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

Field Station Outreach Goals

Approaches for Learner Engagement

Based on theories of teaching and learning

- Community Learners create an outcome they collectively care about
- Contextualized Learners build on prior knowledge and interests to learn
- Discovery-based Learners pose and answer questions
- Experiential Learners gain knowledge through experience
- Inquiry-based Learners are given a complex problem to solve/address
- Service Learners focus on the needs of the community

STEM Content

Science, technology, engineering, and math topics addressed by outreach activities

Place-Based

Informal

Learning

Activity/Program

Science Learning Based on the Strands

Based on the Strands of Science Learning (table 3)

Approaches for

- Sparking and developing interest and excitement in science
 Hodgestanding scientific incordates
- Understanding scientific knowledge (content)
- Engaging in scientific explanation and argument
- Understanding the scientific enterprise
 Engaging in scientific practices
- Identifying with the scientific enterprise

Desired Learning Outcomes

Gauged through assessments

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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/