**PolarTREC Outreach Strategy Template**

**Purpose:** The Outreach Strategy has been updated. The Outreach Strategy is the foundation for sharing the PolarTREC experience beyond your primary audience. You will be activating your larger network and reaching wider audiences.

**Process:** PolarTREC does not have a specific amount of outreach you are expected to conduct. That said, your Outreach Strategy and efforts are equal in importance to the work outlined in your Education Strategy.

Keep open communication with PolarTREC managers about your outreach product ideas in the early stages. They can connect you with program mentors and additional resources. Create a short document (~1-2 pages) with the intention of revisions pre- and post- expedition. Share your Outreach Strategy in writing with your research team and PolarTREC managers. It is advised that you share your ideas with others in your network, they may be able to support you or broaden/extend the impact.

**Outreach Strategy Components:**

* Describe your various outreach audiences.
	+ District (students and colleagues), Educators outside my district (including pre-service teachers), community, legislators
* What do you want the audience to get from your outreach?
	+ Students-our connection to the Arctic region and how we influence and are influenced by this remote region.
	+ Educators-stay passionate about your craft despite current struggles in our profession.
	+ Community-Climate change is real, it is now, and we can do something about it!
	+ Legislators-protect our local resources
* 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.
	+ District-Lisa Campbell
	+ Channel 9-Jessi Mitchell
	+ Channel 5-Shelby Hays (meteorologist)
	+ Yukon Review-Terry Groover
	+ Piedmont Public Library-
	+ STEM Cell Science Shop (Think and Drink)- hello@stemcelltulsa.com
	+ Metropolitan Library system
	+ Oklahoma Science Museum
	+ Oklahoma House committees: Appropriations and Budget (subcommittee: Education, Natural Resources and Regulator Services), Common Education, Energy and Natural Resources. 2019 session begins Monday, February 4th. <https://www.okhouse.gov/Committees/Default.aspx>
	+ Oklahoma Senate committees: Appropriations and Budget (subcommittee: Education, Natural Resources and Regulator Services),Education, Energy, Agriculture and Wildlife. 2019 session begins Monday, February 4th. <http://www.oksenate.gov/Committees/standingcommittees.aspx>
	+ Teachers/Schools in Oklahoma (use my Great Expectations connections to connect with other districts)
	+ Teachers/Schools in US and International (use my HESA 2016 connections to connect with other districts and teachers)
	+ NSTA (maybe with Svea?) abstract
	+ OSTA (June of 2019) presentation
	+ University contacts:
		- UCO-Drs. Tyler Weldon and Karis Barnett, M.Ed. secondary education program co-coordinators and faculty.
		- SWOSU-Dr. Veronica Aguiñaga, Accreditation Assessment Coordinator
		- OU-sent email, but have not had a reply
		- OSU-sent email, but have not had a reply
* Start a running list of “what” - outreach products and ideas.
	+ Factors that affect populations unit-maps purchased in Fairbanks!
	+ Photosynthesis unit
	+ Presentations that will inform Oklahomans about the affect of climate change on the Arctic region and in turn its affect on our climate. (Maybe a brochure/flier take away?)
	+ Can I connect all my teaching this year to the Arctic? Yes, except maybe the kinetic and potential energy unit.

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?
* Who are your partners and support? Rarely does outreach happen alone.
* Outline the needs for the outreach and list action-items.
* Create a timeline to achieve the goal.