



Changing the Game: Integrating Social Science in a Natural Science Agency through Partnerships

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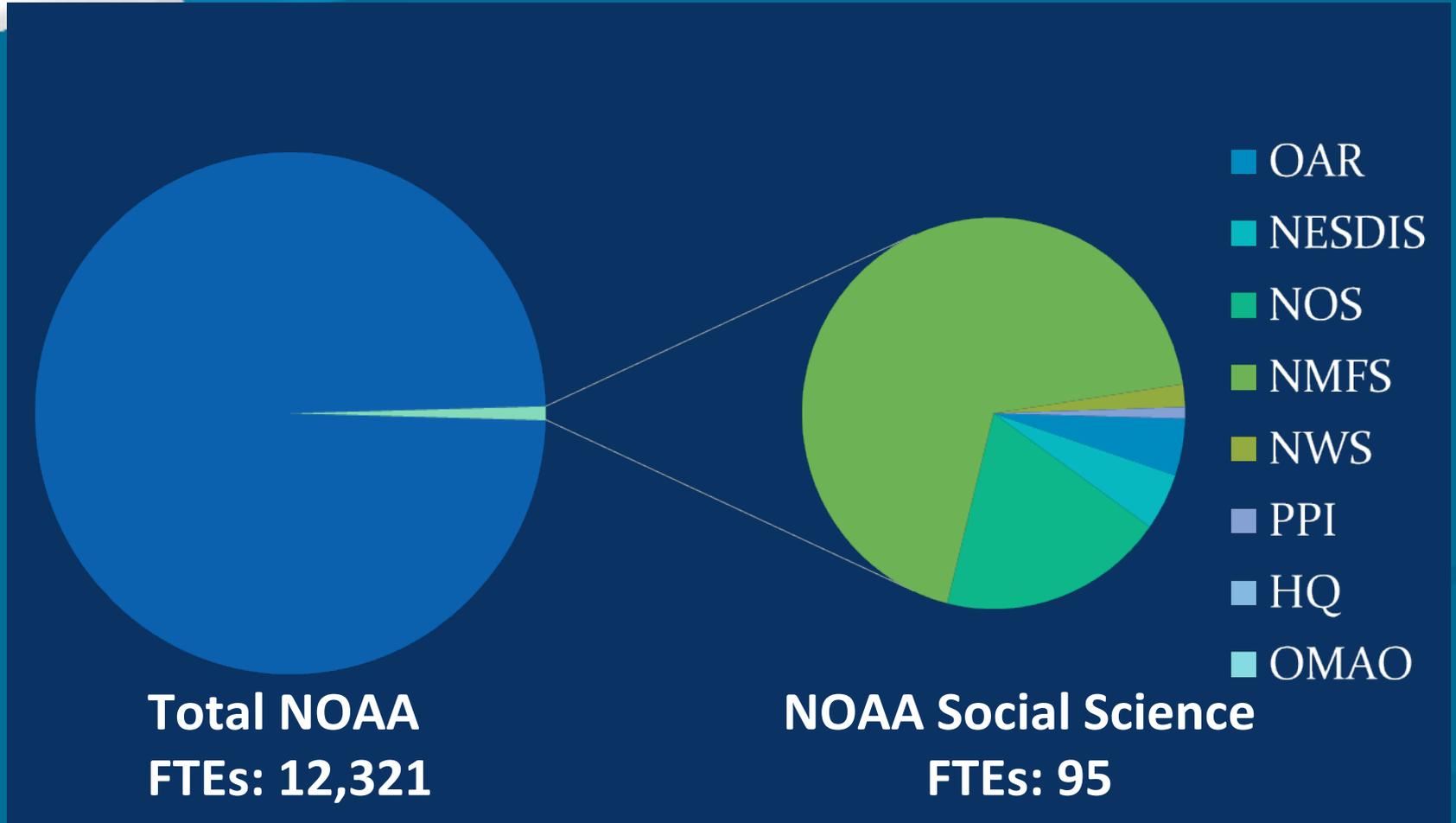
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2016 Social Coast Forum

Social Science is integral to achieving NOAA's Goals

- Provide information and services to make communities more resilient
- Evolve the National Weather Service
- Invest in observational infrastructure
- Achieve organizational excellence

NOAA's Social Science Workforce



Source: NOAA Social Science Needs Assessment, 2013

We've Come a Long Way

2003 NOAA SAB Social Science
Review Panel Report



2009 Social Sciences
Working Group Report



2013 Social Science
Needs Assessment

2014 Social Science Tiger
Team Recommendations



2015 Social Science
Vision and Strategy



VISION

NOAA's mission and priorities more effectively drive positive environmental, societal, and economic change.

STRATEGY

Integrate Social, Behavioral, and Economic science end-to-end in NOAA's mission and priorities.

Make communities more resilient

Evolve the Weather Service

Invest in observational infrastructure

Achieve organizational excellence

GOAL 1

NOAA's impact on society is defined and measured.

Quantify and promote the value and impact of NOAA's products and services in serving communities and meeting its mandates.

Standardize approaches for defining and measuring high profile economic data.

Strengthen the impact of investment by valuing improvements in NOAA products and services.

GOAL 2

NOAA's products and services strengthen societal decision-making.

Incorporate social science research in management decisions to increase community resilience.

Use social science methods to assess and communicate risk while reducing vulnerability to changing environmental conditions.

Consistently collect social science data and information to strengthen the implementation of ecosystem-based management.

GOAL 3

Institutionalize social science to further NOAA's mission.

Integrate social science in program planning and budgeting.

Apply social science methods in internal agency operations and decision-making.

Use only the most high-quality, robust, and innovative social science in NOAA products and services.

Science, Service, and Stewardship

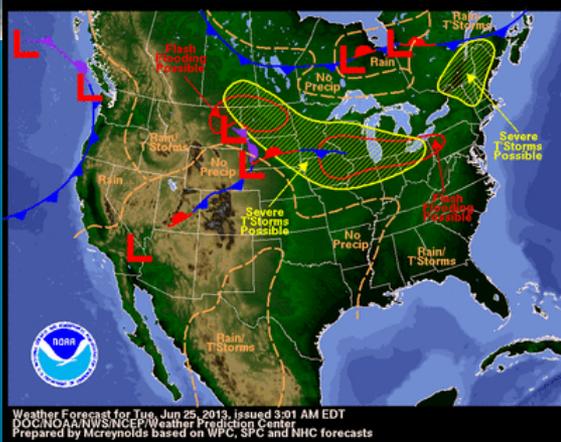


Implementing the Social Science Vision and Strategy



Measuring and Defining NOAA's Impact on Society

Spotlight: Value of Information Workshop



NEWS ▾ CIO BRIEFING ▾ EMERGING TECH ▾ CLOUD ▾ CYBER ▾

NOAA TRIES 'ODDBALL' APPROACH TO HARNESSING BIG DATA

NOAA Administrator Kathryn Sullivan // Sue Ogrocki/AP File Photo

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Imagine a world where the world's environmental data were as easy to access as sports scores. That's the future envisioned by leaders at the National Oceanic and Atmospheric Administration, the world's leading producer of what they termed "environmental intelligence."

NOAA collects terabytes of weather data per day and publicly shares a good chunk of it – more than



Products and Services Strengthen Societal Decision Making

Spotlight: Natural Capital Business Roundtables

COMMERCE.GOV

What is Natural Capital?

Context and Trends

Why Should Businesses Care?

Challenges and Solutions

The Department of Commerce Natural Capital Business Roundtables

Case Studies

Resources

What is Natural Capital?

Natural capital is defined as the earth's stock of natural assets. Those "a geographically specified system of organisms (including humans), that control its dynamics" according to the Millennium Ecosystem Ass of benefits provided by these systems and generally fall into four cate

- Provisioning services – products obtained from ecosystems includi based fuels, minerals and chemicals.
- Regulating services –benefits obtained from the regulation of ecosy regulation, flood regulation, water purification, disease regulation,
- Cultural services – nonmaterial benefits obtained from ecosystems

www.commerce.gov/naturalcapital

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Natural Capital

Natural capital refers to the Earth's stock of natural resources—air, water, soil and living resources—that provide a range of goods and services on which the global economy depends. An inter-agency effort, led by NOAA and ESA, with participation by NIST and EDA, is encouraging businesses to value the importance of natural capital in their planning and operations. Check out the Natural Capital website for valuable resources including case studies, best practices, and other information that businesses have identified as important for decision making.

Visit the website

The Commerce Data Advisory Council (CDAC) has been appointed by Secretary Britzker to assist the Department of Commerce in revolutionizing their data assets, to empower our data users to become more informed, create a data ecosystem around our data products, and ultimately to foster innovation, create jobs, and drive better decision making. Find out more about the Commerce Data Advisory Council (CDAC)

Learn More About Our Economic Indicators

The Economics and Statistics Administration (ESA) releases 12 monthly and quarterly **Principal Federal Economic Indicators** collected by its constituent bureaus: the U.S. Census Bureau and the Bureau of Economic Analysis (BEA). Businesses rely heavily upon these indicators to make

Learn More About The American Community Survey

The American Community Survey (ACS) is an ongoing survey that provides data every year -- giving communities the current information they need to plan investments and services. Information from the survey generates data that help determine how more than



Products and Services Strengthen Societal Decision Making

Spotlight: Risk Communication and Behavior

Turn Around Don't Drown



Hurricane Floyd 10 Year Anniversary

More than half of the 56 deaths from hurricane Floyd in 1999 occurred when vehicles were either driven into high water or swept away by rapidly rising water



Products and Services Strengthen Societal Decision Making

Spotlight: Coastal Green Infrastructure



Institutionalize Social Science to Further NOAA's Mission

Spotlight: Social Science Committee

Jennifer Sprague – NWS
Co-Chair



Tracy Rouleau – PPI
Acting Chair



Doug Lipton - NMFS
Co-Chair



Rita Curtis – NMFS

Giselle Samonte - NMFS



Vankita Brown – NWS



The Social Science Committee's mission is to strengthen, coordinate, and integrate the agency's social science research and analysis capabilities.

Kristie Twining – OMAO



John Cortinas – OAR



Kate Becker – NESDIS



Nancy Beller-Simms – OAR



Toni Parham – NESDIS



Elizabeth Rohring – OAR



Adam Domanski – NOS



Susan Holmes – NOS



Alison Krepp – NOS



Thank you!



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