

EDUCATION EVENT REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski, Geographer, USGS

Location: Denver, Colorado

Meeting Date(s): 28-29 September 2000

Other USGS Attendees: Steve Vandas, Pete Modreski, John Lahr, Becky Bottlemy, Alena Leeds

Purpose of Meeting: **Conduct presentations and assist with operation of USGS Exhibit at Colorado Science Convention**

Summary:



Denver Merchandise Mart, site of 2000 Colorado Science Convention.

The USGS Central Region Outreach Team ran a joint exhibit at the 2000 Colorado Science Convention. We also participated in the Rock and Mineral Giveaway due to the efforts of Pete Modreski. The outreach team together with other USGS scientists also conducted 4 workshops at the conference (see below for list). All of our workshops were well attended and generated a great deal of additional inquiry at our exhibit.

This event attracts between 600 and 1000 teachers each year, primarily K-12 science teachers, university science and education professors, and the scientific instrument and education vendor community. We emphasized our earth science week activities, new products, and new research, along with traditional science educational materials. We operated a large corner exhibit space not originally allotted to us. This was due to the entrepreneurial negotiations of our Central Region outreach staff, who approached the event coordinators with the fact that "nobody was using this prime space - may we use

it?" This was a corner area of approximately 20 linear feet. We displayed a mammoth bone and rocks as well, to attract attention to our exhibit. See below for photograph.



USGS corner exhibit at the Colorado Science Convention. Pete Modreski, Central Region GD outreach coordinator (pictured), recently purchased an excellent USGS visual ID banner on stiff material, which we used for the first time.

Presentations

The USGS Central Region team conducted the following presentations:

10:20 Steve Vandas
Water Resource Educational Materials Available from the USGS

12:30 Joseph Kerski
Exploring the World with a Geographic Information System

1:40 Alena Leeds and John Lahr
Earthquakes and Energy: Classroom Activities and Demonstrations

2:50 Pete Modreski
Exciting New Concepts in Earth Science



Close-up of part of the USGS exhibit at the Colorado Science Convention.

Acknowledgements:

I greatly appreciated working with Steve Vandas, Pete Modreski, Becky Bottlemy, and John Lahr at this event and applaud their “going the extra mile” by conducting workshops as well as operating the exhibit.

Recommendations:

- 1) We might want to pursue an educational exhibit at the national NCSS conference, which is held each November, to reach more educators. NCSS attracts 15,000 teachers to the national convention.
- 2) These are exciting times for science education, with the resurgence of public interest in the subject, and national and state standards in science. Education receives a great deal of publicity. The USGS should continue to pursue educational venues with both an exhibit and a presentation.
- 3) GIS is being increasingly used in secondary and even primary schools. The USGS should continue to investigate the educational potential of GIS packages so that we can make informed answers to customers who seek to use our data in a GIS.

4) Once again, the use of workshops at a conference tied in well with our exhibit and I recommend that we continue this practice.

5) I recommend we continue our participation with an exhibit and workshops at this event.

Event and Exhibit Planning:

Outreach focus areas covered by this event:

(1) Nongovernment/Industry Relations (5%)

(3) Education (95%)

Audience:

Non-Core customers: K12 Educators, university professors, university researchers, scientific data vendors, school district coordinators

Personnel required: Experience working with the public, and knowledgeable about:

(1) Educational applications of USGS products.

USGS activities at conference:

(1) Conduct workshops for teachers.

(2) Operate USGS exhibit.

For Backdrop:

Posters on USGS activities for Earth Science Week

This Dynamic Planet map

Water Education Poster

Tapestry in Time Map

Materials to Order

Professional Papers

Nature to Be Commanded 1

Circulars

Water Quality in the South Platte 4

C1225 The Quality of Our Nation's Water--Nutrients and Pesticides 5

Circ 1200 Estimated Use of Water in the United States in 1995 5

Circ 1139 Ground Water and Surface Water--A Single Resource 5

Teacher's Packets:

Exploring Maps 200

Exploring Caves		50
Global Change		200
Land and People		200
Map Adventures		200
Volcanoes		200
What Do Maps Show?	[OOS ?]	200
Water Posters:		
Water: The Resource that Gets Used (middle school)		80
Water: The Resource that Gets Used (espanol)		80
Ground Water – Middle School		80
Ground Water – Grade School		80
Fact Sheets :		
Abandoned Mine Lands		20
CD-ROM list		50
Central Region Sources of Information	[Pete has]	400
How to Get Info from the USGS	[Pete has]	400
USGS Publications in CO and USA	[Pete has]	350
USGS Publications in CO and USA	[Joseph has]	350
USGS GeoData		100
Educational Materials from the USGS		300
Fact Sheet List		1
FS-082-97 National Atlas Fact Sheet		250
FS-215-95 Water level changes in High Plains Aquifer		20
FS-244-95 Pesticides in Ground Water		20
FS-058-95 USGS Ground-water studies		10
OFR-93-91 Ground Water Atlas of United States and Fact sheet		10
FS-116-99 The quality of Our Nations Waters		10
GLIS		150
USGS Maps and Books order form		20
USGS Colorado fact sheet		150
CO Catalog of Topographic and Other Published Maps		250
CO Map List		250
WWW Information Sheet FS 077-99		250
USGS GeoCenter	[Joseph has]	50
GIPs:		
Aerial Photographs and Satellite Images		250
Collecting Rocks		200
Dinosaurs: Facts and Fiction		50
Earthquakes		200
Finding Your Way With Map and Compass		50
Fossils, Rocks, and Time 94-0054		50
Fossils Through Time		50
Geographic Information Systems	OOS	
Landsat historical comparisons	Joseph has	20
Map Projections - folded		100

Mountains and Plains: Denver's Geologic Setting 93-272	250
Our Changing Continent	20
River Basins of the United States: The Colorado	30
Topographic Map Symbols Sheets	200
USGS Making A Difference – [Joseph has]	50
USGS Maps	250
Volcanoes of the United States	100

Maps:

I-2206 Digital Landforms of US	2
Ground Water Atlas of the US - HA-730-C for AZ,CO,NM, UT.	1

Other

Fits Starts GIS [Joseph has]	50
POB GIS article [Joseph has]	50
Map Mysteries [Joseph has]	50
Teaching with Topographic Maps [Joseph has]	50
Denver from Space Landsat 7 photo [Joseph has]	300
7.5' and 250 K topographic maps of CO and world (misc)	500
USGS bags	250

end of report