Svea Anderson

Public Outreach Strategies

**Do you have strategies for presenting to other area schools about your experience?**

I have made arrangements for the two elementary schools and the Junior High in the district to follow my expedition and to participate in the PolarConnect.

* Agua Caliente Elementary School
* Tanque Verde Elementary School
* Emily Gray Junior High

I have also distributed over 250 PolarTREC business cards to educators with my expedition information to three counties in Arizona. These were distributed at workshops I was facilitating this spring/summer 2018.

* Maricopa County
* Graham County
* Pima County

**Does your administration support this and do you have the means to handle requests.**

My administration supports my work with PolarTREC. I have many professional roles, not only in my District, but also at the state level. I have the means to handle requests and know my limitations.

**What strategies do you have for sharing your expedition with local media? Do you have a media liaison who can assist you with this job?**

Tanque Verde Unified School District has a media liaison who is able to assist me in getting media coverage. I also have had a segment air on KVOA, Channel 4, and had an article published. Both of these reporters have asked me to stay in touch during the expedition to give them updates as to what is happening in the field.

* TVUSD (Community Liaison)- Claire Place
* KVOA (TV) – Stephanie Weaver
* Arizona Star (newspaper) Mikayla Mace

KVOA and Arizona Star will interview me upon my returning from the expedition.

I will be writing an article for the Tanque Verde Unified School District’s newspaper.

I am also using social media to reach a wider audience of people across the country.

* Ms. Anderson’s Arctic Adventure

**What community groups could you present to? When and where will you present?**

* Arizona Sonora Desert Museum (Teacher Appreciation Night August 25)
* REI Community Outreach, Tucson, date TBD
* Summit Hut (local outdoor store) Community Outreach, Tucson, date TBD
* STEMAZing Project : Pima County Superintendent’s Office, Tucson—fall 2018 workshop
* Annual ASTA Conference: November 2018, Phoenix Arizona – 90 min presentation
* University of Arizona: Department of Environmental Science : Joan Curry (professor) – Share presentation with students Fall of 2018

**Outreach Strategy Components:**

* **Describe your various outreach audiences.**

Outreach audiences include:

* K-12 students
* K-12 educators (Arizona Sonora Desert Museum, Arizona Science Teachers Association Annual Meeting, STEMAZing Project workshop)
* University of Arizona students
* General Public (REI, Summit Hut, ASDM)
* What do you want the audience to get from your outreach?

I would like the audience to gain an understanding of what science looks like in the field and how scientists then communicate their data to larger audiences. The Science and Engineering Practices from the 3-Dimensional approach to science education can easily be embedded/integrated into the lessons learned from the outreach.

* Start a running list of “who” and “where” - existing events, partners, clubs, teams, venues, and network connections that you can work with. Follow-through, get their contact information, and make the connection.

This information has been compiled and is in document form. Most of the contacts for my outreach have an established professional working relationship with me.

* Start a running list of “what” - outreach products and ideas.

There are different products for the very different audiences and venues. I have a document started as to the needs of the different outreach opportunities I have scheduled.

When you decide on what products you will pursue, answer the following for each:

* What assessment tools and/or metrics will you use to judge your success?

In the past for my PD presentations, I have had a paper copy of a survey to share with the audience and gain their feedback and thoughts on the presentation. I can create a survey evaluation. This would be for my older, general public and educator audiences.

For the K-12 audience, I might ask the teacher to have the students reflect on the presentation after and write down two things they learned, or their AHA! Moments, and a question they walked away with. This is a strategy I often use after a lesson with my own 6th graders.

* Who are your partners and support? Rarely does outreach happen alone.

My researcher, Dr. Bret-Harte has tentative plans for a visit in October. When these plans become solidified, more outreach can be scheduled. At this point, I will be presenting alone. As a veteran facilitator of PD, presenting solo is something that I am accustomed to.

* Outline the needs for the outreach and list action-items.

Presentation itself: Develop an interactive 30-60 minute presentation that engages the audience with the information being presented.

Prepare and schedule borrowing the gear from PolarTREC to demonstrate the gear that was worn during my expedition- especially the mosquito suit!

* Create a timeline to achieve the goal.

July 22-August 15- in the field: Collect photos/documentation and create a presentation that best represents not only the ecology of the Arctic, but also an easy to understand account of the work that was done with the study.

Need to finalize a tweakable presentation before back in the classroom on August 20th.

August 20- return to the classroom

August 25- Arizona Sonoran Desert Museum Teacher Appreciation Presentation