



# Criteria for Adding Digital Coast Content

---

Digital Coast is a curated website used by people working to address environmentally based coastal issues. The site is managed by NOAA's Office for Coastal Management, but content comes from a variety of sources.

The following criteria were developed for content additions. While this process can sometimes be more art than science, these guidelines help ensure that the site is providing the relevant, high-quality content users demand.

Key points for consideration:

- Content must meet strategic alignment across the site.
- Product must be maintained and have a point of contact.
- Product must not have restrictions or licensing issues.

**Data** – A Digital Coast data set must be authoritative information that has a clear use in coastal decision-making. Large-area coverage is preferred, but this can include collections of smaller area data (i.e., collected as part of a larger, coordinated effort). The site usually does not include small, independent data holdings typically already served at the state or county level. Individual data entries, such as those within a state clearinghouse, generally are not included, but the larger, more generic entry may qualify.

**Tools** – A Digital Coast tool should help users get to a desired end, or help answer a specific question. Ideally, the tool should be widely applicable, not specific to a certain location or municipality. State and locally based tools are typically not included, unless the tool is applicable to other geographies.

**Training** – The Digital Coast Academy combines instructor-led training and a range of on-demand resources, including interactive modules, guides, videos, case studies, and quick references. All included resources must be *learning products designed for adult learners*—that is, they must be designed to improve understanding of a topic or performance of a work-related task. The focus of these products and services is on priority issues and skills for coastal managers. Inclusion of new products should avoid duplication by complementing existing resources or filling relevant content gaps. They should be nationally or regionally relevant.

**Stories from the Field** – Must highlight the use and impact of a particular Digital Coast product or service and follow the format found in this section.

**Contributing Partners** – To be listed here, organizations must have a product or resource that is available from the Digital Coast website.

**Partnership** – The Digital Coast partnership is composed of NOAA and eight national organizations. Organizations are membership based, have a national reach, are nongovernmental and nonprofit, and have a focus on issues that impact coastal communities.