The GLOBE Program Country Campaigns

What is a Country Campaign?

GLOBE Country Campaigns are designed for GLOBE students. Country Campaigns may be proposed by GLOBE community members (individual or group) and are developed in collaboration with professional and/or citizen scientists, educators, GLOBE partners, and a GLOBE Country Coordinator. These campaigns must focus on science and education goals that align with existing GLOBE protocols designed to examine data collection and analysis. Country Campaigns usually span one month to three years depending on proposed ideas and GIO approval.

Criteria Checklist Overview

The GLOBE Implementation Office (GIO) requires that each Campaign proposal be submitted with clear explanations and details that address the criteria listed below. Once submitted, the GIO will review the proposal and contact the proposer within one week to acknowledge the proposal submission. Initial feedback will be communicated within one month from submission date. If you have any questions regarding campaign criteria, please reach out to the GIO Campaign Team at: globecampaigns@ucar.edu.

The proposal must include*:

1. A detailed description of the campaign, including preparation plan, proposed timeline, date of launch, type of data collections, estimated data volume collected, target audience, participants and frequency of data collections (for example, the measurements that will be taken and/or observations that will be made three times a day, for one week, each month, for three years);
2. A clear Communications Plan, including social media, webinars and online presence needs (including requests for webpages, following specific style guidelines provided by GIO);
3. A clear Science and Educational Plan. For example, what are the science and educational objectives of the GLOBE Country Campaign?
4. The GLOBE Program highly encourages Diversity, Equity, and Inclusion (DEI). Please provide information on any DEI objectives you plan to include in your GLOBE Country Campaign. For example, how you plan to ensure accessibility, language access and diverse participation;
5. The use of at least two existing GLOBE protocols;
6. The proposed involvement of at least ten GLOBE schools across the United States (if other countries are conducting similar campaigns, collaborations and knowledge-sharing are encouraged);
7. The proposed support of the GLOBE Country Coordinator;
8. The proposed participation of citizen scientists and/or science professionals
9. The proposed support from GLOBE educators and GIO staff;
10. Conducting at least two measurement periods per year; and,
11. Updates sent to GIO on at least a quarterly basis (see details below).

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*Note: The criteria above are for U.S. Country Campaigns only. GIO is not at liberty to dictate how country campaigns are conducted in other GLOBE countries. However, we do encourage the inclusion of the guidelines below.

GIO Support for Country Campaigns

GIO is here to facilitate the success of the campaign and will provide support based on available resources, including financial, technical and personnel support. Resource availability may impact GIO’s efforts in communications outreach and technology updates. To provide this assistance, GIO requires updates about the campaign and its progress (see below). GIO will occasionally share these updates externally through social media, in the GLOBE News Brief through highlighted Country Campaigns or on the GLOBE website and will use them internally to track and report on campaign progress.

Country Campaign Updates for GIO

As mentioned above, GIO requires updates about the campaign for external and internal purposes. Please send the following updates to the GIO Campaign Team on at least a quarterly basis:

- The number of participants;
- The type of participants (for example, students and teachers);
- The names of participating GLOBE schools;
- The number of observations collected per protocol used (by user type, if applicable);
- The number of observation sites (by user type, if applicable); and
- Information regarding the achievement of education, science and/or DEI goals.

To submit all the required information for your GLOBE Country Campaign proposal, please complete this Google Form once you have all the information ready.