

EDUCATION OUTREACH FOR DUMMIES

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InterRidge (www.interridge.org)

Deep Ocean Meeting, January 13, 2005

Goal: To share lessons learned about how to design and implement an effective education outreach program

THE FUNDAMENTALS OF E & O:

- Reaching out sounds simple. It is not.
- Successful program: investment (time, money). Ultimately, the E&O program depends upon the bottom dollar (pound).
- It can, and should, be FUN! It can, and should be rewarding (personally, professionally, budgetarily). It can, and should, be done effectively in a way that connects people, knowledge, and information.
- 3 types of audiences:
 - FORMAL (K-14, classrooms)
 - INFORMAL (museums, science centers, aquaria)
 - MEDIA (documentaries, newspapers, magazines)

QUESTIONS TO ASK:

1. Who is your audience?
2. Who should you include on the E&O team? *
3. What is, or what are, your key take home messages?
4. What is the most effective vehicle for the message? What is the product?
5. What partnerships can you form?
6. What do you need from researchers?
7. What is the cost and how will you pay?
8. Who takes the lead?

INTERRIDGE PLANS:

- Video series (6) based on "Voyage into the Abyss": video package
- Partners: Future Vision: Educational Media Programming; RIDGE 2000, ChESS (Initial)
- Pursuing funding ...
- Teacher training (IR workshop) and innovative support materials
 - Tough to beat power of video (esp. given subject)
 - Cost-effective
 - Availability: Streaming video, DVD copying, satellite
 - Usability by different groups
 - Dual purpose (also teacher training tool)
 - Swappable segments, subtitles, teaching English