APECS activities and some communication lessons from IPY

POLAR RESEARCH, EDUCATION, OUTREACH AND COMMUNICATION DURING THE FOURTH IPY

How the 2007-2008 International Polar Year contributed to the future of education, outreach and communication

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WHAT IS APECS?
International & Interdisciplinary
Graduate Students, PostDocs, Professors, Non-Academics, Teachers...
for networking, sharing research/experiences, career development, E&O
APECS Research Activities

- Virtual Poster Session
- Disciplines of the Month
  - Field Sites
  - Literature Discussion
- Funding Database
  - Event Listings
- Online Courses
- Graduate Programmes
APECS & Career Development

- Discussion/mentor panels & Workshops
- Field Schools
- Mentorship Programme
- Webinars
- Leadership Experience
- International Committees
EDUCATION & OUTREACH

• Polar Resource Book
• Connections from the Field
• Antarctica Day

• FrostBYTES
• Researchers into Classrooms & Museums
• Influencing Policy Makers
Outreach during the International Polar Year

The IPY Planning Group set out to have IPY EOC to have an impact on a global scale that would target key audiences with important messages and themes.
What can be learned about EOC from IPY?

Jenny Baeseman (APECS) and Dave Carlson (formerly of IPY IPO) supported by ICSU, the IPY IPO and AWI put together a team of IPY educators, communicators and researchers to form the IPY EOC Assessment Committee.
Was IPY EOC successful?

Going back to the objectives of the IPY Planning Group....
1. global scale
2. target key audiences
3. important messages and themes
1. Global Scale

IPY EOC projects reports indicate that more than 70 countries were involved.
IPY EOC projects reached more than 14 million people
3. Important messages and themes
So IPY EOC was successful by its own goals.....but why?

You don’t have to look far for the signs of success, but what about the IPY EOC efforts made it so great?
Why IPY EOC was successful – 1

- EOC was integrated into the larger science IPY programme from the beginning.
Why IPY EOC was successful – 2

• The EOC efforts engaged and involved experts in both science and communication.

- Researchers
- Graduate students
- Educators
- Teachers
- Communication experts
- Media personnel
- Writers
- Artists
- Musicians

...were all involved in IPY EOC projects
Why IPY EOC was successful – 3

- EOC was encouraged and coordinated from a central office throughout the IPY.

We had a lot of help from the IPY IPO and we used all the materials available online. – Miriam Hebling Almeida, Colégio Puríssimo Coração de Maria, Brazil
Why IPY EOC was successful – 4

- The EOC programme was branded and inclusive.
  - Consistent branding
  - Inclusive
  - Teachers Discussion Group
  - Classroom posters
  - Opportunities
  - Activities
  - Blogs by teachers
  - Image library
  - Lesson plans sorted by level of preparation needed
  - And more.....
Why IPY EOC was successful – 5

- Advocacy maintained EOC momentum throughout the IPY period.
Why IPY EOC was successful – 6

• Polar issues were timely and topical.

Collapse of the Larsen B Shelf

Rapid decline in Arctic summer sea ice
The IPY Outreach Catalogue

Search the catalogue by Key words
What we have learned about EOC through IPY – 1

• The public, students, teachers, media, artists and musicians want to be actively engaged in science.

What we have learned about EOC through IPY – 2

• Professionals in science and communication, at junior and senior levels, expressed frustration at the lack of professional recognition for outreach activities.

We need to support and reward EOC efforts now to ensure future polar outreach.
What we have learned about EOC through IPY – 3

• Small scale outreach projects benefit greatly by being linked to larger outreach initiatives.

Polar Days
- Seven 1 day events
- 2007 to 2008

Polar Weeks
- Four Week long events
- 2009 to 2010

Grew to involve hundreds of people in 49 countries, with participants on all 7 continents.

Many smaller programs and projects joined these larger events until the last one in 2010.
What we have learned about EOC through IPY – 4

- Formal outreach assessment is still lacking in most programmes and needs to be prioritized in order to gauge the effectiveness of such programmes and to adapt accordingly.

We expect review and assessment of science, why not of science education to ensure goals are being met?
What we have learned about EOC through IPY – 5

- Science EOC has moved beyond the traditional poster or pamphlet, but more needs to be done to ensure that outreach efforts are reaching target audiences.

But posters and presentations at conferences are still being listed by many as science outreach.
What we have learned about EOC through IPY – 6

- Institutions and organizations with long-term programmes should house and maintain networks that link scientists and communicators, creating a legacy of the science programme and sustaining outreach efforts past short lived projects.
What we have learned about EOC through IPY – 7

• Science outreach efforts should involve partners that already have EOC capacity and an audience such as teachers, media and science centers.
In Summary......

• IPY EOC was successful
• And it was successful because of all those people who worked hard to make it happen!
• The public in general wants active science involvement
• Most scientists want to do EOC, but need support and resources
• Educators and communicators need to be involved to help develop relevant, effective material
APECS in the next year

• New Director
• Polar Week coming up in March with numerous activities
• IPY Montreal Meeting, many events
• APECS Website is getting a facelift
Many Thanks

• Thanks to all those who undertook outreach projects during IPY!
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• IPY EOC Assessment Committee – Renuka Badhe, Jennifer Bellman, David Hik, Louise Huffman, Jacinta Legg, Margarete Pauls, Mare Pit, Sandy Shan, Kristin Timm, Kristen Ulstein and Sandy Zicus