




GLOBE Strategic Plan Progress Report: 2018-2021 Data

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Icons Representing the Different Data Sources Used to Monitor Strategic Plan Progress



GLOBE
Community
Survey data



Event/registration
data



GLOBE Training
Database



GLOBE science
entry database



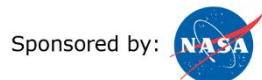
GLOBE
Webanalytics



IVSS participation
data

Created by Trusted Icons
from the Noun Project

Created by Olly Banham
from the Noun Project

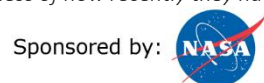


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Annual Survey Response Rates by Community





	2018		2019		2020		2021*	
	# of responses	Response rate	# of responses	Response rate	# of responses	Response rate	# of responses	Response rate
Teachers	436	2%	348	2%	280	3%	270	3%
U.S Partners	51	25%	67	33%	46	33%	63	50%
Country Coordinators	61	53%	62	54%	82	65%	89	71%
GISN	27	9%	25	8%	18	15%	35	30%

*2021 survey response rate based on 8,760 teachers, which corresponds to the number of successful 'sent' emails to GLOBE teacher email addresses; 127 US Partners, 124 Country Coordinators and 119 GISN, which corresponds to the number of active members in each of these community groups. Active members are defined as those that have logged in or entered data within the last two years. Members with government email addresses are considered "active" and included on lists as well regardless of how recently they have logged in or entered data.



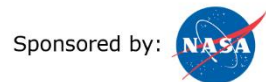
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% of Performance Measures Achieved

Status Symbol	Description	2018	2019	2020	2021
	On target, making progress	30%	27%	28%	18%
	Achieved performance target	34%	42%	41%	51%
	Attention	7%	4%	3%	2%
	No performance target, or not started collecting data	28%	27%	27%	29%



Education Goals and Performance Measures





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EDUCATION GOALS: Materials and Resources

EG.1 GLOBE materials and resources are accessible and useful to the GLOBE community

Measure: % GLOBE community members that access GLOBE materials and resources often 

		2018	2019	2020	2021	Annual Status
2022 Performance Targets:	35% Science Data Entry	25%	32%	46%	43%	
	25% Data Visualization	28%	34%	41%	38%	

Measure: Rating of the usefulness of GLOBE materials and resources (partners/CCs) 

2022 Performance Target	Mean value of 3.0 or higher (4.0 pt scale) rating usefulness of GLOBE website for facilitating GLOBE activities		2018	2019	2020	2021	Annual Status
		Planning workshops	3.3	3.5	2.9	3.5	
		Reporting school status	3.3	3.3	2.8	3.3	
		Managing schools and teachers	3.3	3.3	3.0	3.3	

EDUCATION GOALS: Professional Development

EG.2 GLOBE's capacity to deliver high quality trainings has increased

Measure: Number of GLOBE trainers available by region (from end of yr GLOBE impact metrics)

			2018	2019	2020	2021	Annual Status
2022 Performance Targets	46	Africa	234	853	918	919	✓
	156	Asia and Pacific	269	577	678	677	✓
	221	Europe and Eurasia	214	230	246	246	✓
	146	Latin America and Caribbean	302	677	685	682	✓
	80	Near East and North Africa	51	172	184	184	✓
	713	North America	662	739	748	750	✓

Measure: Number of ****active**** GLOBE trainers available by region (GLOBE database)



	2018	2019	2020	2021	Status
Africa	12	20	68	59	○
Asia and Pacific	46	59	70	58	○
Europe and Eurasia	30	27	43	32	○
Latin America and Caribbean	23	22	28	19	○
Near East and North Africa	10	37	42	11	○
North America	96	93	79	56	○




****became a trainer or conducted a workshop within the last 2 yrs that was not a Mosquito only workshop**

EDUCATION GOALS: Student Investigations

EG.3 Students develop high quality STEM investigations of Earth systems phenomena

Measure: Number of students developing STEM investigations (*based on # of IVSS project reports*)

			2018	2019	2020	2021	Status
2022 Performance Targets	13	Africa	1	11	11	5	→
	27	Asia and Pacific	27	25	40	72	✓
	41	Europe and Eurasia	13	21	15	21	→
	20	Latin America and Caribbean	8	13	14	14	→
	26	Near East and North Africa	31	100	27	26	✓
	56	North America	33	46	21	85	✓

Measure: Average score of student investigations using IVSS rubrics 

			2018	2019	2020	2021	Status
2022 Performance Target	Mean value of 3.0 or higher (4.0 pt scale) of quality of students investigations using IVSS rubric	Africa	4.0	2.5	2.7	Not Available	
		Asia and Pacific	2.6	2.9	3.1	Not Available	
		Europe/ Eurasia	2.5	3.1	3.1	Not Available	
		LAC	3.8	3.0	3.2	Not Available	
		NENA	2.1	2.6	2.7	Not Available	
		North America	3.0	3.1	3.0	Not Available	

EDUCATION GOALS: Educational Impact

EG.4 Information on GLOBE’s educational impact Is regularly shared by the community

Measure: Number of articles, publications, or presentations shared on the GLOBE website

		2018	2019	2020	2021*	Status
2022 Performance Targets:	10% increase/per year in the number of articles, publications, or presentations shared on the GLOBE website	49	61	46	23	

*Data only available on GLOBE publications through 05/27/2021



Science Goals and Performance Measures

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SCIENCE GOALS: Scientist Participation

SG.1 Increase participation and collaboration of scientists and STEM professionals

Measure: % participation of scientist and STEM professionals with GLOBE community



			2018	2019	2020	2021	Status
2022 Performance Targets	60%	Collaborated on a GLOBE-related research project with a partner/teacher or scientist	48%	31%	21%	56%	
	30%	Assisted with student-related GLOBE project	33%	14%	31%	47%	
	30%	Partnered with GLOBE teacher/school	25%	14%	0%	38%	
	10%	Used GLOBE data in their research	8%	9%	8%	22%	
	25%	Participated in “other” ways	16%	38%	38%	28%	

**Other ways included proposing/updating a GLOBE protocol, funding proposals, providing orientation to GLOBE program in college course*


Measure: Number of scientists and STEM professionals who served as judges for IVSS







2022 Performance Target	<i>None defined</i>	2018	2019	2020	2021	Status
		70	81	25	Not available	

SCIENCE GOALS: Science Data

SG.2 Increase the comprehensiveness of the data in the GLOBE database

Measure: Comprehensive score based on number, consistency and geographical distribution of data entry counts 


2022 Performance Targets

	2018	2019	2020	2021	Status
TBD Count of data entries in database	12,653,929	13,112,866	20,815,190	22,392,229	
TBD Number of users who consistently reported an observation each month	158	176	180	191	
TBD Number of data entries from unique locations	38,779	42,106	40,181	32,909	
TBD Number of GLOBE observer data entries	113,200	176,535	218,057	194,737	

SCIENCE GOALS: Science Publications


SG.3 The number of publications and citations using or referencing GLOBE has increased

Measure: Number of publications using or referencing GLOBE data (*from Google Scholar*)

2022 Performance Target	None defined	2018	2019	2020	2021	Status
		18	26	29	30	


Measure: % scientists that have published or presented information that referenced GLOBE





2022 Performance Target	20% of scientists report having published or presented information that used or referenced GLOBE data in the past year	2018	2019	2020	2021	Status
		8%	22%	15%	25%	

SCIENCE GOALS: Science Projects

SG.4 Increase the number of projects that focus on environmental awareness and contribute to environmental benefits

Measure: % GLOBE teachers reporting student-related projects connected to environmental benefits 

2022 Performance Target	60% of GLOBE teachers report student-related projects connected to environmental benefits in their school	2018	2019	2020	2021	Status
		46%	46%	43%	47%	

Measure: Number of student IVSS projects focused on environmental awareness and benefits 

2022 Performance Target	To be determined	2018	2019	2020	2021	Status
		74	107	128	Not Available	



Community Goals and Performance Measures



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COMMUNITY GOALS: Community Growth


CG.1 Expand the GLOBE Community

Measure: Number of new GLOBE members




2022 Performance Target	To be determined	2018	2019	2020	2021	Status
		5,119	5,199	2,425	1,853	




Measure: Number of new countries added in the current year


2022 Performance Target	To be determined	2018	2019	2020	2021	Status
		4	2	1	2	




COMMUNITY GOALS: Community Growth

CG.2 Increase interactions and collaborations among local, regional, and international GLOBE communities

Measure: % GLOBE community (divided by subgroups) participating in at least one event 


		2018	2019	2020	2021	Status	
2022 Performance Target	94% of GLOBE community members reports having participated in at least one event	Partners/CCs	85%	84%	83%	86%	
		GISN	64%	64%	79%	84%	
		Teachers	63%	68%	72%	73%	

Measure: % GLOBE community (divided by subgroups) collaborating on GLOBE projects 

2022 Performance Target	40%	Partners/CCs involved in collaborations		2018	2019	2020	2021	Status
			Partners/CCs	59%	57%	64%	59%	
	30%	Teachers involved in collaborations	Teachers	60%	59%	49%	54%	
	15%	GISN members involved in collaborations	GISN	48%	50%	21%	56%	



Technology Goals & Performance Measures

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TECHNOLOGY GOALS: Data Systems

TG.1 The use of GLOBE data systems (data entry, visualizations, ADAT and retrieval) has increased.




Measure: % GLOBE community members that use GLOBE data systems often (at least once a month) 

**2022
Performance
Targets:**

30% Science Data Entry


35% Data Visualization


33% Advanced Data Access
Tool

2018	2019	2020	2021	Annual Status
25%	32%	46%	43%	
28%	34%	41%	38%	
23%	28%	27%	22%	






TECHNOLOGY GOALS: GLOBE Website

TG.2 The use of the website to facilitate information exchange and collaboration has increased

Measure: % of GLOBE Community members reporting website “useful” in facilitating information exchange and collaboration 

2022 Performance Targets	60%	GLOBE Community partners find website useful for collaborating and communicating with other community members	2018	2019	2020	2021	Status
			65%	71%	65%	70%	



Measure: Number of users of the GLOBE website /engagement on GLOBE website 


		2018	2019	2020	2021	Status
2022 Performance Targets	<i>TBD</i> Number of pageviews	2,172,129	2,218,951	1,834,911	1,789,070	
	<i>TBD</i> Number of unique pageviews	1,567,353	1,601,664	1,333,119	1,376,413	
	<i>TBD</i> Avg time on webpage	1:22 min	1:44 min	1:46 min	1:28 min	
	Bounce rate	55.07%	57.77%	64.15%	67.81%	
	<i>TBD</i> % exit	26.64%	27.56%	33.76%	38.72	



TECHNOLOGY GOALS: Apps and Mobile Devices

TG.3 Improve the relevance and capability of GLOBE apps and mobile devices to better address the needs of the GLOBE community

Measure: Avg score rating the capability of GLOBE apps and mobile devices in addressing GLOBE community members needs 

		2018	2019	2020	2021	Status	
2022 Performance Targets	Mean value of 3.0 or higher (on 4 pt scale) of <i>ease of use of GLOBE Data Entry App and GLOBE Observer App</i>	Data Entry App	3.14	3.10	2.63	3.29	
		Observer App	3.30	3.33	3.31	3.45	

Measure: Avg score rating the relevance (reliability) of GLOBE apps and mobile devices in addressing GLOBE community members needs 

		2018	2019	2020	2021	Status	
2022 Performance Targets	Mean value of 3.0 or higher (on 4 pt scale) of <i>reliability of GLOBE Data Entry App and GLOBE Observer App</i>	Data Entry App	3.28	3.30	2.70	3.31	
		Observer App	3.28	3.37	3.33	3.44	



Communication Goals & Performance Measures

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COMMUNICATION GOALS: Communication Pathways

CMG.1 Improve the communication pathways among the GLOBE community

Measure: Average score of rating level of satisfaction with GLOBE communication products 


2022 Performance Target


Mean value of 3.0 or higher (4.0 pt scale) rating of level of satisfaction with GLOBE communication products

Communication Products	2018	2019	2020	2021	Annual Status
Community Blogs	2.97	2.91	3.08	2.93	
Stars and STEM stories	2.99	2.94	3.08	3.11	
News Brief	3.14	3.24	3.29	3.25	
Director’s Video Address	3.15	3.32	3.37	Not Available	
GLOBE Annual Review	3.21	3.20	3.13	3.14	
Community Letter (from Director)	3.25	3.27	3.41	3.31	

COMMUNICATION GOALS: International Community

CMG.2 Improve the communication of GLOBE events, activities and achievements from the international community

Measure: % community members providing information of key events accomplishments on a consistent basis 

2022 Performance Target	55% of GLOBE community members report that they shared information about events and achievements	2018	2019	2020	2021	Status
		23%	27%	26%	47%	

COMMUNICATION GOALS: New Audiences

CMG.3 Increase the promotion of GLOBE to new audiences

Measure: % community members who reported sharing information about GLOBE with a new audience 

2022 Performance Target	75% of GLOBE community members report sharing information about GLOBE with a new audience	2018	2019	2020	2021	Status
		65%	67%	59%	66%	