GLOBE Campaigns and IOPs: Summary Document

One of the highly-valued attributes of The GLOBE Program is the interaction among students, teachers and scientists to collect and use Earth science data for research. GLOBE campaigns and Intensive Observation Periods (IOPs) stimulate student measurement activity and provide a focus for learning by GLOBE students, while also providing scientists with research-quality measurements. GLOBE campaigns and IOPs are selectively supported by the GLOBE Implementation Office (GIO). A Statement of Interest and selection criteria* are used to determine campaign or IOP feasibility, program fit and support needed.

*Note: GIO is not at liberty to dictate how campaigns and IOPs are conducted in other GLOBE countries or regions. Please refer to the respective GLOBE Country Coordinator or GLOBE Regional Coordination Officer of your country or region for more information.

GLOBE campaigns and IOPs may incorporate and partner with NASA satellite missions. They may also focus on targeted data collection and reporting to support specific research questions, environmental education, specific learning activities, data analysis and literacy.

GLOBE campaigns, such as Student Research Campaigns (SRCs), and IOPs are designed for students in GLOBE schools. IOPs may be individual initiatives or included as part of a GLOBE campaign. Campaigns and IOPs must originate from GLOBE community members (individual or group) and are developed in collaboration with professional and/or citizen scientists, educators, GLOBE partners, Country Coordinator(s), Regional Coordination Offices(s), external partner(s) or the GIO Campaign Team. Campaigns and IOPs may take place at a county, regional or global level.

GLOBE Campaigns

Campaigns must focus on science and education objectives that align with existing GLOBE protocols. Campaigns may be themed and aid in the creation of new educational products or activities that promote GLOBE student learning. Campaigns usually span one month to three years, depending on the proposed idea and GIO approval.

GLOBE IOPs

IOPs may be individual initiatives or included as part of a GLOBE campaign. They are focused periods of time where participants are encouraged to collect and enter data into the GLOBE database, contributing to a targeted data collection and education effort. Data collected during an IOP provides GLOBE students, scientists, researchers and educators with large amounts of concentrated data over a short period of time. Depending on the protocol(s) selected and data collected, IOPs may choose to include ground-based measurements that have the potential to be paired with satellites and airborne...
instruments. IOPs usually last one week to one month and include data collection periods that may occur multiple times over a span of one-to-three years.

Note: Data Challenges, which are a type to IOP, are internally sourced by GIO.

What makes a GLOBE Campaign and IOP Successful?

GLOBE campaigns and IOPs that are successful usually involve the following:

1. A detailed description of the proposed campaign and IOP, including a preparation plan, type of data collections, proposed timeline, target audience and participants;
2. A clear Science and Education Plan;
3. A clear Communications Plan;
4. The involvement of at least three GLOBE schools and one GLOBE country;
5. The use of at least two existing GLOBE protocols; and,
6. Encouraging collaboration and exchange between and among participants and encouraging student participants to document their research for the GLOBE International Virtual Science Symposia (IVSS).

For all future campaigns, The GLOBE Program highly encourages Diversity, Equity, and Inclusion (DEI) objectives to be clearly outlined in proposals. For example, please describe how the campaign reaches and engages multiple audiences, and/or encourages collaborations and connections amongst GLOBE students, teachers and other community members.

For examples of successful campaigns and IOPs, please see the GLOBE Measurement Campaigns and Intensive Observation Periods webpage.