

Education, Outreach & Evaluation

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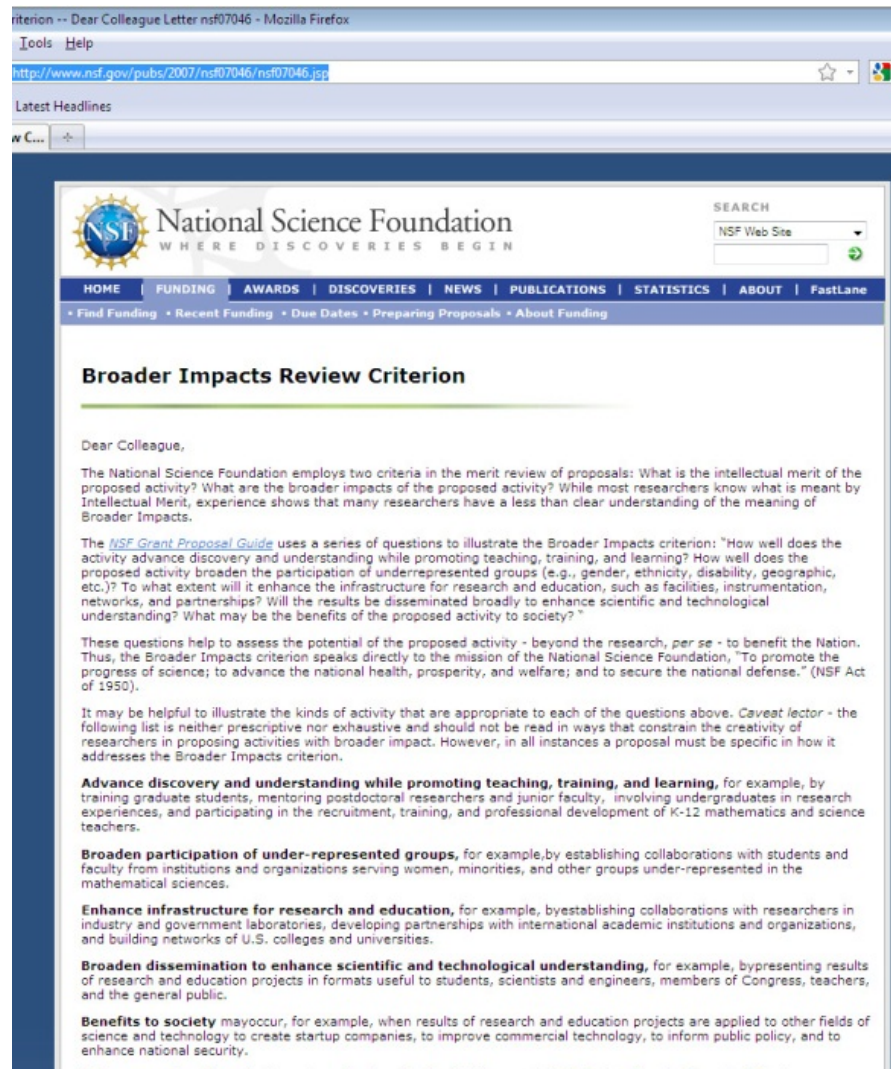


Background and caveats

- Education and Outreach (E&O)
 - Formal education (K-20)
 - 1st prong—university education
 - 2nd prong—K12 education
 - Informal and Lifelong Learning
 - Museums, cyberexhibits, citizen science, etc.
- Strategy: E&O activities will ramp up as:
 - New stakeholders are involved
 - Database and Cloud infrastructure develops

iDigBio E&O framework follows NSFs Broader Impact criteria**

1. Advance discovery and understanding while promoting teaching, training, and learning
2. Broaden participation of underrepresented groups
3. Enhance infrastructure for research and education
4. Broad dissemination to enhance scientific and technological understanding
5. Benefits to Society



The screenshot shows a Mozilla Firefox browser window displaying the National Science Foundation (NSF) website. The address bar shows the URL: <http://www.nsf.gov/pubs/2007/nsf07046/nsf07046.jsp>. The page title is "Dear Colleague Letter nsf07046 - Mozilla Firefox". The NSF logo is visible at the top left, with the tagline "WHERE DISCOVERIES BEGIN". The navigation menu includes links for HOME, FUNDING, AWARDS, DISCOVERIES, NEWS, PUBLICATIONS, STATISTICS, ABOUT, and FastLane. Below the navigation menu, there are links for "Find Funding", "Recent Funding", "Due Dates", "Preparing Proposals", and "About Funding". The main content area is titled "Broader Impacts Review Criterion". The text on the page discusses the NSF's two criteria for merit review: Intellectual Merit and Broader Impacts. It provides a detailed explanation of the Broader Impacts criterion, including a quote from the NSF Grant Proposal Guide and a list of examples of activities that can address the criterion. The examples include: "Advance discovery and understanding while promoting teaching, training, and learning", "Broaden participation of under-represented groups", "Enhance infrastructure for research and education", "Broad dissemination to enhance scientific and technological understanding", and "Benefits to society".

*<http://www.nsf.gov/pubs/2007/nsf07046/nsf07046.jsp>

Need to identify target audiences and user groups for E&O

- Collection researchers and other professionals
- TCNs and other non-federal collections networks
- University students and others in community
- Government agencies, Policy makers
- Industry and business innovation
- Downstream users and other stakeholders: K12, 4H, Interest groups and clubs, etc.

E&O activities and deliverables: Year 1

- *iDigBio* Visiting Scholars program—to start in 2012; focused on broadening representation of early career professionals: 1st award made
- Dissemination and visibility to professional community: Talks presented at national meetings and participation in conferences and workshops (many)
- Developed *iDigBio* workshops and working groups
 - Paleocollections (26-28 April)
 - Volunteerism (Austin Mast, FSU)
- Engaging some downstream users, e.g., fossil clubs in Florida (e.g., talk “Fossils in the Cloud”)
- Planning for front-end needs assessment

E&O activities & deliverables: Year 2

- Continue to develop workshops and talks, and promote *iDigBio* to stakeholders
- Solicit input and engagement from TCNs and other user groups and target audiences
- Sponsor *iDigBio* E&O workshop in 2012-13
- Planning grant to ISE for front-end evaluation of downstream target audience (e.g., fossil clubs in US)

Ideas in HUB proposal, not yet implemented (opportunities): years 2+

- Graduate seminar in collections digitization (need critical mass); perhaps multi-institutional
- Undergraduate survey course in collections for the 21st century (perhaps follow ANSP model)
- Broader Impact training related to digitized natural history collections.
- Delivered via e-learning at multiple, networked sites in real time via videoteleconferencing, webinars, and other web-enabled tools.
- *iDigBio* travelling exhibit and web-learning (“Big Data”)
- Looking for partners from TCNs in these and other similar educational opportunities

Evaluation

- Professional evaluator, Dr. Shari Ellis
 - Develops surveys, interviews, and evaluates workshops and other iDigBio activities
 - Will collect and provide data for annual reports, as needed
- Overall project evaluation
 - Process during early stages
 - Impacts and outcomes during later stages
- Will track “markers for success,” identify indicators, and quantify impact

E&O: Points of discussion and concern

- *iDigBio* portal needs to be developed and collections data to be uploaded (infrastructure prerequisites).
- E&O not highest priority yet, but opportunity will grow
- Downstream target audiences—endless opportunities
- Need to understand their needs (front-end)
- Prioritize activities (formal, informal, schools, lifelong learning, policy-makers, etc.)
- Identify partners and stakeholders and facilitate funding for E&O projects