Presenting Climate Change to Formal and Informal Education Audiences:
What’s the Diff?
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Comparing **formal** to **informal ed.**

**Defining terms**

**Formal Ed.**
- Classrooms and schools
- Students are usually near in age
- Teachers usually prepare them for your visit
- Students often have some background information
- Presentations usually run 30 mins.- 1 hour

**Informal Ed.**
- Museums, aquariums, zoos, 4-H, Boys and Girls Clubs, Scouts etc.
- Audience may be a mix of a wide range of ages (K-gray)
- Often no background about you or your science
- Presentations are often just minutes—people come and go as their interests are piqued or wane

**Both**
- Challenges
  - Require preparation
  - Huge opportunity to communicate your science!
Formal Ed:
Teachers & students

Scientists in the classroom

Students engaged in ANDRILL activities

Teacher professional development workshops
Informal Ed

Chicago Museum of Science and Industry

Sierra Club Cool Car Exhibit

Fermi-Lab National Labs

Field Museum

University of NE State Museum
Museums welcome scientists

1. American Museum of Natural History- NY
2. University of Nebraska State Museum
3. University of Nebraska State Museum
4. Chicago Field Museum
5. Chicago Museum of Science and Industry
For us, the intersection between formal and informal ed. happens on several levels:

Teacher professional development workshops and Climate Summits:
— museum partners provide marketing to their networks, space, materials, and sometimes food and parking.
-- ANDRILL provides resource materials, scientists and facilitators

Special events: (students, teachers, and scientists as presenters to general audiences)
Dinosaur to Disasters, Sierra Cool Cars, Flexhibits, etc.

Webinars and video conferences
Comparing **formal** to **informal** ed.

ANDRILL lessons learned

**Formal Ed.**
- Students from preschool to high school—and teachers as learners, too
- Subject matter is difficult to get into crowded curriculum
- Requires a dedicated, motivated teacher
- Students influence parents

**Informal Ed.**
- Usually short term, but sometimes longer programs
- Audiences can be any age
- Subject matter often is welcomed
- Teachers self-select
- Students self-select—often because parents have buy-in

**Both**
- Teachers and students learn—through professional development, workshops, classes, exhibits
- Teachers and students can be presenters
- ANDRILL materials can be used in both—sometimes, presented in the same way; sometimes differently
- Presentations are usually short term but sometimes longer term, repeat programs

**ANDRILL lessons learned**

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