOBE Program that is expanding in reach and depth to engage its communities of practice in science education and meaningful research about Earth. Currently, GLOBE encompasses more than 44,000 GLOBE-trained teachers from over 30,000 GLOBE schools in more than 125 countries.

GIO Comms serves the GLOBE community by providing expertise and diverse communication channels to share information from the GIO and GPO about key aspects and advances within The GLOBE Program. The GLOBE Infrastructure (i.e., GLOBE Program Office, federal co-sponsors, the Data Information Systems (DIS), United States Country Coordinator Office, Regional Coordinating Offices, GLOBE Working Groups, and the US Partner Forum) helps provide the information necessary to ensure that GIO's communications serve and inform the entire worldwide GLOBE community.

The GIO Comms team works conscientiously to provide regular information exchanges *within* the GLOBE Community, by collecting, organizing, synthesizing, and sharing information and highlights about activities, initiatives, and achievements, and by publicizing accomplishments of the GLOBE Community.

GLOBE's audience for communications is diverse: those well-versed in GLOBE and those new-to-GLOBE, English speaking and non-English speaking. The GIO Comms team ensures that content is relevant to community members in specific groups and regions. The team also ensures that the content is accessible to all audiences, and employs technologies to meet federal compliance guidelines, such as closed captioning for the hearing-impaired, multiple languages for non-English readers, and layouts compatible with screen-reader software for the visually impaired.

Methods of communication include the GLOBE website, GLOBE Observer (the GLOBE Program's app), social media channels, and e-newsletter. The GIO Comms team regularly updates contact information for GLOBE members through maintenance of mailing lists in order to facilitate the ability to target subsets of the audience (e.g., partners, educators, students, alumni, citizen scientists, scientists).

Strategic Goals For GIO Communications

The Communications Goals in the 2018–2023 GLOBE Program Strategic Plan are:

- CMG1: Improve the communication pathways among the GLOBE community.
- CMG2: Improve the communication of GLOBE events, activities and achievement from the international community.
- CMG3: Increase the promotion of GLOBE to new audiences.

The GIO Comms team continues to support and expand upon the Communication Goals for the GLOBE Strategic Plan: 2018–2023.

GOAL 1: Improve communication pathways among the GLOBE community.

- [The GLOBE Student Vlogger \(GSV\)](#) Project, initiated by GIO Comms in 2020, has become a significant pathway for GLOBE students to communicate their research; demonstrate aspects of their cultures; reveal professional aspirations; and form meaningful relationships with students of other countries. In doing so, they become cultural ambassadors for their countries and find common ground, while speaking a common language: science! Students share what they learn at student events and typically interact with GLOBE social media which continues to amplify their learning experiences. GIO has expanded the role of the Student Vloggers in 2023–24, by increasing

the number of GSVs from 12 to 22, often having them work in teams to produce more student-generated content than ever before.

- The GIO Comms team will play a significant role in promoting countries and regions that participate in the Year of Climate and Carbon. A competition to create the YCC logo allowed students the opportunity to participate in the earliest stages and students, too, will be encouraged to engage in International Virtual Science Symposium (IVSS) research projects that relate to GLOBE's Year of Climate and Carbon (YCC). A focus on inclusion of all members of the community, including students, in providing content remains a goal of GIO Communications.
- Relationship-building with the GLOBE Observer team and the NASA Earth Comms team has been consciously nurtured over the past 2 years and will continue to grow, ensuring excellent working relationships with the two groups.
- The writer/editors for the GLOBE website aim to continue upgrading GLOBE.gov web pages given the new Content Management System (CMS) tools unlocked during the website upgrade process. This includes restructuring the Community tab to provide higher levels of utility and program engagement for GLOBE members as well revitalizing the GLOBE Campaign and Intensive Observation Period (IOP) pages to streamline and clarify the proposal process. The team will also continue its work to simplify the website and improve the user experience by addressing pages that are no longer useful in their current state. As part of this effort, the annual events sections of the website will be streamlined, removing dated pages that no longer offer meaningful content.

GOAL 2: Improve communication of GLOBE events, activities, and national and international achievements.

- The GIO Comms team will expand the use of strategic social media to amplify the work of the GIO, the RCO and regional events, and of the NASA Earth Division through
 - Directors letters to community;
 - Agents of Change (AoC) videos and teaching guide;
 - YouTube video playlists and archives;
 - Web page user experience, accessibility, and continuity;
 - GLOBE Stars and Blogs, and:
 - Monthly newsletters.

In the year ahead, GIO Comms will:

- Further restructure the News Brief to create a more streamlined user experience;
- Expand Community Profiles, that shine a light on outstanding community members; and
- Streamline the Quarterly Sponsor Reports.

GOAL 3: Increase the promotion of GLOBE to new audiences.

GIO Comms will reach new audiences by promoting campaigns and initiatives. Using the Year of Climate and Carbon as an example, the team will:

- demonstrate how student research as well as climate-related work across NASA benefits Americans, and positions GLOBE (which is supported by NASA, NOAA, NSF and the US Department of State) as a national and global leader in imparting an understanding of climate science and its impacts;
- highlight the work of NASA Earth by providing information through targeted media outreach about NASA's next generation of Earth orbiting satellites that will help people plan for the future in a changing climate;
- model the value of being relevant and responsive to the GLOBE community, proving GLOBE to be a leader in Earth Science and environmental science diplomacy; and
- promote GLOBE at Professional Conferences by GIO staff and Partners.
 - AGU - GIO Videos have been shown at the AGU Video Hall for two consecutive years prior to Covid cancellation of live events. In 2023 a record number of GLOBE Partner presentations (40) were given and amplified by the GLOBE Comms team. The GIO is partnering with UCAR to present new videos at AGU 2023 and can further support NASA's Transform to Open Science ([TOPS](#)) mission with their presence at the American Geophysical Union (AGU).
 - NSF STEM for All Multiplex 2023 is a new monthly version of the NSF Video Showcase in which GIO has entered a video for 4 of the last 5 years.
 - AMS - by supporting the NASA booth and community posters/sessions.
 - NAAEE - online in 2023.
 - UNGA - [UN General Assembly Science Summit](#).
 - NCAR/ UCAR by continuing to share GLOBE materials with UCAR social media platforms,
 - NASA Earth has promoted all Agents of Change (AoC) episodes (473,500+ views) and
 - STARNet Library Network webinar in October 2023.

Current Stakeholders / Audience

The audience for GLOBE communications is diverse, ranging from individuals well-versed in GLOBE's Earth and climate science activities to those encountering the Program for the first time. The audience includes both English-speaking individuals and those who are not proficient in English. To accommodate this wide range of reader comprehension levels, the Comms team ensures content is accessible to the broadest audience.

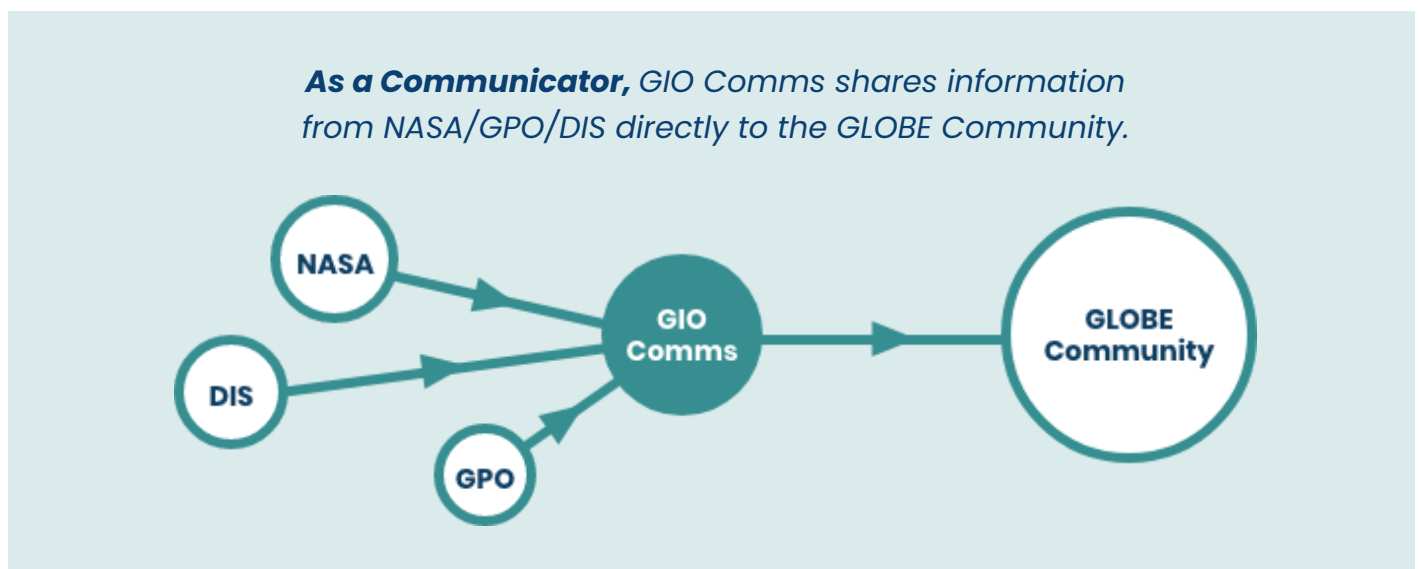
The team also employs adaptive technologies to meet federal compliance guidelines, such as closed captioning for the hearing-impaired, multiple languages for non-English readers, and layouts compatible with screen reader software for the visually impaired.

Continuous improvements are underway to enhance accessibility. The [Accessibility Technology Solution Sub-Committee](#) is leading various efforts to use technology to make GLOBE accessible for students with special needs. In one project, [three high school interns with varying levels of vision impairments reviewed GLOBE.gov's 100 most popular pages](#) to determine if they were meeting best practices for accessibility. Per their recommendations, GIO made dozens of website updates, including the addition of alt-text behind images and improvements to headings and link labels. The sub-committee plans to repeat this project in the 2023-24 school year, with new interns reviewing the next set of GLOBE.gov pages.

In the year ahead, the web content team aims to continue upgrading GLOBE.gov web pages given the new CMS tools unlocked during the website upgrade process. This includes restructuring the Community tab to provide higher levels of utility and program engagement for GLOBE members as well as revitalizing the GLOBE Campaign and IOP pages to streamline and clarify the proposal process. The team will also continue its work to simplify the website and user experience by addressing pages that no longer appear to be useful in their current state. As part of this effort, the annual events sections of the website will be streamlined, removing dated pages that are no longer relevant.

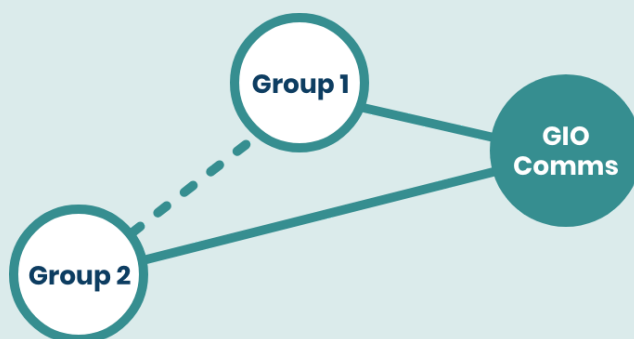
Communication Methods

GIO Comms engages the GLOBE community in three main ways: **Communicator**, **Connector** and **Conduit** as illustrated below.



In the calendar year 2022, GIO Comms produced 247 news items. Our mechanisms for communicating news to our community, GO, RCOs, Country Coordinators, NASA Earth communications, and other community members make THE GLOBE website and social media a robust outlet for news about GLOBE at work in the world. The social media channels too, amplify news of the News pages. News is also provided to specific stakeholders, for example Sponsors. The Quarterly Sponsor Reports that provide quarterly updates to our NASA, NOAA, Department of State and NSF sponsors; and, our annual NASA Sponsor Reports are examples of targeted communications.

As a Connector, GIO Comms provides avenues to bring together groups with particular affinities.



Earth Systems Science (ESS) Collaborative Teams

The Objectives of the NSF funded project were to generate discussions between and among teams of GLOBE Partners and other ESS organizations to share ideas, resources, and expertise and to increase collaboration and improve ESS education within their defined area of influence

Example: Microplastics Italy and the California Strong ESS Team

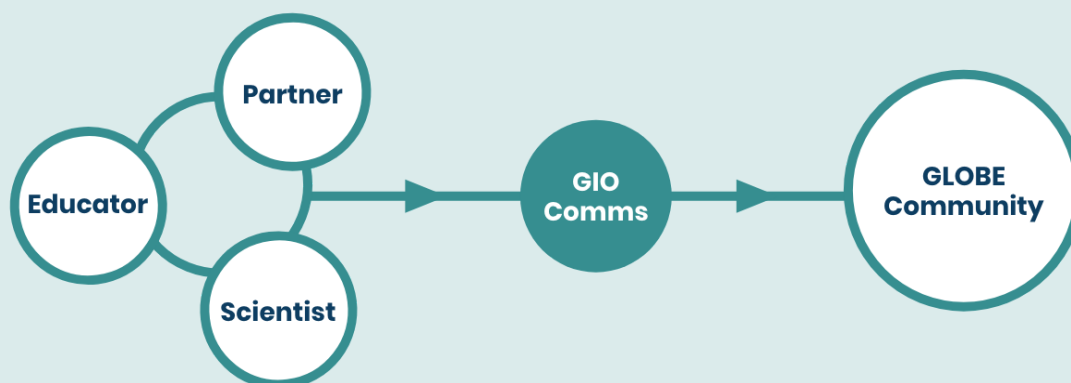
A grassroots effort in the community around microplastics has grown in the last few years. Interest has spread, encouraged through communications and reports from regional meetings. The team in Italy, spearheading the effort to introduce a micro plastics protocol, worked with the California Strong Earth System Science Collaborative Team to pilot this in California classrooms. As a result of this collaboration, the protocol has been refined for possible use in the classroom.

GIO Comms and GLOBE Observer

Developing a strong working relationship

Example: The collegial, cooperative, and supportive working relationship between the Comms teams of the GIO and the GLOBE Observer team has been a direct result of the professionalism of both teams and a shared sense of pride in The GLOBE Program. Relationship-building with the GLOBE Observer team and the NASA Earth Comms team has been consciously nurtured over the past 2 years and will continue to grow, allowing positive and creative work between the two groups.

As a Conduit, *GIO Comms shares information from members of the GLOBE community broadly.*



Example: GLOBE Stars and STEM Stories

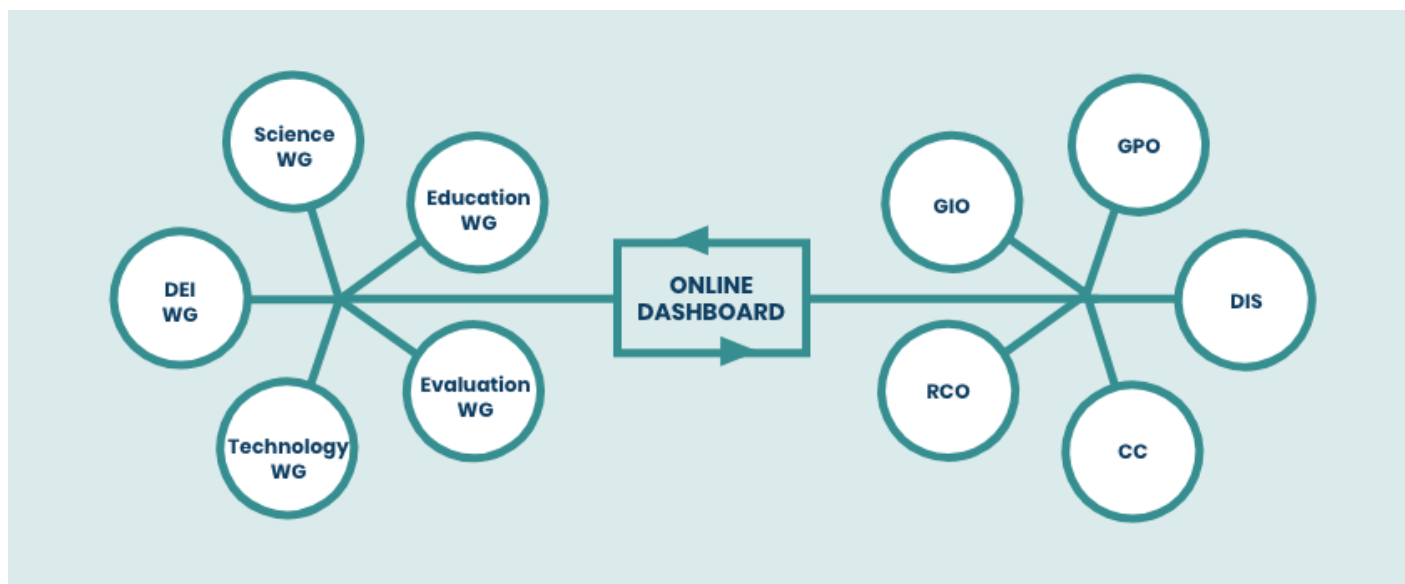
The GIO Comms team has developed templates for the community to use when submitting Stars and STEM Stories, which are feature stories that highlight the success of the global community. These regular features provide a forum for RCOs to share their stories. Twenty two Stars and STEM Stories were produced in 2022, in addition to more than 250 news items.

Example: GLOBE Student Vloggers (GSV)

The GLOBE Student Vlogger project is in its 3rd year. Students in grades 5–12 (two per region) compete to enter into an informal contract with GIO to meet monthly for instruction in video storytelling to convey their personal views of the program, their schools, culture, student research and their own place in the world. The GSV have become GLOBE's student ambassadors and produce important content for GIO's social media. The GSVs produce approximately 60–90 videos per year.

Working Group Dashboard: Sharing Information to/from Working Groups

During the Working Group revisioning meeting in July, 2023 the participants discussed the need for increased cross work group communication and collaboration. During a breakout session, an online dashboard was proposed (see illustration below) that would provide more timely access to the work happening in working groups and GLOBE leadership (GPO, GIO, DIS, RCOs, CCs) throughout the year.



The Communications Team

THE GIO Comms team builds community. Through well-crafted communications, impactful videos, and creative social media engagement, the team keeps the GLOBE community connected, inspired, and dedicated to the significant work of GLOBE.

The primary focus of the GIO Comms team (See Appendix 2) is on disseminating news across a wide spectrum, including sponsor reports, social media, and video production. GIO Comms consists of the Comms Coordinator, a social media lead, a comms specialist and two web content specialists. To meet the GIO's growing needs for graphic design, in web content, print materials and social media, the GIO employs two part-time contractors on an as-needed basis.

For a complete list of GIO Comm's tasks shown quarterly, go to:

https://docs.google.com/spreadsheets/d/1ImOBiWdpjBmhuaXJB0QQJk_iNLooieoEhIuf7I4-9Is/edit?usp=sharing

Communication Products

Monthly News Brief

This [monthly brief](#) recaps all news posted to the GLOBE site that past month, as well as STAR and STEM Stories, technical/site updates, and upcoming events.

Targeted electronic mailings

Specific mailings detailing important events or announcements that may otherwise be overlooked in normal news briefs or items.

Video production

- [Student Vloggers](#) – International student volunteers that produce vlog-style videos about their personal journeys using GLOBE.
- [Agents of Change](#) – A six-part documentary series of films about the impact of the GLOBE Program around the world.
- Moon Trees – Films about the NASA Moon Trees, their seedlings, and the companion campaigns and IOPs.
- Director’s video letters.

Social media

- GIO social media works in concert with GLOBE Observer.
- GIO also amplifies its messages on NASA Earth social media.

Products highlighting GLOBE’s diverse community

- [Stars and STEM Stories](#) – Participant-submitted stories from teachers and students about their use of GLOBE, often featuring impactful changes to their communities, such as student projects causing positive changes to local knowledge, awareness, behavior and policy.
- [Community Profiles](#) – Participant-submitted stories featuring teachers, scientists, GLOBE Alums, or Country Coordinators that highlight their work in GLOBE and how the program has affected them.

Products for sponsors

- NASA Progress Report – The annual progress report for NASA sponsors.

- Quarterly Sponsor Reports – Quarterly reports presented to NASA, NSF, NOAA and US Dept of State sponsors.
- The GLOBE [Annual Review](#) – An annual report focused on the work of the GIO and including highlights from the region, with substantial photo imagery.

Social Media

The GIO Communications team co-manages multiple social media platforms between the GLOBE Implementation Office (GIO) and The GLOBE Observer team. These platforms include: Instagram, Facebook, X (formerly Twitter), and YouTube. The overarching goal for GLOBE social media on all platforms is to connect with the existing GLOBE Community as well as expand our reach into audiences not currently involved with GLOBE. Each platform has a unique strategy outlined below and more details about each can be found in our [GLOBE Social Master Planning Document](#).

It is also important to note that NASA has specific communications standards established for each social media platform. The social media lead meets regularly with NASA communications to receive that guidance. Then the GIO and GLOBE Observer teams meet regularly as well and peer review all content to ensure that everything posted by GLOBE meets NASA's expectations and standards.

A goal for GLOBE Social Media is to limit the number of pre-scheduled posts and tweets to get more “play” out of each, more in the moment news, and more professional looking visuals, stories and videos.

Facebook

- Four planned and pre-scheduled posts weekly (Sundays, Tuesdays, Thursdays, and Fridays), two GLOBE-centric posts and two GLOBE Observer-centric posts (sometimes a combination, where applicable). We interact daily (Monday-Friday) as appropriate with our followers.

X (formerly Twitter)

- Four planned and pre-scheduled X posts per week (Mondays, Tuesdays, Wednesdays, and Thursdays), two GLOBE-centric posts and two GLOBE Observer-centric posts (sometimes a combination where applicable) with constant sharing (reposting) throughout the day from our sponsors and approved accounts. The max for re-tweets is unlimited. We interact daily (Monday-Friday) as appropriate with our followers.

Instagram

- One post weekly (on Mondays) with an associated story to direct to it. In addition, two stories per week (Wallpaper Wednesdays and GLOBE Student Vloggers (GSVs) on Wednesdays). One Insta reel on the account weekly (on Fridays unless we are following a different schedule due to a challenge, etc.) (starting November 12). We interact daily (Monday–Friday) as appropriate with our followers. Daily stories when covering an event (i.e. an SRS, or the Annual Meeting). All stories are archived on the account as part of the Highlights.

YouTube

- Videos released on a regular basis following a schedule -- for example the GLOBE Student Vloggers weekly video comes out on the channel each Wednesday at 7 a.m. PT. Playlists are created from existing content.

The GLOBE Website

GLOBE's website, www.globe.gov, is GLOBE's portal to the world. And as such, the homepage provides the first impression of the program to newcomers. This section addresses GIO Comms' role in creating content (i.e. text and images) on the website.

The GIO Comms team is responsible for creating much of the web content, including the news, events, calendars and page content when needed. The homepage design and maintenance is the domain of the DIS group, with the exception of the sliding homepage images, which GIO Comms curates and links to current news and events within the GLOBE community. Carefully selected images are part of the team's effort to showcase GLOBE's unique, diverse and engaged community.

In order to keep the web content relevant and up to date, the web content writer/editors work with GIO Comms and every department at GIO to solicit any updates that need to be made to the site concerning their particular areas of responsibility. This team also works proactively by conducting regular editorial reviews of the web's pages; aligning page language and structure to current standards and best practices, providing updates to pages to maximize user accessibility and working with GLOBE partners and, the web content writer/editors outside of the GIO to provide further cohesion between GIO- and partner-managed web pages of GLOBE.gov.

Web analytics are collected using Google Analytics, then reviewed and disseminated on a regular basis, with sitewide stats on page views and PDF downloads provided monthly. In addition, the monthly reports show notable changes in traffic from the previous month and highlight other metrics that can provide a fuller picture of users, such as device type, country of origin and browser language. One example of such

metrics: There was a distinct difference in GLOBE.gov's traffic from before and after the significant updates to the About/Join and Training sections that went live in June 2023.

- Average views per day increased 21.6%.
- Average time per page view increased 6.6%.
- The site's bounce rate (% of users who leave after viewing one page) fell nearly 5 percentage points."

Furthermore, web analytics are provided as an initial step in content review projects – helping determine what pages users are finding and using ([recent example](#))– and as a way to check how large events, such as the Annual Meeting and IVSS, affected web traffic.

In the year ahead the Comms team will continue upgrading GLOBE.gov web pages using the new CMS tools unlocked during the website upgrade process. This includes restructuring the Community tab to provide higher levels of utility and program engagement for GLOBE members as well as revitalizing the GLOBE Campaign and IOP pages to streamline and clarify the proposal process. The team will also continue its work to simplify the website and user experience by addressing pages that no longer appear to be useful in their current state. As part of this effort, the annual events sections of the website will be streamlined, removing dated pages and content that is no longer relevant.

Looking Ahead

Ongoing Improvements

To stay current and relevant, the website requires ongoing monitoring, both shaping and adapting to the world around it. In the year ahead, the web content team aims to continue upgrading GLOBE.gov web pages given the new Content Management System (CMS) tools unlocked during the website upgrade process.

The News Brief will undergo further revision to convey information to specific stakeholder groups;

Community Profiles including Alumni Profiles will be expanded, and the Comms team will work with the Science team and SMEs to expand awareness of scientists within the GLOBE community.

Developing Brand Identity

In mid-2024, GIO proposes to partner with a professional consulting team specializing in strategic brand development. This team will bring expertise in strategic messaging and has developed a strategic brand methodology to improve the existing brand through conscious design thinking. The strategic branding team will work with GIO leadership, the Comms team, the DIS Group, the GLOBE Observer group, the review

of GPO Leadership to implement a strategy for identifying key messages and will develop engaging design elements that support key messaging

Key Messages

Key messages are important because they serve as the foundation of our branding and outreach efforts and should be reflected in all written and spoken communications.

The following is a list of some, but not all, of the key messages that define the work of The GLOBE Program:

- GLOBE is primarily sponsored by NASA with support from the National Science Foundation (NSF), The National Oceanic and Atmospheric Administration (NOAA) and the United States Department of State.
- GLOBE is an international science and education program that engages students and lifelong learners in more than 120 countries in meaningful research about the environment.
- GLOBE's science protocols and access to data are an asset for scientists, educators, students, and the public.

Additional messages that will undergo review of GIO and GPO and selected stakeholders include

- GLOBE is developing the next generation of STEM professionals.
- Not every student will become a scientist, but every student can become a global citizen, with an understanding of what makes a healthy Earth system.
- GLOBE's pathway to safeguarding Earth is through science and education.
- GLOBE fosters critical thinking skills.
- Collection of environmental data for use in scientific research is a key component of The GLOBE Program.
- Collaboration is another key component in every aspect of what we do.
- GLOBE includes people from all over the world together and in doing so fosters international understanding making GLOBE a leader in environmental science diplomacy.
- Our diversity is our strength.

This top level messaging can be informed by an inclusive process that invites a multi-disciplined sample of the community, mentioned above. However, the additional expertise of branding specialists is sure to help us undergo a rapid distillation process that will support and enhance key communications efforts already firmly in place at the GIO.

Refreshing the GLOBE logo

The GLOBE logo has been in existence since the launch of the program in 1995. The image of children using measuring devices to physically examine a globe symbolizes data collection, a significant part of the GLOBE experience. There is some thought that the logo might benefit from a refresh, although consideration of rebranding of a logo is often very polarizing. In any case, discussion of our logo would undoubtedly lead to developing certainty about our brand identity, which can be part of our investment in shaping our brand.

Developing Video to Support the GLOBE Brand

Agents of Change. The six-part [Agents of Change](#) (AoC) documentary series elevated recognition of the value of video in creating GLOBE's brand. Six videos, one from each GLOBE region, conveyed: 1) the impact of the GLOBE Program on students, teachers and scientists who support them; and 2) the impact of students on their local communities.

Distribution: The films were shown to the GLOBE Community on Earth Day 2023 and an accompanying [Viewers Guide](#), which was sent to GLOBE teachers worldwide, along with a request that teachers share these videos on Earth Day 2023 itself or during the week preceding Earth Day. The Viewers Guide was developed to facilitate discussion sessions to follow the viewings and resides on the GLOBE website. The AoC films were also shown at Regional Annual Meetings to great acclaim; and, to the StarNet Network, as a resource for librarians and informal educators during Earth Science Week in October 2023. The first three films in the series were looped throughout the AGU conference at the UCAR booth (December 2022) and the more recent episodes will be shown at the 2023 AGU (December) as part of a UCAR Education and Training Center presentation.. **All six agents of change films were posted on the social media channels of NASA Earth, during a strategic episode-by episode rollout beginning on Earth Day (April 2023) through the GLOBE Annual Meeting (July 2023), which resulted in outreach to 473,000+ viewers. See NASA Earth stats [here](#).**

By the end of the 2023 calendar year a new and improved monthly News Brief will present content directed to specific user groups, such as the working groups, to ensure that the high volume of content produced by the community as well as by the GIO Comms team reaches all intended audiences.

Looking ahead, GIO also intends to continue to produce more videos in the spirit of The [Agents of Change documentary videos](#) made in 2022, to continue to highlight the impact of The GLOBE Program around the world.

A Week in Review video for all Annual Meetings continues to be an added-value promotional product that was begun in 2015. The Comms team intends to provide this for all Annual Meetings.

The Moon Trees –Past, Present and Future, soon to be released, is also an example of the agile skill set of the Comms team, which responds when filmable and inspirational ideas present themselves.

Protocol videos will also be produced by the Comms team, with sufficient funding.

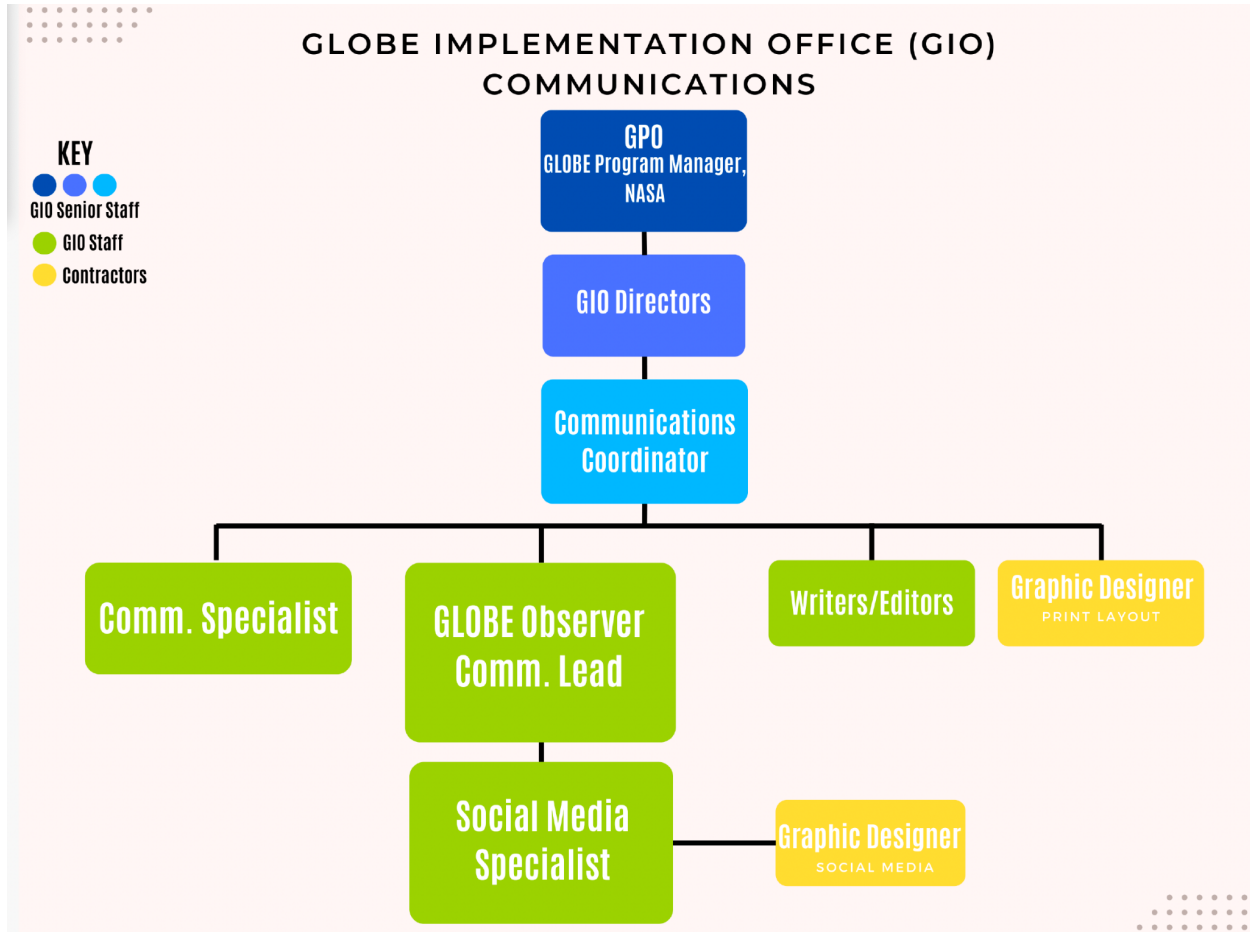
The GIO Comms team proposes that support be provided to continue to create high-caliber, high-impact films for GLOBE.

APPENDIX 1: Target Audiences and Communications Received

Below is a summary of our target audiences and the communications they receive from GIO Comms.

GIO COMMUNICATIONS Receipients	METHODS				
	Regular meetings	Monthly News Brief	News and Events Online	Annual Review	Press Releases
GIO, GPO,		x	x	x	
Federal agencies and colleagues, including NASA, NOAA, NSF, and the U.S. Department of State	x	x	x	x	
U.S. Embassies and Consulates			x	x	
GO, DIS	x	x	x	x	
RCOs, WGs	x	x	x	x	
campaign teams, SciAct Collaborators	x	x	x	x	
scientists and partners, and other interested citizens		x	x	x	
Decision-makers, data users, researchers, and scientists, vulnerable communities and STEM audiences		X	x	x	
teachers at schools (K-12) and universities		x	x	x	
U.S. partnering organizations		x	x	x	
International partners, including those with whom GLOBE has partnerships and joint missions (provide specifics)		x	x	x	
Underserved and underrepresented communities		x	x	x	
media outlets			x		x
social media outlets			x		
UCAR/NCAR			x	x	x

APPENDIX 2: GIO Comms Team Org Chart and Bios



Jan Heiderer: Communications Coordinator

Over the course of nearly two decades, Jan has played a significant role in managing the communications team and shaping the public image of GLOBE through print, still images and film. Notably, Jan recently completed the first comprehensive visual portrayal of the program, the documentary series "Agents of Change." Prior to coming to GLOBE Jan worked in the Bay Area in ethnographic film and sound recording.. As Communications Coordinator Jan oversees production of all communication products (monthly newsletter subscribed to by 23,000, monthly video letter to the Community, News and Events, UCAR social media UCP Newsletter, posters for professional society meetings, photography, video products, archives, intellectual property and copyrights) as well as supervision of full time Comms staff, contract writers and graphic designers.

Madeline Lane: Communications Specialist and Social Media Lead

Madeline became a member of the GIO team in 2021. Madeline is the social media lead for GIO, overseeing all of the platforms in collaboration with GLOBE Observer, ensuring alignment with NASA's established communications standards for social media. Furthermore, Madeline actively contributes as a producer to various GIO video projects, including coverage of the 2023 Annual Meeting, the Earth Day Broadcast, and the documentary "Moon Trees—Past, Present, and Future."

Celia Payne: Communications Specialist – Writer/ Editor

Celia Payne is responsible for creating news content and various written materials that are shared with the GLOBE Community and the wider public. Celia skillfully transforms technical information into easily understandable formats suitable for a wide array of audiences, including K-12 students, graduate students, the general public, and members of the US Department of Defense.

Jeff Grossman: Writer/ Editor

Jeff Grossman is a member of the GLOBE Implementation Office's (GIO) web team, focusing on improving GLOBE.gov's content and overall user experience. Before joining GLOBE, Jeff worked in a variety of editorial jobs for websites in both the private and public sector. He has provided analysis of large companies' corporate governance practices, reported on homeland defense and health care, and worked as a copy editor and writer for TV and print news outlets. Most recently, Jeff worked on digital content in various positions within the New York City government.

Nicholas Baranczyk: Writer/ Editor

Nick joined the GIO team in 2021. He focuses on enhancing the user experience of The GLOBE Program's website. Prior to GLOBE, Nicholas earned his undergraduate degrees in Journalism and Physics at Indiana University, Bloomington, as well as his Master of Science degree in Mechanical Engineering at University of Colorado, Boulder. He also brings a wealth of knowledge from his previous role as a Technical Writer at Accenture.

APPENDIX 3: 2022 Calendar Year Social Media Stats

Facebook

- Posted 277 times in 2022 on @TheGLOBEProgram.
- We gained 2,774 new followers this year on Facebook.
- GLOBE Facebook posts reached over 337,907 people.
- The top post on GLOBE Facebook was a weekly observations video – reached over 148K. This was shared in December 2022.
- Other top contenders were a Cloud Challenge announcement sharable in January (17.4K) and a SRS post in June (3.6K).
- Three of our top 10 videos for 2022 were GLOBE Student Vloggers videos.
- All six Agents of Change videos were shown between April (Earth Day) 2023 and July 2023 on NASA Earth Facebook. Approximately 200K viewers watched the videos.

X (formerly Twitter)

- Posted 937 times in 2022 on @globeprogram.
- We gained 634 followers in 2022.
- Our tweets impressed over 358.4K people.
- The top post of 2022 was our Valentine's Day leader post for a thread of Valentine's Day tweets and shoutouts via tags. This tweet impressed 26.7K people.
- Other top contenders were a tweet concerning the million satellite matches, as well as a tweet about the STEM for All Video Showcase.

Instagram

- 51 posts shared in 2022 – about one post per week on @globeprogram.
- 186 story slides shared in 2022 – each post and reel received a story as part of our publication treatment plan. In addition, we also shared stand-alone stories in the form of #WallpaperWednesdays or GSV content.
- 54 Reels shared in 2022.
- 1,280 new followers added to the account in 2022 (over 1K of that was gained during the Cloud Challenge in January of 2022).
- Together our GLOBE Instagram content reached over 138,489 people in 2022.

YouTube

- Shared 177 videos added to the channel (@globeprogram) in 2022 (introduced Shorts in the Fall of 2022 on the channel).
- Gained 307 new followers to the channel in 2022.
- Reached over 411,800 with our video content in 2022.