

Education and Public Outreach SWG Update October 2011

Space Department Education and Public Outreach

Dawn Turney

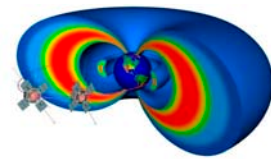
Kerri Beisser

Linda Butler

Alexandra Matiella Novak



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.

Higher Education

APL/NASA Intern Program
Partners: Instrument Teams, NASA Space Grants

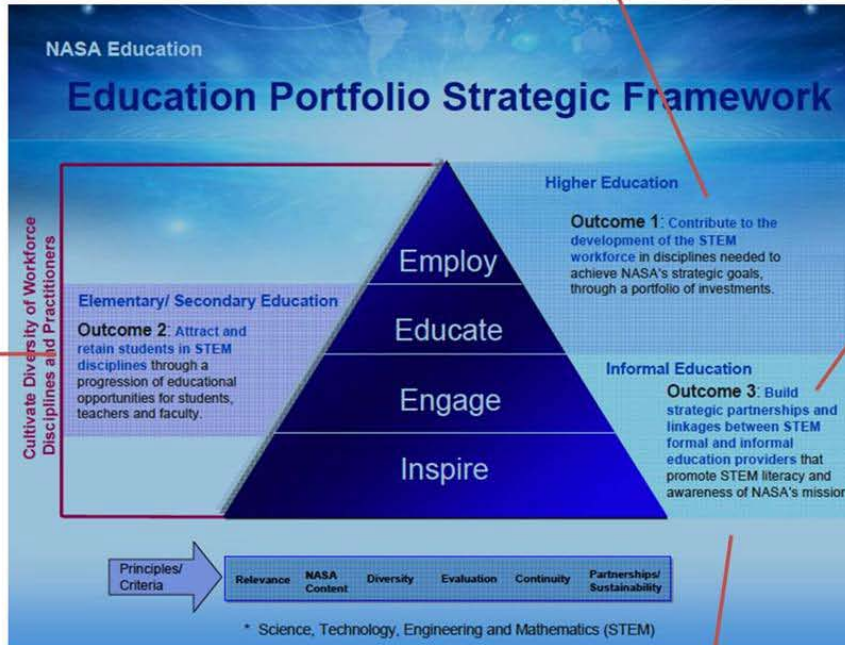
Elementary/Secondary Education

•Lesson Plans and Curriculum
Partners: MSU

• HEA
Partners: Adler, IBEX, THEMIS, ARTEMIS, AIM, RHESI, TIMED, and MMS

• Launch Site Teachers Workshop
Partners: KSC, HEA

• Space Academy
Partners: Discovery Channel, Instrument Teams



Informal Education

•Exhibits and Programs
Partners: MD Science Center, KSC Visitor Center, GSFC Visitor Center

• Museum Alliance
Partners: JPL

Public Outreach

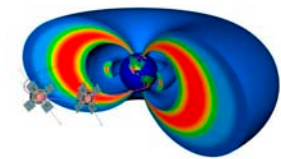
•E/PO Training for Scientists and Engineers
Partners: Instrument Teams

•Video Series/Visualizations /Animations, Magic Planet Programming

•Mission Website
Partners: Instrument Teams

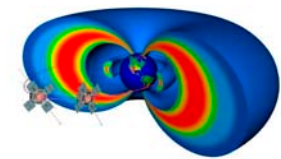
•Girl Power

The entire RBSP E/PO program will be externally evaluated by Cornerstone Evaluation Associates LLC



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)

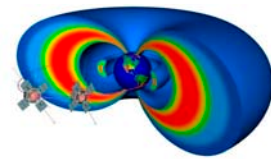
- *Partners: IBEX and THEMIS, and with support from ARTEMIS, AIM, RHESSI, TIMED and MMS along with RBSP*
- *APL Oversight: Dawn Turney*

1.3 Launch Site Teachers Workshop

- *Partners: KSC and instrument teams*
- *APL Oversight: Kerri Beisser, Dawn Turney*



Formal Education: For the Educator



1.4 Pre-service Teachers Heliophysics Workshop

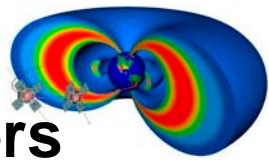
- *Partners: HBCU's (Howard University, UM Eastern Shore, Morgan State University)*
- *APL Oversight: Alexandra Matiella Novak*

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

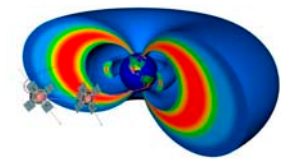
- *Partner: Maryland Science Center, Jim O’Leary*
- *APL Oversight: Alexandra Matiella Novak*

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

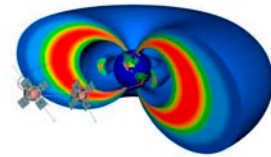
- *APL Oversight: Dawn Turney/Geoff Brown/Alysen Regiec*

3.5 Instrument Websites

- *Funded through instrument team E/PO proposals, linked to RBSP website*



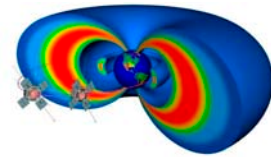
Products



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



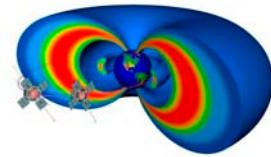
Public Affairs Plan



- **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



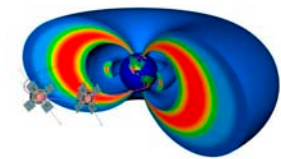
Public Affairs – Social Media



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



- **Facebook: “Radiation Belt Storm Probes – RBSP”**
 - *set up, not live*
- **Coordinating with GSFC on its Smartsheet timeline**

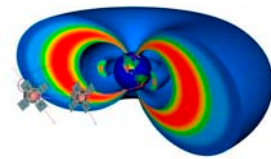


Launch Site Activities

- **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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