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NOAA NCEI Customer Engagement Activities: A National and Regional Case Study

NOAA National Centers for Environmental Information (NCEI) is the authoritative source for environmental data and information that provides a tremendous benefit to the Nation's society, economy and security. In recent years, NCEI's engagement initiatives have led to an improved understanding of customers, uses of environmental data, and the documentation of the value of NCEI's data. This framing of customers and value not only serves as an example of opportunities for organizations in the Carolinas, but the activities occurring in the Carolinas further support and identify opportunities at the National level. The exchange of information from national to regional scale assists in identifying gaps and opportunities in research and innovation in the Carolinas but existing case studies in the Carolinas can also demonstrate the value of environmental data in the regions. This presentation provides examples of the case studies, as well as lessons learned from NCEI's customer engagement activities.