



2018 Outreach and User Services

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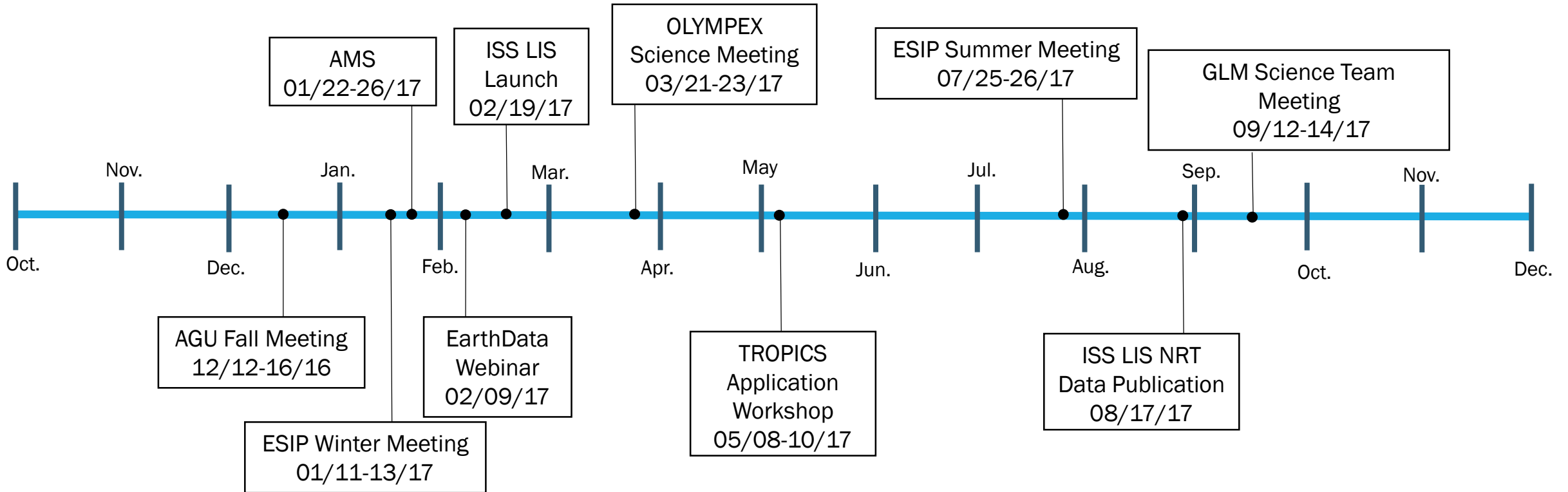
2017 GHRC User Working Group Meeting
Sept 26-27, 2017



- Taking action to improve GHRC data use
 - **Demonstrating the use of data products** to enhance understanding
 - NASA Webinar
 - Flash Talk at AGU hyperwall
 - Generate EarthData/GHRC mastheads
 - Continue generating Data Recipes and Virtual Collections
 - **Educating users** about data products
 - Improve understanding of how data can be used to study a phenomenon
 - Connect users to data products used and provide examples of past use
 - Improve and increase web content and information more digestible by broad knowledge levels
 - Present to general audiences using approachable means
 - Research as Art
- Attracting data providers
 - **Attend meetings and conferences and develop relationships with scientists** in key areas pertaining to GHRC's Mission and encourage GHRC interaction and product archival
 - Attend AMS Hurricane meeting, AGU, AMS, and ESIP
 - Attend mission-oriented NASA science team meetings
 - Participate in planning meetings for planned instruments and programs
 - Participate in other outreach events
 - Continue collaboration with other organizations/individuals

- Responding to user questions and needs
 - **Thoroughly answer each Kayako question** to enhance understanding
 - FAQs
 - **Provide tutorials** on how to use or plot data products
 - Data Recipes
- Providing clear, concise, and easy-to-locate information
 - **Improve content and linkages** on the GHRC and associated webpages
 - Add content when user questions suggest insufficient information exists
 - Keep up with NASA UI/UX suggestions and improvements
 - Develop innovative ways to interconnect structured content on webpage
 - Improve menus and information organization on webpage
- Address determined needed changes from ACSI Survey results
 - Improve bulk data downloading
 - Continue making documentation clear and easy to find
 - Continue responding to Kayako tickets in a timely and professional manner, making sure each question leads to a content change, improvement, FAQ, or wish list item
 - Continue providing tutorials/Data Recipes

Outreach Timeline 2016-2018



Social Media Outreach

