Public Outreach Strategy – PolarTREC

Prior to deployment:

-April:

-Work with other PolarTREC educator for presentation at the Arizona Science Center on research from pole to pole April 27, 2014

-May:

-Presentation at public library in home town to inform community of upcoming field research opportunity

-SUMMER:

-Actively recruit participants to follow blog from every state in the country.

-Additional focus on participants from all major towns in Arizona, and incorporation of most schools in Flagstaff.

-FALL:

-Presentations to students in home school both afterschool and at clubs Multiple times and dates during the week.

 -Presentation to community elderly center August 16, 2014

 -Outdoor presentation at local outdoor store September 13, 2014

-Article in community paper as part of Flagstaff Festival of Science

September 10, 2014

UPON Return:

 -Presentation in 2015 Flagstaff Festival of Science

 -NSTA Pole to Pole presentation

 -Community outreach to schools (individual class presentations)

 -Skype with classes throughout America

 -Return to public library for follow-up visit