**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:

* Use the *Circles of Impact* graphic organizer to start brainstorming on your existing network.  If there is a general group listed (family, school, museum docents), indicate a point of contact (POC) to reach that group.
* Contact your research team to identify their network and important POCs to include. This may include their colleagues, relevant listservs, funders, and their family and friends.

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

* List opportunities to expand your network.
  + Write down local people, businesses, centers, news, and unfamiliar social media that you can pursue to expand your network and impact.
  + If possible, recruit POCs to disseminate information while you are in the field. Communications and time will be limited, so these POCs can do some of the heavy-lifting.

Build your Network:

* Create a network list that travels with you. Include names, contact info (email), and support available. Describe your chosen tracking system.

I have emailed the following:

Channel 9, 5 (follow up stories)

UCO, SWOSU, OU and OSU teacher preparation courses

Science Museum

Metropolitan Library System

McNellie’s Restaurant group (largest pub/tavern group in Oklahoma)

STEM Cell Science Shop Think and Drink

Piedmont/Surrey Hill Gazette

Yukon Review

* Your pitch. Explain in 2-3 sentences (30 seconds) what you are doing, why, and how they can follow your expedition AND actively participate.

I am a 6th grade science teacher in Piedmont, Oklahoma and I have been chosen to be 1 of 12 educators to participate in PolarTREC (Polar Teachers and Researchers Exploring and Collaborating). I will be leaving in June for a month long Arctic experience working with Dr. Steven Oberbauer from FIU on his research project, [Phenology and Vegetation Change in the Warming Arctic](https://www.polartrec.com/expeditions/phenology-and-vegetation-change-in-the-warming-arctic). Part of this amazing program is connecting with my community about my experiences on Alaska's North Slope. \_\_\_\_\_\_\_\_\_\_ are popular outreach venues for PolarTREC alums. Please let me know if this is something we can schedule.

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

I “Heart” the Arctic stickers and my PolarTREC business cards with my link to my journal entries. (Already completed and Janet is looking into cafepress printing stickers)

## 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:

## 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?