

Designing Outreach: Aligning Programs with Field Station Priorities



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Introductions



- Who are we?

AND

- Why are we talking about outreach?

Workshop Agenda



- Overview, Introductions, Big Ideas
- Small groups - Dig in to programs
- Wrap up

Workshop Learning Outcomes



- Assess your program for alignment with station, community, and participant learning goals.
- Give and receive feedback on outreach programs in collaboration with other field station and education experts.
- Begin the process of redesigning or developing an outreach program.

Introductions

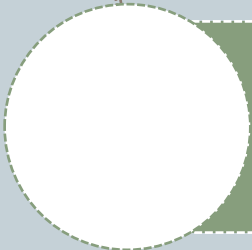


- Who are you?
 - Name
 - Field station
 - Your role at your field station
 - What is your station's top priority for outreach?

Outreach Goals



Our goal is to be known in the area and across the state as a great place to learn something new about the environment.



Provide age-appropriate field science programming, build strong community relations, and raise funds.



We do preK-12 field trips and in school programs, a college research program, and adult classes/seminars.

Outreach Goals



- What is the community or target audience you seek to reach?
- What strategy or approach does your program use to meet the goals of your field station's outreach?
 - Take a few minutes to reflect and jot down ideas before sharing.

Outreach Goals



In your small groups:

- Share your strategies/approaches
- How well are you succeeding in addressing your priorities?

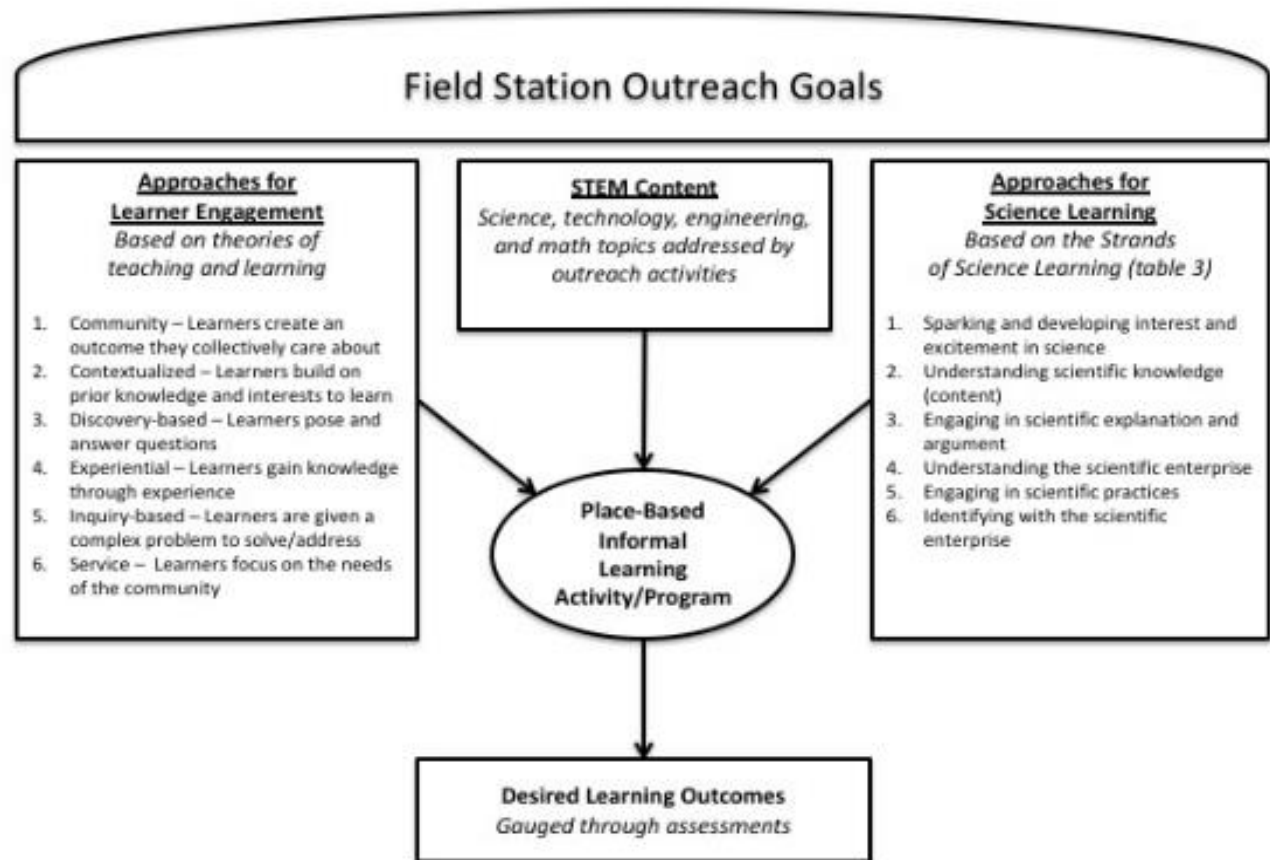
Please be prepared to share at least one response from your group.

Community Building



- Is your station trying to build a community through outreach? If so, who and how?
- Which communities does the station's outreach support?
 - A local community?
 - One brought together by the field station's research?

Framework for Educational Outreach



Workshop Goals Questionnaire



**TAKE A MOMENT TO CAPTURE
YOUR PRIORITIES FOR THE
PROGRAM YOU'RE WORKING ON
TODAY.**

Planning Guide & Small Groups



- Small groups based on your needs in today's workshop and characteristics of your programs.
- Utilize the planning guide for your discussions and work today.
 - Intended to provide structure and guidance for your program planning or revisions.

Small Group Recap



- What did your small group accomplish today?

Reflecting & Wrapping Up



- Name one thing that you didn't know before you started this workshop.
- What are you excited about in your program design?
- What have you learned today that will influence outreach at your field station?

Outreach Survey



- Please complete it if you haven't already!

<https://fieldstationoutreach.info/survey/>