

## **Success Stories on User–Engagement with NOAA National Centers for Environmental Information Data**

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This presentation illustrates how NOAA’s National Centers for Environmental Information (NCEI) climate and weather data is used to support economic, and environmental decision–making in a changing climate. Two case study presentations will focus on agricultural and natural resource management tools informed by NCEI data, and the benefits gained from their use. Case study 1: Adapt–N, will describe how corn farmers are using a nitrogen management tool dependent on NCEI station–based data, to determine optimal nitrogen inputs for corn crops. Case study 2: Coral Reef Watch, will show how global coral reef managers use NCEI satellite data to plan and prioritize mitigation efforts to coral bleaching events. Recommendations to better serve end user needs and address areas of improvement will also be discussed. This presentation validates the importance of free and publicly available data to two sectors in particular, and serves as examples for other sectors and society at large.