Education and Public Outreach
SWG Update
October 2011

Space Department Education and Public Outreach

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E/PO Plan: Quick Look

**Instrument teams will also be invited to propose their own E/PO activities and we will have dedicated funds for them.**

**Elementary/Secondary Education**
- Lesson Plans and Curriculum
  - Partners: MSU

  - HEA
    - Partners: Adler, IBEX, THEMIS, ARTEMIS, AIM, RHESSI, TIMED, and MMS

  - Launch Site Teachers Workshop
    - Partners: KSC, HEA

  - Space Academy Partners: Discovery Channel, Instrument Teams

**Higher Education**
- APL/NASA Intern Program
- Partners: Instrument Teams, NASA Space Grants

**Public Outreach**
- E/PO Training for Scientists and Engineers
  - Partners: Instrument Teams

  - Video Series/Visualizations/Animations, Magic Planet Programming

  - Mission Website Partners: Instrument Teams

  - Girl Power

**Informal Education**
- Exhibits and Programs
  - Partners: MD Science Center, KSC Visitor Center, GSFC Visitor Center

  - Museum Alliance
    - Partners: JPL
E/PO Opportunities for Instrument Teams

• The RBSP E/PO team will set aside dedicated funds for those instrument teams that wish to carry out their own E/PO activities.
  – Funds will be available through a proposal process to ensure they are aligned with NASA E/PO goals and outcomes;
  – Solicitations for proposals will occur 1/year FY 2012-2015;
  – Feedback will be provided to guarantee a successful proposal.

• Instrument team E/PO activities will need to be evaluated
  – Cornerstone Evaluation Associates (evaluator for HEA) is our evaluator;
  – Proposed projects and activities will be required to make a valuable contribution to higher education, K-12 education, informal education and/or public outreach (SMD requirements).

• The RBSP E/PO team will support instrument team efforts and work with them to make sure their individual activities are highlighted in the overall RBSP E/PO program.
1. Formal Education: In the Classroom

1.1 Grades 5-12 Lesson Plans/Curriculum/Interactives
   – Partners: Montana State University, Keri Hallau, Curriculum Developer
   – APL Oversight: Dawn Turney

1.2 Heliophysics Educator Ambassadors Program (HEA)
   – Partners: IBEX and THEMIS, and with support from ARTEMIS, AIM, RHESSI, TIMED and MMS along with RBSP
   – APL Oversight: Dawn Turney

1.3 Launch Site Teachers Workshop
   – Partners: KSC and instrument teams
   – APL Oversight: Kerri Beisser, Dawn Turney
1.4 Pre-service Teachers Heliophysics Workshop
   - Partners: HBCU’s (Howard University, UM Eastern Shore, Morgan State University)
   - APL Oversight: Alexandra Matiella Novak

1.5 Space Academy (NEXT FRIDAY OCTOBER 28!!!)
   - Partners: Discovery Channel
   - APL Oversight: Linda Butler

1.6 APL/NASA Undergraduate and Graduate Internships
   - Partners: Space Grants and instrument teams
   - APL Oversight: Linda Butler
2. Informal Education: Museums/Science Centers

2.1 Maryland Science Center
   - Partner: Maryland Science Center, Jim O’Leary
   - APL Oversight: Alexandra Matiella Novak

2.2 NASA Visitor Centers
   - Partners: GSFC and KSC
   - APL Oversight: Alexandra Novak

2.3 Museum Alliance
   - Partners: NASA’s Solar System Exploration Program and museums, science centers and planetariums across the country
   - APL Oversight: Alexandra Matiella Novak, Kerri Beisser
   - Museum Alliance Oversight: Anita Sohus (JPL)
3. Public Outreach: Engaging the Public

3.1 Education and Public Outreach Training for Scientists and Engineers
   – *Partners: Instrument Teams*
   – *APL Oversight: Alexandra Matiella Novak*

3.2 Girl Power Event
   – *Lab-wide event*
   – *APL Oversight: Alexandra Matiella Novak, Dawn Turney*

3.3 RBSP Video Series/Visualizations/Animations
   – *APL Oversight: Dawn Turney/Alexandra Novak /Geoff Brown/Steve Gribben*

3.4 RBSP Website
   – *APL Oversight: Dawn Turney/Geoff Brown/Alysen Regiec*

3.5 Instrument Websites
   – *Funded through instrument team E/PO proposals, linked to RBSP website*
Products

- Videos
- Lesson Plans/Curriculum/Activities/Demos
- Web Site
- Animations
- Posters
- Fact Sheets
- Exhibits
- Artist Renderings/Graphics
Public Affairs Plan

- **Public Affairs**
  - *APL Oversight: Mike Buckley and Geoff Brown*

- **Press Kit**
  - *Press Release*
  - *Updated Fact Sheet (latest PDF version has 8/15/12 launch date)*
  - *Science Litho*
  - *Mission Guide*

- **Milestone timeline** – created and updated as needed

- **3-min Science Mission video script**
  - *Currently revising script*

- **RBSP Web site**
  - *New update schedule, began 8/15:*
    - “Latest News” (features) – Monthly
    - “In The Loop” (smaller stories & photos/videos) – every 2-3 weeks
Public Affairs – Social Media

- **Twitter: “@RBStormProbes”**
  - *set up, not live*

- **Facebook: “Radiation Belt Storm Probes – RBSP”**
  - *set up, not live*

- Coordinating with GSFC on its Smartsheet timeline
Launch Site Activities

- Will have activities planned across the country
  - Partnership with Museum Alliance
  - Instrument home institutions
  - HEAs, Solar System Educators

- 2-Day Teacher Workshop (L-2, L-1)
  - Teachers recruited nationally
  - Instrument teams will be encouraged to participate

- KSC Visitors Center
  - Activities coordinated with KSC

- First round of E/PO funding out to instrument teams in time for planning launch site activities
THANK YOU

Questions???

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