**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.
  + Family and friends (word of mouth and social media)
  + Roller derby – league and wider community
  + OMSI colleagues (I’ve been pushing myself to chat up PolarTREC to people in other departments I don’t normally talk to)
  + University of Oregon network: professors, fellow alums and current students
  + University of Alaska Fairbanks: relying on dissemination through researchers and exhibit partners
  + OMSI visitors, broadly.
  + OMSI partners: partner organizations on exhibits, school groups I work with.
  + Oregon Public Broadcasting
  + 360 Labs
  + Arctic Youth Ambassadors
  + Autostraddle
  + Museum educators at institutions hosting *Under the Arctic*
  + Visitors to host sites for *Under the Arctic*
  + People I meet in the field and in Alaska!

Build your Network:

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

My professional network is organized in Outlook. My larger social media network is carried mostly through Facebook and Instagram.

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

Frozen ground is the backbone of the Arctic: ice structures weave through the ground under much of Alaska, so when that ice starts to melt, it has profound implications both for the landscape and for Alaskans’ way of life. In August, I’m helping out with research that involves collaboration between permafrost scientists and Alaska Native villages. Together, they are monitoring permafrost to help build resiliency against climate change. Do you want to learn about climate change in Alaska’s most remote regions, and why there’s reason for hope? Follow my blog!

* What are you planning for ‘shareables’. What is your due date for creation?
  + Blog! Hopefully this will be ongoing in the field, but if not, I will hoard entries and post them when I return.
  + I pitched a photo essay to the online publication *Autostraddle*, and they bit. I will be publishing this essay in October.
  + I will be producing online multimedia content, which will be linked with the *Under the Arctic* exhibition website. My goal is to have this wrapped up by the end of 2018.

## 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?