**PolarTREC Networking Strategy Template**

**Purpose:**The *Networking Strategy* is designed to help you clearly identify your network contacts, create new connections, develop a personalized networking plan, and build a process to manage and utilize your network throughout your PolarTREC experience.

Part of the *Networking Strategy* is marketing your PolarTREC experience as an asset to your institution, the research team, and the public - now and in the future.

**Process:** Share your document with your research team, PolarTREC Managers, and others as indicated.

**Part One: Your Network**

**Pre-Expedition Network Development:**

Identify your Network:

1. Family, friends
2. Co-workers, students, museum visitors, social media
3. New York Academy of Science, Boy Scouts, Girl Scouts, EB schools, Science Café, 4H, Professional Societies, other researchers, museum “fans”
4. LinkedIn, Connected science learning, NSTA, NJSTA, Zoos
5. International connections
6. Policy Makers

**Part One: Your Network (continued)**

***List opportunities to expand your network****.*

* Local zoos or larger science institutes.
* Talks at local breweries or businesses
* Local newspapers
* TAPinto New Brunswick or East Brunswick
* Local Iowa and Wisconsin TV stations?
* NSTA, NJSTA, NESTA contacts
  + Will send link for expedition and journals and flyer with listing of PolarConnect event for them to circulate.

***Build your Network:***

These contacts will be tracked through my personal and PolarTREC email systems.

Rutgers Geology Museum Contacts- Utilize current contact list created for the museum.

* Mailing list
* Facebook page
* Events listed on museum website
* Twitter and Instagram accounts
* Potential to list on Rutgers Department of Earth and Planetary Sciences and Institute of Earth, Ocean, and Atmospheric Sciences websites and listservs.

Personal Facebook and Instagram

* Plan to post pictures, updates, and links to journals on all of my personal social media sites.
  + Followed by and friends with many educators and scientists that will then share information with their social media lists and classrooms.

Libraries

* Karen Stuppi, NB Free public Library, [kstuppid@lmxac.org](mailto:kstuppid@lmxac.org)
* Kristen Churchill, [kchurchill@caldwellpl.org](mailto:kchurchill@caldwellpl.org), Caldwell Library
* Christine, Trenton, on FB
* Claudia Flores, [CFlores@elizpl.org](mailto:CFlores@elizpl.org), Elizabeth and Union County
* Suzanne Klein, [SKlein@EBPL.org](mailto:SKlein@EBPL.org), East Brunswick
* Avia Rosenberg, [aviva.rosenberg@ridgefield.bccls.org](mailto:aviva.rosenberg@ridgefield.bccls.org),

Local News Channels

* NJTV News- Local NJ media station. Already contacted and they are interested in doing a story. Will contact prior to departure and while in field to set up interview in field or after we return.
  + Evan Gold- [golde@njtvnews.org](mailto:golde@njtvnews.org)

NAGT

* Katherine Ryker, [kryker@seoe.sc.edu](mailto:kryker@seoe.sc.edu)
* Kelsey Bitting, [kelsey.bitting@gmail.com](mailto:kelsey.bitting@gmail.com)

NESTA

* Dr. Carla McAuliffe,
* Roberta Johnson, [rmjohnsn@gmail.com](mailto:rmjohnsn@gmail.com),

Girl Scouts

* Amy Hollinger, [ahollinger@gscnj.org](mailto:ahollinger@gscnj.org)
* Laurel Van Leer, eastbrunswickgs@aol.com
* Donna Evans, Chief Development Officer, Central and Southern NJ Girl Scouts, [devans@gscsnj.org](mailto:devans@gscsnj.org)

Teen Science Cafe

* PolarTREC Michelle Hall
* Janice McDonnell, RU 4H, [mcdonnel@marine.rutgers.edu](mailto:mcdonnel@marine.rutgers.edu)

TAPinto connections

* TAPinto East Brunswick- Maureen Berzok, maureenberzok@tapinto.net
* Your pitch. Explain in 2-3 sentences (30 seconds) what you are doing, why, and how they can follow your expedition AND actively participate.

PolarTREC (Teachers and Researchers Exploring and Collaborating) is a program in which teachers from the United States (both formal and informal) spend 3-6 weeks participating in hands-on field research experiences in the polar regions. The goal of PolarTREC is to invigorate polar science education and understanding by bringing educators and polar researchers together.

I will be working with researchers during the month of August to examine the sliding laws of glaciers, or the rate at which glaciers slide into the ocean due to melting. This work will be done in the Swiss Alps through the use of high resolution drone mapping during the summer of 2018. Even though this field site is not located in a polar region, the work done here can help predict future glacial change that may occur at the poles.

* What are you planning for ‘shareables’. What is your due date for creation?

1. Scouting Patch program on “Polar Science”. Will include activities and handouts for 3 different age groups.
2. Hands on activity and lesson plan on technology aspect of research. Could be about drones, 3D mapping, and/or 3D printed models.

## Part One: Your Network (continued)

**In-Expedition Networking**

If you have set up your network well in before you head into the field, they should be ready to follow you via journals, PolarConnect events, social media, scheduled news articles, campaigns during your expedition by local partners (i.e., coffee shops featuring a polar drink, or a bookseller display on polar science).

Additional Notes and Updates for In-Expedition Networking:

Utilizing existing social media networks

Personal Instagram and Facebook accounts

PolarConnect set up and advertised on museum website and social media circles.

Sent to other Rutgers listservs.

Sent to libraries and they are forwarding to their networks.

## Part One: Your Network (continued)

**Post-Expedition Network Follow-up and Expansion**  
Assess your Network: Contact your audiences, POCs, and others to find out how successful you were at reaching them.

What were the results of the assessment? What actions will you take?

Expand and Sustain your Network:

* Add to the Circles of Impact graphic organizer.
* Continue to network list that travels with you.
* Write your revised pitch:
* Describe revised shareables.
* Describe the types of regular updates will you provide to your network after your expeditions. What your planned schedule for updates?