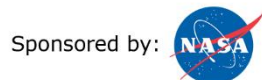# GLOBE Strategic Plan Progress Report

Highlights from 2018 Data

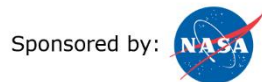# Data Sources for Monitoring Strategic Plan Progress:

- 2018 GLOBE Community Survey
  - 436 teachers
  - 120 partners/CCs
  - 27 scientists
- GLOBE Training Database
- GLOBE Webanalytics

- Event/registration records
- GLOBE science entry database
- IVSS participation records

THE **GLOBE** PROGRAM

Status Symbol	Description	Percentage of Performance Measures
→	On target, making progress	**30%**
✓	Achieved performance target	**34%**
!	Attention	**7%**
◉	Not started, 1st year collecting data	**28%**

Sponsored by: NASA   Supported by: NSF NOAA   Implemented by: UCAR

Education Goals and Performance Measures

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 data	**Status**
2022 Performance Targets:	**35%** Science Data Entry	**25%** Science Data Entry	➡
	25% Data Visualization	**28%** Data visualizations	✓

Measure: Rating of the usefulness of GLOBE materials and resources

		2018 data	**Status**
2022 Performance Target	Mean value of **3.0 or higher** (4.0 pt scale) rating usefulness of GLOBE website for facilitating GLOBE activities	**3.3** Planning workshops	✓
		3.3 Reporting school status	✓
		3.3 Managing schools and teachers	✓

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 GLOBE impact metrics)

2022 Performance Targets			2018 Data		Status
	46	Africa	**234**	Africa	✔
	156	Asia and Pacific	**269**	Asia and Pacific	✔
	221	Europe and Eurasia	**214**	Europe/ Eurasia	→
	146	Latin America and Caribbean	**302**	LAC	✔
	80	Near East and North Africa	**51**	NENA	→
	713	North America	**662**	North America	→

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

2022 Performance Targets		2018 Data		Status
	Africa	**17**	Africa	◎
	Asia and Pacific	**62**	Asia and Pacific	◎
	Europe and Eurasia	**37**	Europe/ Eurasia	◎
	Latin America and Caribbean	**42**	LAC	◎
	Near East and North Africa	**14**	NENA	◎
	North America	**110**	North America	◎

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 IVSS project reports)

			2018 Data		**Status**
2022 Performance Targets	**13**	Africa	**1**	Africa	❗
	27	Asia and Pacific	**27**	Asia and Pacific	✔
	41	Europe and Eurasia	**13**	Europe/ Eurasia	→
	20	Latin America and Caribbean	**8**	LAC	→
	26	Near East and North Africa	**31**	NENA	✔
	56	North America	**33**	North America	→

Measure: Average score of rating student investigations using IVSS rubrics

		2018 Data		**Status**
2022 Performance Target	Mean value **of 3.0 or higher** (4.0 pt scale) of quality of students investigations using IVSS rubric	**4.00**	Africa	✔
		2.63	Asia and Pacific	→
		2.46	Europe/ Eurasia	→
		3.75	LAC	✔
		2.06	NENA	→
		3.03	North America	✔

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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
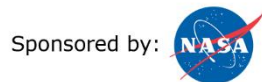
		2018 data	**Status**
2022 Performance Targets:	**10%** increase in the number of articles, publications, or presentations shared on the GLOBE website indicating GLOBE's educational impact	**18** GLOBE-related publications on website	◎

Science Goals and Performance Measures

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 Data	Status
2022 Performance Targets	**60%**	Collaborated on a GLOBE-related research project with a partner/teacher or scientist	**48%**	→
	30%	Assisted with student-related GLOBE project	**33%**	✓
	30%	Partnered with GLOBE teacher/school	**25%**	→
	10%	Used GLOBE data in their research	**8%**	→
	25%	Participated in "other" ways	**16%**	→

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

		2018 Data	Status
2022 Performance Target	*None defined*	**70**	◉

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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 Data**	**Status**
	TBD	Count of data entries in database	**12,653,929**	◉
	TBD	Number of users who consistently reported an observation each month	**158**	◉
	TBD	Number of data entries from unique locations	**38,779**	◉
	TBD	Number of GLOBE observer data entries	**113,200**	◉

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

2022 Performance Target	*None defined*	**2018 Data**	**Status**
		18 publications	◎

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 Data**	**Status**
		8%	❗

SCIENCE GOALS: Science Projects

SG.4 Increase the number of projects focused on environmental awareness and contributing to environmental benefits

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

2022 Performance Target	**60%** of GLOBE teachers report student-related projects connected to environmental benefits in their school	**2018 Data** 46%	**Status** →

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

2022 Performance Target	*To be determined*	**2018 Data** 83 projects	**Status** ◉

Community Goals and Performance Measures

COMMUNITY GOALS: Community Growth

CG.1 Expand the GLOBE Community

Measure: Number of new GLOBE members

2022 Performance Target	*To be determined*	**2018 Data**	**Status**
		5,119	⊙

Measure: Number new members from countries not currently represented in GLOBE

2022 Performance Target	*To be determined*	**2018 Data**	**Status**
		4	⊙

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

2022 Performance Target	**94%** of GLOBE community members reports having participated in at least one event	**2018 Data**	**Status**
		85% Partners/CCs	→
		64% Scientists	!
		63% Teachers	!

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

2022 Performance Target			**2018 Data**	**Status**
	40%	GLOBE Partners/CCs involved in collaborations	**59%** Partners/CCs	✓
	30%	GLOBE Teachers involved in collaborations	**60%** Teachers	✓
	15%	GLOBE Scientists involved in collaborations	**48%** Scientists	✓

COMMUNITY GOALS: Community Growth

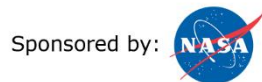**CG.3 Increase the geographical representation of countries participating in GLOBE events**

Measure: Number of countries from different regions participating in GLOBE events

2022 Performance Target		**2018 Data**	**Status**

Technology Goals & Performance Measures

TECHNOLOGY GOALS: Data Systems

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

Measure: % GLOBE community members that use GLOBE data systems often

		2018 data	**Status**
2022 Performance Targets:	**30%** Science Data Entry	**25%** Science Data Entry	➡
	35% Data Visualization	**28%** Data visualizations	➡
	33% Advanced Data Access Tool	**23%** ADAT	➡

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

			2018 Data	**Status**
2022 Performance Targets	**60%**	GLOBE Community members find website useful for collaborating and communicating with other community members	**65%**	✅

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

		2018 Data	**Status**
TBD	Number of Pageviews	**2,172,129**	◉
TBD	Number of unique page views	**1,567,353**	◉
TBD	Avg time on webpage	**1 min 22 sec**	◉
	Bounce rate	**55.07%**	◉
TBD	% exit	**26.64%**	◉

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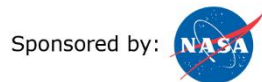
Measure: Avg score rating the relevance of GLOBE apps and mobile devices in addressing GLOBE community members needs

2022 Performance Targets	Mean value of **3.0 or higher** (on 4 pt scale) of *ease of use of GLOBE Data Entry App and GLOBE Observer App*	2018 Data		Status
		3.14	Data Entry App	✅
		3.3	Observer App	✅

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

2022 Performance Targets	Mean value of **3.0 or higher** (on 4 pt scale) of *reliability of GLOBE Data Entry App and GLOBE Observer App*	2018 Data		Status
		3.28	Data Entry App	✅
		3.28	Observer App	✅

Communication Goals & Performance Measures

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

		2018 Data		**Status**
2022 Performance Target	Mean value **of 3.0 or higher** (4.0 pt scale) rating of level of satisfaction with GLOBE communication products	2.97	Community Blogs	→
		2.99	Stars and STEM stories	→
		3.14	News Brief	✓
		3.15	Director's Video Address	✓
		3.21	GLOBE Annual Review	✓
		3.25	Community Letter (from Director)	✓

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 provide information to GIO on events and achievements	**2018 Data** 23%	**Status**

COMMUNICATION GOALS: International Community

CMG.3 Increase the promotion of GLOBE to new audiences

Measure: % community members who reported sharing information about GLOBE with a new audience
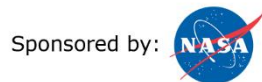
2022 Performance Target	**75%** of GLOBE community members report sharing information about GLOBE with a new audience	**2018 Data** **65%**	**Status** →

Questions/Comments?