**PolarTRECNetworking 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.

Family- Laura Kauffman – [lkauffma@burke.k12.nc.us](mailto:lkauffma@burke.k12.nc.us)

School- Jodi Fischer [jfischer@burke.k12.nc.us](mailto:jfischer@burke.k12.nc.us)

Table Rock Middle School – Bridget Newman [bridgetnewman@burke.k12.nc.us](mailto:bridgetnewman@burke.k12.nc.us)

Walter Johnson Middle School- Brittany Buchanan [bgbuchanan@burke.k12.nc.us](mailto:bgbuchanan@burke.k12.nc.us)

* 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.

\* I will be using Instagram and Facebook to expand my network in an easily accessible way. Whenever I post a journal to my expedition page “If this then that” will share it on those two sites.

\* Morganton News Herald Jonelle Bobak (reporter). Follow up to the article posted on February 7th. <http://www.morganton.com/news/local-teacher-selected-for-antarctica-research-internship/article_83c7923a-0c1a-11e8-806f-5bf448ec7017.html>

* + 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.

\* Jodi Fischer- Teacher at Freedom High School ( My Department Chair when I am in the Field)

\* Brittany Buchanon- middle school science teacher at Walter Johnson

\*Bridget Newman- middle school science teacher at Table Rock

Build your Network:

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

[Nellsie113@gmail.com](mailto:Nellsie113@gmail.com) Nell Herrmann

[bward@polartrec.com](mailto:bward@polartrec.com) Bridget Ward

[awoodard@polartrec.com](mailto:awoodard@polartrec.com) Allyson Woodard

[dj\_kast@use.edu](mailto:dj_kast@use.edu) DJ Kast

[jchierici@polartrec.com](mailto:jchierici@polartrec.com) Joanna Chierci

[kdickerson@polartrec.com](mailto:kdickerson@polartrec.com) Kevin Dickerson

[kyoung@polartrec.com](mailto:kyoung@polartrec.com) Kim Young

[mhall@polartrec.com](mailto:mhall@polartrec.com) Michelle Hall

[mpenn@polartrec.com](mailto:mpenn@polartrec.com) Mike Penn

[wpillars@polartrec.com](mailto:wpillars@polartrec.com) Wendy Pillars

[sanderson@polartrec.com](mailto:sanderson@polartrec.com) Svea Anderson

[judy@arcus.org](mailto:judy@arcus.org) Judy Fahnestock

[warburn@arcus.org](mailto:warburn@arcus.org) Janet Warburton

* 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 studying the chemical ecology of shallow water marine environments. This research will show us how fauna and flora create and use chemical defenses to their benefit. The research team I will be working with also is trying to isolate chemical compounds that can be used in the medical fields. You can follow my expedition at the PolarTREC website (<https://www.polartrec.com/node/43286>)

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

I am planning to have two PolarConnect events while I am in the field.

## 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?