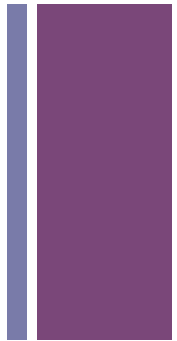




Public and Professional Outreach



Professional Outreach Strategy



Professional Outreach Strategy

Due Date(s):

DRAFT or **OUTLINE** due Before Departing for the Expedition
FINAL due 1 Year After Returning from the Expedition

Purpose:

The Professional Outreach Strategy is a set of ideas for sharing this experience with other professional educators. The Strategy should be unique to your school district and your field experience. This document builds on your [Needs Assessment](http://www.polartrac.com/teacher-manual/program-overview/program-requirements/polartrac-education-and-outreach-plan/needs-ass). (<http://www.polartrac.com/teacher-manual/program-overview/program-requirements/polartrac-education-and-outreach-plan/needs-ass>)

Process:

This document does not have a template but can be any document outlining your ideas, a bulleted list, or mind mapping document that describes and illustrates your ideas.

Questions to Address:

As you develop your Professional Outreach Strategy, include the following:

- What opportunities do you have to share your experience with teachers in your district or state (i.e. conferences, workshops, in-service days, etc.)?
- What can you do to prepare other teachers in your school or district for following your expedition? Do they need access to technology or specific training?
- Are there connections you can make in your school outside the science department?
- Are there regional, state, national, or international conferences that you would be interested in presenting this experience to?
- Where do you plan to share lesson plans or other materials created for your expedition?



PolarTREC Teacher, Deanna Wheeler, discussing her poster at the 2010 International Polar Year Conference in Oslo, Norway.

Distribution:

This document should be shared with your research team. Consider sharing it with your school

administration and ~~use to compliment your Classroom Implementation Strategy.~~

- **DRAFT** due before Expedition
- **FINAL** Due after Expedition

+ Professional Outreach

- Check with Admin and Peers
- What can you work with that is already in place?
- Local Teacher Meetings?
- What do your peers want from you? Inclusive, not exclusive.



+ Public Outreach Strategy

Public Outreach Strategy

Due Date(s):

DRAFT or OUTLINE due Before Departing for the Expedition
FINAL due 1 Year After Returning from the Expedition

Purpose:

The Outreach Strategy is a set of ideas for taking this experience beyond the classroom. The Strategy should be unique to your community and your field experience, ongoing, and involve your research team.

Process:

PolarTREC does not have a specific number of presentations you are expected to deliver to the public about your research experience and/or about the PolarTREC program. What we hope is that you will build an Outreach Strategy that takes into consideration your existing community networks and opportunities to present or share this experience, and that you act on them to the best of your ability.

ALL outreach activities should be tracked in the Outreach Documentation Form.

Questions to Address:

- As you develop your Public Outreach Strategy, you may address the following:
- * Do you have strategies for presenting to other area schools about your experience?
 - * Does your administration support this and do you have a means to handle requests?
 - * What strategies do you have for sharing your expedition with local media? Does your school or your researcher's institution have a media liaison who can assist you with this job?
 - * What community groups could you present to? When and where will you present?
 - * What groups or clubs do you belong to? How could they learn from your PolarTREC experience?

Distribution:

This is an important document and needs to be shared with your research team.



PolarTREC Teacher, Casey O'Hara is interviewed by KTVF Channel 11 in Fairbanks, Alaska.

Public Outreach Strategy Template

****Due Date: DRAFT or OUTLINE due Before Departing for the Expedition****
****FINAL due 1 Year After Returning from the Expedition****

The Outreach Strategy is a set of ideas and strategies for taking this experience beyond the classroom. The Strategy should be unique to your community and your field experience, ongoing, and involve your research team.

PolarTREC does not have a specific number of presentations you are expected to deliver to the public about your research experience and/or about the PolarTREC program. What we hope is that you will build an Outreach Strategy that takes into consideration your existing community works and opportunities to present or share this experience, and that act on them to the best of your ability.

Outreach activities should be tracked in the Outreach Documentation Form.

Develop your Outreach Strategy. Include the following in addition to your own:

- Have strategies for presenting to other area schools about your experience? Does your administration support this and do you have a means to handle requests?
- What strategies do you have for sharing your expedition with local media? Does your school or your researcher's institution have a media liaison who can assist you with this job?
- What community groups could you present to? When and where will you present?
- What groups or clubs do you belong to? How could they learn from your PolarTREC experience?

+ The Public and BEYOND...

