

UW-Whitewater Science Outreach
Monthly Report, Anna Courtier
September, 2014

Monthly Goals:

The primary objectives for the outreach office in September 2014 focused on: 1) strategic activity/event development and planning for elementary, middle school, and high school audiences; 2) networking and developing collaborative relationships within UW-W; and 3) hiring/training student outreach staff.

Accomplishments:

- *Online Presence / Networking – Facebook* (Goal: Networking and community connections)
 - Maintain online presence with ~weekly posts
 - “Likes” increased to 162, mostly in Whitewater and Fort Atkinson
 - Average # of people reached per post = ~200

- *Events and Planning* (Goals: Reach elementary, middle, and high school audiences)
 - Wisconsin Science Festival (Target Audience: Kids/Families)
 - Event scheduled for Saturday, October 18, 9 a.m. - noon
 - Activity planning and development
 - Press releases sent to local papers
 - Jefferson County Daily Union, Janesville Gazette, Royal Purple, UW-W “This Week” and events calendar
 - Marketing and Media Relations meetings for advertising
 - Flyer development (Final flyer attached at end of this report)
 - Contacting elementary schools and superintendents for approval to distribute flyers in Whitewater and Fort Atkinson

 - Delavan CLC – After school program (Elementary)
 - Curriculum planning
 - Activity development, testing, and implementation
 - # of student participants increased from 9 to 18
 - Developing parent/teacher communication updates
 - Translation to Spanish by Frank Goza

 - Science Detectives Camp 2015 (Upper Elementary & Middle School)
 - Met with Ryan Callahan, Camps and Conferences
 - Discussed logistics, budget, camp history
 - Contacted faculty with previous involvement to assess interest and set dates
 - 2015 camp will occur week of August 10-15 (3 days)
 - Contacted additional faculty to fill gaps where needed

- Next step is to coordinate with camps/conferences group on brochure and budget
 - WI Stormwater Management (Middle School)
 - Met with Jason Valerius and Becky Binz at MSA Professional Services in Madison
 - Contracted by WI Stormwater Management group to coordinate outreach
 - Met with WI Stormwater Management group in Whitewater (city engineers) to present outreach plan
 - Activity and curriculum research on existing in-class activities tied to state or national standards
 - Discussion with MSA re: science standards and outreach goals
 - Purchased Envirosapes landscape model for in-class activities
 - Paid for by MSA
 - AP Course Contacts (High School)
 - Developed list of nearby districts that offer both science and non-science AP courses
 - Currently working to detail specific courses/contacts for outreach for on-campus events (ex. Undergraduate Research Day)
 - Science Discovery Day (High School)
 - Save the date announcement to science faculty and staff
 - Friday, February 20
 - Coincides with Premiere Day
 - Save the date flyer request sent to Marketing and Media Relations
 - Connecting with school administrators in October through UW-W outreach / school districts meeting
 - Undergraduate Research Day
 - Attended Undergraduate Research Day to better understand student projects and Undergraduate Research Program
 - Developing ideas to incorporate high school students into spring event
- *In-Person Networking / Meetings* – Goals: Increase Upham Hall/UW-W connections; Use resources efficiently
 - UW-W Outreach meetings: Linda Nortier and Shannon Dozoryst
 - Unified planning and continued conversations to leverage resources and be aware of campus-wide outreach efforts
 - Plan to meet monthly to stay in touch and up-to-date

- Catherine Chan
 - Discussed connections to Undergrad Research Program
 - Interest in highlighting undergrad projects to high school / AP classes
 - Connections to Admissions for funding/support?

- NASCO
 - Continued conversations with NASCO sales leaders and UW-W faculty
 - Updated Dean's office on currently faculty projects
 - Met with NASCO group and UW-W outreach as a team (with Linda Nortier and Shannon Dozoryst)

- George Clokey
 - Discussed outreach history and potential connections
 - Yellowstone course opportunities
 - Discussed Improving Undergraduate Stem Education (NSF-IUSE) grant opportunity with Samantha Hansen (Univ. Alabama)
 - Decided to wait for future solicitation

- Marketing and Media Relations Meeting
 - Joy Yang, Nadia Bidwell, Jeff Angelieri
 - Discussed advertising/flyer design and development opportunities available due to CoLS agreement
 - Press release procedures

- Bob Kuzoff (early October)
 - Darwin Day discussion
 - Considering models for efficient funding and high impact, successful event
 - Alternating local vs regional/national speakers to keep travel costs down in alternate years? Hold event only every other year?
 - Funding from additional departments/sources?

- *Student Workers*
 - Hired Ben Dempsey (Physics) and Kevin Riordan (Biology)
 - Target workload = 5-10 hours / week each
 - Trained students in outreach office procedures and curriculum development
 - Both students helping with Delavan after-school program and Wisconsin Science Festival activity development and planning

- *Proposals and Conferences/Abstracts*
 - Wisconsin Improving Teacher Quality proposal re-submission
 - With Melanie Schneider, Matt Vick, Jessica Bonjour, John Frye
 - Submitted 9/11/2014
 - National Science Foundation – Cooperative Studies of Earth’s Deep Interior
 - Transfer to UW-W approved; UW-W # 144-4-241025-PRJ89SG
 - \$70,005 over two years
 - Met with Becky Mueller, Laurie Taylor, and Donna Bare for a pre-/post-grants transition
 - American Geophysical Union Fall Meeting
 - Session organization for Multidisciplinary Perspectives on Mantle Plumes (with Anthony Koppers, Garrett Ito, and Nick Schmerr)

- *Professional Development and Training*
 - Attended Rock River Recovery Conference at UW-Whitewater
 - WI Stormwater group, Rock River Coalition, and WDNR in attendance
 - Learned about management practices and outreach needs
 - Ties to middle school curriculum efforts
 - Discussed potential summer opportunities for UW-W undergraduates
 - Suzanne Wade, Eric Compas, Jason Valerius
 - Comprehensive First Aid Training at UW-Whitewater
 - Full-day training on first aid, blood borne pathogens, adult CPR, and child/infant CPR

- *Committees*
 - Incorporated Research Institutions for Seismology (IRIS) Education and Public Outreach Standing Committee Meeting
 - Washington, DC – funded by IRIS
 - 1.5 day meeting to discuss current status of IRIS E&O efforts
 - Curriculum development opportunities include NASCO kit development with Juk Bhattacharyya
 - UW-W Undergraduate Research Program
 - Added as a “Staff Associate”
 - UW-W Ad hoc general education
 - Established to develop set of common outcomes and “signature assignment” across GenEd lab courses
 - Lead = Ellen Davis

W I S C O N S I N
SCIENCE FESTIVAL?
CURIOSITY UNLEASHED. 2014

You're Invited! Please join us for the
"Passport to Science" event at UW-Whitewater.

SATURDAY, OCT. 18

9 a.m.–noon (arrive anytime)



Who: Kids and families, ages preschool and up.

What: Greenhouse and observatory open houses, science activity and exploration tables across campus, and lab tours. Free to the public.

Where: UW-Whitewater campus. Free registration and information at Upham Hall.

Why: Science is fun! Find your inner scientist! Find science all around our community!

Please Note

Free parking is available in unmarked and unmetered stalls in the Upham Hall parking lot (Lot 14) at the southwest corner of the intersection of W. Starin Road and N. Prairie Street in Whitewater. In the case of inclement weather, all activities will be held inside Upham Hall.



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For more information about UW-Whitewater Science Outreach events and programming, visit www.edu/cls/scienceoutreach and like us at [facebook.com/uww.scienceoutreach](https://www.facebook.com/uww.scienceoutreach).