Final Report Summary Information

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Executive Summary

The Westat/Global View team offered metadata training to geospatial professionals in the Washington, DC metropolitan area. Our proposal included a panel of four sessions that would be offered during the fall of 2010, and again in the winter/spring of 2011. Both classroom and WebEx presentations were planned. Eight sessions have been completed that included 134 geospatial professionals drawn largely from the federal government, and from state and local agencies in Maryland. Many of the people attended more than one seminar offered in the series. Several people were able to attend all four seminars in the series. The overall tone of the evaluations of the eight seminars was positive and the classes were well received. On-line, WebEx presentations presented opportunities for a greater number of participants drawn from a broader geographic area.

Project Narrative

The project completed eight seminars that were designed to cover introductory to advanced metadata issues. The titles for these classes are:

1) Introduction to Metadata

2) Managers Overview of Metadata: A Cooperate Resource

3) Good Data Management and Metadata Maintenance

4) Transitioning Metadata from the FGDC Content Standard to the ISO Metadata Standard

In the late summer and fall of 2010, the full day introductory class and half day transitioning to international standards seminar were hosted by Westat and both breakfast and lunch were provided. The shorter classes on data management and managers overview were hosted by Westat via WebEx. The seminars were designed this way to reach a broad range of metadata users and creators interested in the topics regardless of their level of experience. The WebEx classes were also convenient for those unable or unwilling to travel to Rockville, Maryland for the on-site lectures. The project has been successful in reaching out to a wide range of metadata managers, creators, and users.

The same format was used for the second series of the four seminars that were conducted in the winter/spring of 2011. A total of four seminars were hosted at Westat's Rockville, MD campus and all of the seminars were a great success. The conference facilities were well received. However, a modification for both spring seminars that were hosted at Westat's Rockville campus was the adjusted start time for the seminars at 9:30 AM instead of 9:00 AM to make the commute to Rockville easier for people who attended.

For the first Introduction to Metadata seminar, Mark Reichardt, president and Chief Executive Officer of the Open Geospatial Consortium (OGC), was the lunch speaker. For the second Introduction to Metadata seminar that was offered, Mr. Reichardt was unable to attend. Mr. Reichardt, recommended his colleague Dr. Nadine Alameh as the guest lunch speaker. Dr. Alameh is a leading member of the OGC interoperability program. Mr. Reichardt and Dr. Alameh offered a unique aspect to the course looking at metadata from the viewpoint of the OGC. Both, Mr. Reichardt and Dr. Alameh received rave reviews from the people who attended the seminar. The people who attended were happy with the speed and content of the information that was covered. Many of the people who attended the Introduction to Metadata seminar attended the subsequent seminars.

For the Transitioning Metadata from the FGDC Content Standard to the ISO Metadata Standard, we used the same format in the fall and spring seminars. We tried to stay informed of any changes in the standards and incorporate those changes in the presentations. We continued to focus on an overall explanation of how the transition process is proceeding for individuals or organizations that are going through the changes or for individuals or organizations that have not begun to transition. We encouraged discussion by the participants as to their perspectives and metadata use and standards status.

Adjustments were made to plans for the WebEx seminars for the spring. One change that was made to the WebEx seminars was to hold the seminar later in the day to allow people on the west coast to participate. For the second set of WebEx presentations we tried to engage the audience with more questions in order to encourage discussion. Overall, people were generally very happy with attending via WebEx, especially due to limited travel budgets. We were asked if the other two courses could be hosted via WebEx, to make them easier to attend.

We provided one more additional training opportunity at the Towson University GIS conference (TU-GIS) in March of 2011. Towson University was aware we were providing training and asked if we would like to do a ninety minute workshop at the conference. Twelve people attended the workshop that was designed to be an introduction to metadata with a focus on good data management and metadata maintenance. The workshop was well received.

Training and Outreach Assistance:

Details on the eight seminars offered to date are shown below.

1. Introduction to Metadata
   - One day seminars were hosted at Westat's Rockville, MD conference facility on September 9, 2010 and on February 3, 2011.
   - The seminar was designed to be a lecture with discussion and metadata exercises.

- The September lunch guest speaker was Mr. Mark Reichardt, the president and CEO or the OGC.
- The February lunch guest speaker was Dr. Nadine Alameh, the OGC interoperability expert.
- For the September seminar 29 people had registered for the seminar and 21 people attended.
- For the February seminar 14 people had registered for the seminar and 11 people attended.
- The attendees were from a variety of organizations including USDA, EPA, Maryland Department of Planning, Maryland Department of the Environment, Maryland Department of Natural Resources, Worcester County Government, US General Service Administration, Maryland State Archives, KCI, Education and Consulting Firm, Lockheed Martin, The Gatewood Company and UMCC, and UMBC students.
- 96% of the people, who completed the evaluation agreed or strongly agreed that the overall experience of the seminar was positive. Some of the major strengths of the course included: "knowledgeable instructors", "useful content", "great discussion" and "good variety and quality of the material". Some of the weaknesses listed by the attendees included: they would like to see more "real-world examples" "more software examples" and "more application of specific examples".

2. Managers Overview of Metadata: A Corporate Resource
   - One hour WebEx seminars were hosted on October 7, 2010 and on February 22, 2011.
   - The seminar was designed to be a lecture with discussion.
   - For the October seminar 23 people registered for the seminar and 18 people attended.
   - For the February seminar 27 people registered for the seminar and 20 people attended.
   - The attendees were from a variety of organizations including USDA, NOAA, Census, NIH, EPA, FEMA, CDC, Worcester County government, Maryland State Archives, Maryland Department of Natural Resources, Mind Spring, Wisconsin Government, Connecticut Government, and Arkansas Government and faculty and students from Emory University, UMBC, and the University of Texas Health Science Center at Houston
   - 97% of the people, who completed the evaluation for the October and February seminars agreed or strongly agreed that the overall experience of the seminar was positive. Some of the major strengths of the course included: "speakers were clear and concise", "insightful approach", "good overview",

and "enlightening to managers". Some of the weaknesses listed by the attendees included: they would like to see "examples of tools" so the managers could see metadata in action and "more internet links for follow-up information", it was also noted to continue to remind people to mute their phones.

3. Good Data Management and Metadata Maintenance,
    - Two hour WebEx seminars were hosted on October 28, 2010 and on March 17, 2011.
    - The seminar was designed to be a lecture with discussion.
    - For the October seminar 26 people registered for the seminar and 20 people attended.
    - For the March seminar 30 people registered for the seminar and 26 people attended.
    - The attendees were from a variety of organizations including, NOAA, Census, EPA, US General Service Administration, NIH, USDA, Connecticut Government, Arkansas Government, Maryland Department of Natural Resources, Ecotrust, My Manatee, Innovative, Brown and Caldwell, University of Baltimore, University of Utah, UMBC, Maryland Department of Natural Resources, and the City of Bowie,
    - 94% of the people who completed the evaluation for the October and March seminars agreed or strongly agreed that the overall experience of the course was positive. Some of the major strengths included: "good pace", "good coverage of various topics", "good overview", and "good interaction with the audience". Some of the weaknesses listed by the attendees included: they would like to see the "list of available metadata tools earlier in the presentation", "more definitions" and more "focus on best practices".

4. Transitioning Metadata from the FGDC Content Standard to the ISO Metadata Standard,
    - Four hour seminars were hosted at Westat's Rockville, MD conference facility on November 11, 2010 and April 26, 2011.
    - The seminar was designed to be a lecture with discussion.
    - For the November seminar 22 people registered for the seminar and 10 people attended. Note that inclement weather created commuting difficulties in the metropolitan area.
    - For the April seminar 12 people registered for the seminar and 8 people attended. Due to circumstances beyond our control the April seminar was rescheduled from March 29th to April 26th. Due to the date change several people were unable to attend the seminar.

- The attendees were from a variety of organizations including EPA, NOAA, Census, Department of Defense, and Maryland Department of the Environment, Maryland Department of Natural Resources, and students from Community College of Baltimore, UMBC, and University of Maryland.
- 93% of the people who completed the evaluation agreed or strongly agreed that the overall experience of the seminar was positive. Some of the major strengths of the course included: "expertise of the instructors", "quality of the information", "excellent content" and "class discussion". Some of the weaknesses listed by the attendees included: they would like to see "examples of ESRI" "make the seminar more hands on", and "less of an explanation of standards".

Next Steps

While the FGDC funding has ended it has provided us with additional opportunities. Westat was asked to perform a workshop on metadata at the March, 2011 Towson University GIS (TU-GIS) Conference. We will continue to look for opportunities to present our training materials either at conferences or with programs affiliated with Dr. Villiger.

Feedback on Cooperative Agreements Program

Overall, Westat had a positive experience with the CAP grant. The program provides an excellent opportunity to disseminate metadata implementation, standards, and practices. We were able to reach out to geospatial professionals with all levels of metadata knowledge. Overall, over 200 people expressed an interest in the classes, and 87 geospatial professionals attended one or more than one class and were able to expand their metadata knowledge. We were provided wonderful assistance from members of the FGDC including Sharon Shin, Linda Wayne, Brigitta Urban-Mathieux, Jaci Mize, and Roger Barlow. They were always friendly and available to answer any questions.

In order to reach more people for the training in the future, we recommend providing more on-line classes. With the current economic constraints, more people were able to attend the seminars via WebEx. The number one request for the Introduction to Metadata seminar and the Transitioning from the FGDC to the ISO standard was to have the seminars on-line.

If Westat were to do this again we would provide more in-class exercises, perhaps with computers. We would also offer each of the classes on-line in order to maximize the number of people who could attend. Providing the metadata training was a rewarding experience for the instructors from Westat and from Global View and we look forward to future opportunities.