

OUTREACH EVENT REPORT AND RECOMMENDATIONS

Attendee's Name: Joseph Kerski, Geographer, USGS

Location: Englewood CO

Meeting Date(s): 12-15 April 2000

Other USGS Attendees: NMD and WRD represented. See list below.

Purpose of Meeting: **Conduct 2 presentations, 1 workshop, and Operate USGS Exhibit at Rocky Mountain/Great Plains chapter of the National Council for the Social Studies / Colorado Geographic Alliance Conference.**

Summary:



Our USGS exhibit from above.

The Colorado Geographic Alliance (COGA) was established in 1986 as part of the national network of state-based alliances supported by the National Geographic Society. COGA is an organization of over 6,000 classroom teachers, professors, administrators, professors, and interested citizens dedicated to promoting and improving geographic education in the schools and universities of Colorado. The coordinators of COGA are Professor David Cole (UNC) and Sophia Linn. COGA sponsors summer institutes, teacher consultant workshops, offers small grants, provides scholarships for teacher training, and provides a clearinghouse for instructional materials.

Founded in 1921, the National Council for the Social Studies has grown to be the largest association in the country devoted solely to social studies education. NCSS engages and supports educators in strengthening and advocating social studies. With members in all 50 states, the District of Columbia, and 69 foreign countries, NCSS serves as an umbrella organization for elementary, secondary, and college teachers of history, geography, economics, political science, sociology, psychology, anthropology, and law-related education. Organized into a network of more than 110 affiliated state, local, and regional councils and associated groups, the NCSS membership represents K-12 classroom teachers, college and university faculty members, curriculum designers and

specialists, social studies supervisors, and leaders in the various disciplines that constitute the social studies. The Rocky Mountain/Great Plains chapter is comprised of members from approximately 10 states.



USGS exhibitors Joseph Kerski and Steve Vandas talk with customer about USGS resources for geography and history educators.

This social studies conference allowed us to connect with teachers who might not be familiar with us, namely, history and economics teachers, as well as geography teachers. In addition, physical geography, one of our strengths, is increasingly written into state and national standards. Many teachers are not familiar with this aspect of geography and appreciated our presence at the conference. Approximately 700 teachers attended the conference.

I conducted 2 presentations on how to use Geographic Information Systems (GIS) in the curriculum. One of these presentations was conducted with a professor from Colorado State University and 2 high school teachers who have implemented GIS. This illustrates how GIS integrates grade levels, curricular areas, and also the partnering of educational and governmental institutions. GIS is a powerful tool to explore patterns of demography, commerce, and physical features. This presentation featured efforts by CSU, Poudre, Adams, and Boulder Valley school districts. Approximately 35 attendees came to my "how to" GIS presentation, and 25 for the panel presentation. I also conducted 1 presentation on Map Mysteries, which involves the use of USGS topographic and thematic maps to explore and uncover mysteries about the human and physical environment.

Our exhibit was in the atrium of the 2nd floor of the Hyatt Hotel in the Denver Tech Center, in the "overflow" exhibit area, which was nonetheless as well situated as the other exhibitors. The traffic was lighter than expected but overall it was a good way to connect with teachers from several disciplines across Colorado and other states. We featured a custom-made poster for this conference, satellite imagery, geography education materials, historical and current NAPP photos to illustrate land use change lessons. See below for complete list of items we displayed on the backdrop, computer, and as paper documents.

Acknowledgements:

I greatly appreciated the assistance of Ed Burke, Steve Vandas, Yvette Ruiz, Gary Kress, and Nic Pagano for materials and set up. I also found it a privilege to work in the exhibit with Rusty Grout, Steve Vandas, Si Peterson, Mary Wadding, and Karen Eberhardt.

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. This November, it will be held in San Antonio TX. They also have an international conference, which this year is in Calgary from 28 Jun-1 July.

2) We should continue to pursue outside funding for outreach events. Universities, private companies, and professional societies may fund us to conduct an off-site event, as this event so clearly demonstrated.

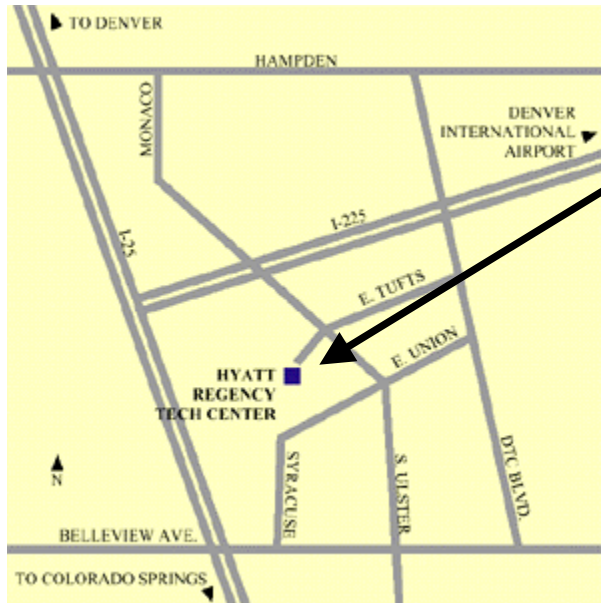
2) These are exciting times for geography education, with the resurgence of public interest in the subject, and the new national K-12 standards in geography. Education receives a great deal of publicity. The USGS should continue to pursue educational venues with both an exhibit and a presentation.

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) Judging from the reception of the Electing the President maps at the World 2000 conference in February, I again recommend the USGS pursue creating this year's 2000 election maps as part of the national atlas, and also to scan the 1796-1992 Electing the Presidents poster and post it alongside the other teachers packets currently available on the web. This poster should be considered for a cost item along with the other educational packet posters.

5) The NAPP photo quiz is a great way of drawing and keeping attendees near the USGS exhibit. I would hold up the photos for the quiz several times and people would stop and congregate around our exhibit. I have a listing of the photos I used in my quiz (such as Grand Canyon, Crater Lake, New York harbor, Pittsburgh, etc) that I am happy to share, if anyone would like to create the same one, or a similar concept with your own photographs.

**Outreach Plan for 2000 Colorado Geographic Alliance /
Great Plains-Rocky Mountain National Council for the Social Studies Conference**



**COGA-
NCSS
Conf**

Location: Hyatt Regency - Denver Tech Center

Type of Event: Regional social studies conference. Attendance: 800

RMMC attendees: Joseph Kerski Mary Wadding
Ed Burke Nic Pagano
Si Peterson Rusty Grout
Karen Eberhardt

Other CR attendees: Steve Vandas (WRD)

Outreach focus areas covered by this event:
 (1) Intergovernmental Relations (5%)
 (2) Nongovernment/Industry Relations (10%)
 (3) Education (85%)

Audience:
 Non-Core customers: K12 Educators (economics, civics, geography, history, government), university professors, university researchers, private GIS companies; government economics and education agencies.

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

- (1) Educational applications of USGS products.
- (2) Use of USGS digital data with GIS and remote sensing software.
- (3) USGS products and services with emphasis on geologic data, hydrologic data, satellite images, digital imagery and cartographic data.

USGS activities at conference:

- (1) Conduct 3 workshops for teachers on Map Mysteries and GIS (Joseph Kerski)
- (2) Operate USGS exhibit.

Gray Shade = Exhibit Hall Open				
Staffing Schedule				
Time	Wed 12 Apr 2000	Thu 13 Apr 2000	Fri 14 Apr 2000	Sat 15 Apr 2000
		Workshop: 830am: Explore Your World with a GIS (Kerski) Presentation: 1110am: GIS in Colorado and Beyond (Kerski)		Workshops: 830am: Map Mysteries (Kerski)
8 – 9				
9 –10		Peterson Wadding	Kerski Vandas	Kerski
10 -11		Peterson Wadding	Kerski Vandas	Kerski
11-12		Peterson Wadding	Kerski Vandas	Kerski
12 –1		Kerski Peterson Wadding	Kerski Vandas	
1 –2	Load vehicles: Burke Kerski Pagano	Grout Wadding	Vandas	
2 – 3		Grout Wadding	Eberhardt Vandas	
3 – 4		Grout Wadding	Exhibit Hours end at 330pm Tear-down: Eberhardt Vandas	
4 – 5	Final loading: Burke Pagano Vandas	Grout Wadding	Eberhardt Vandas	

5 – 6	Drive to conference		Unload into 810: Eberhardt Kerski Vandas	
6 – 7	Set up: Burke Kerski Pagano Vandas			
7 – 8	Set up: Burke Kerski Pagano Vandas			

Pre-conference meeting:

11am - Monday 10 April 2000 - IS Conference Room

Set Up:

Set up time is 6pm Wednesday 12 April. Kerski reserved the van; Pagano will reserve the geodetic field vehicle.

Load van: 3pm Wednesday 12 April. Same crew as set up.

USGS Booth Number: 53

Action Items:

- IS person: Need someone to laminate a Denver Historic Trails map
- All: Recommend materials
- All: Stage materials
- All: Take materials to Convention Center
- Joseph: Obtain and use laptop and monitor
- Joseph: Plot signs for backdrop
- Gary : Order materials
- Joseph: Process data for ArcView and DDS demos
- Joseph: Arrange PowerPoint demos

Display items that USGS will take:

Laptop computer

1

1 for Joseph's workshop and for exhibit booth
with ArcView applications of USGS data
Colorado and Utah: Sugar House digital data layers
CDs: DOQ, DRG, 1:2M DLG, presentations disk
PowerPoint slide shows
WWW: WebGLIS, Greenwood, availability

Powder River Basin WY 3D data set
Great Basin Geoscience Data Base set

For Backdrop:

Mt St Helens DEM
Denver historic trails
Landsat Denver photos
Ad for USGS workshops
Ad for NAPP photo quiz
Poster: USGS supports geography and history education

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 100
CD-ROM list 50
Central Region Sources of Information [Joseph has] 400

How to Get Info from the USGS [Joseph has]	400
USGS Publications in CO and USA [Joseph has]	350
USGS Publications in CO and USA [Joseph has]	350
Digital Elevation Models	50
Digital Line Graphs	50
Digital Orthophotoquads	50
Digital Raster Graphics	50
Educational Materials from the USGS (OOS: we need to copy)	300
USGS Information Sources	300
Fact Sheet List	1
FS-125-95 U. S. Geological Survey Information Sources	250
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
Front Range Infrastructure [Joseph has]	10
GIP list	1
GLIS	150
GNIS	50
How to Obtain Aerial Photographs	50
Map Dealer List for Colorado	25
US GeoData Available through the Internet	100
USGS Maps and Books order form	20
USGS Colorado fact sheet	50
CO Catalog of Topographic and Other Published Maps	250
CO Map List	250
WWW Information Sheet FS 077-99	250
1 map index for each of the following states: AZ CA MT NM NE KS OK UT WY	
USGS GeoCenter [Joseph has]	50

GIPs:

Aerial Photographs and Satellite Images	250
Dinosaurs: Facts and Fiction	50
Earthquakes	200
Earth Science Corps	40
Earthquakes 94-0050	200
Finding Your Way With Map and Compass	50
Fossils, Rocks, and Time 94-0054	50
Fossils Through Time	50
Geographic Information Systems	OOS
Gold	30
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 94-0195	100
Volcanoes of the United States	100

Maps:

I-2206 (for door prize) Digital Landforms of US	2
Historical Trails of Denver (for door prize)	2
Ground Water Atlas of the US - HA-730-C for AZ,CO,NM, UT.	1

Digital Data - on CD:

Denver East and West DRG [already have]	1
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Other

Earthquake Maps listing flyer [Gene Jackson has]	50
Fits Starts GIS [Joseph has]	100
National GIS survey [Joseph has]	50
POB GIS article [Joseph has]	100
Effectiveness GIS article [Joseph has]	50
Map Mysteries [Joseph has]	100
Teaching with Topographic Maps [Joseph has]	100
Geography Education flyer [Joseph has]	400
Denver from Space Landsat 7 photo [Joseph has]	300
NAPP photo quiz [Joseph has]	1
NAPP photos, misc [Joseph has]	500
7.5' and 250 K topographic maps of CO (misc)	300
USGS bags [Joseph has]	250
ASK USGS / Earthshots cards [Joseph has]	100
AK DEM Map postcard [Joseph has]	100

Workshops (Kerski):

- 1) Thursday: Explore Your World with a GIS. Introduce teachers to teaching with GIS, including highlights of USGS DEMs, DOQs, DRGs, DLGs, ArcVoyager, world-USA-Colorado-Local studies.
- 2) Thursday: GIS In Colorado and Beyond: Highlight GIS activities in the state in education: Adams12, Adams1, Jefferson, BVSD, PSD, Yampa Valley. Opportunities for future training, locations of data.
- 3) Saturday: Map Mysteries: Use thematic and topographic maps from the USGS to explore physical and cultural patterns and interactions on the landscape through a series of mysteries that students can uncover. Use: Digital Landforms of the USA, Callaway NE, Earthquake Lake MT, Ocean City MD, Point Reyes CA, Bay Area Earthquakes, Central Region earthquakes.

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