

Outreach Event Report and Recommendations

Attendee's Name: Joseph Kerski Title: Cartographer, PM

Location: Colorado Convention Center, Denver

Other Attendees: Mr Steve Vandas, WRD
Ms Pat Schassburger, BRD
Ms Susann Powers, GD
Mr John Lahr, GD
Mr. Lull
Mr. DeWeese

Date(s): 5-7 November 1998

Purpose of Meeting: Operate Exhibit at National Middle School Association Conference

Summary:

The National Middle School Association (NMSA) was established in 1973 to represent middle school teachers and administrators. This conference in Denver was therefore the 25th anniversary of NMSA, and at 10,000 attendees, was one of the largest conferences the association has sponsored.

Based on my observations at the NMSA conference, I make the following recommendations:

- 1) The USGS should continue to support NMSA. The interdisciplinary nature of these grades are a good match with the interdisciplinary science of the USGS. Furthermore, because these are the grades when students decide on their career choice, we need to maintain relationships with these teachers to plan the workforce of the future. Perhaps we could work on a career packet or educational packet with the NMSA in the future, much as we have done with the water education posters with NSTA.
- 2) Middle School teachers still want the published paper teachers packets. Recent concerns with the cost of reprinting of these packets has raised the possibility of making them only available on the Internet.
- 3) GIS is being increasingly used in middle schools. Interest in our GIS demonstrations and hard-copy curriculum ideas indicate that the USGS should continue to investigate the educational potential of GIS packages and work with training teachers in this technology.

4) We highlighted natural hazards at our exhibit, which is taught as an interdisciplinary topic in science and geography in many middle schools.

5) Our exhibit staff from the Central Region illustrated once again the strengths in staffing an exhibit with personnel from each division. I thank the excellent outreach staff for making this a success. I also appreciated the assistance of Ed Burke, NMD Branch of Information Services, in the set-up of the exhibit, and Gary Kress in assistance in ordering the materials.

The following describes the materials distributed at the conference, the exhibit itself, and the computer demos:

Outreach Plan for 1998 National Middle School Association Conference	
Location:	Colorado Convention Center, Denver
Type of Event:	National education conference.
Expected Attendance:	10000
Booth	#637
Set up:	Wednesday 4 Nov - 9:00a - 7:00p Thursday 5 Nov - 8:00a - 11:00a
Take down:	Saturday 7 Nov - 1:30p - 8:00p
Exhibit Hours:	Thursday 5 Nov - 12:00p - 5:00p Friday 6 Nov - 9:00a - 5:00p Saturday 7 Nov -- 9:00a - 1:30p
Outreach focus areas covered by this event:	
(1) Intergovernmental Relations (5%) (2) Nongovernment/Industry Relations (5%) (3) Education (90%)	
Audience:	Non-core customers: Educators, Consultants, and Administrators (95%), + businesspeople; computer companies, other government agencies, geology, mapping, GIS, and remote sensing companies.
Personnel required:	Experience working with the public, and knowledgeable about:
(1) USGS resources as applied to education. (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, photography,
digital cartographic data.

USGS activities at conference:
Operate USGS exhibit (all).

Exhibitors:

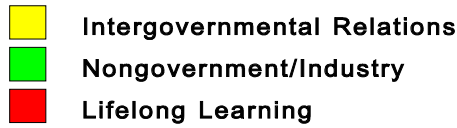
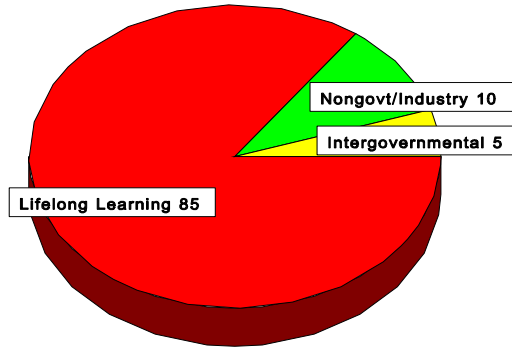
Kerski
Lahr
Powers
Schassburger
Vandas

key:

= exhibit hall
open

Time	Wed 4 Nov 1998	Thu 5 Nov 1998	Fri 6 Nov 1998	Sat 7 Nov 1998
8:00 - 9:00			Vandas Lahr Lull DeWeese Schassburger	
9:00 - 10:00	<i>set up</i> Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Lull DeWeese Schassburger	Vandas Powers
10:00 - 11:00	<i>set up</i> Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Lull DeWeese Schassburger	Vandas Powers
11:00 - 12:00	<i>set up</i> Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Lull DeWeese Schassburger	Vandas Powers
12:00 - 1:00	<i>set up</i> Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Schassburger	Vandas Powers

Outreach Focus Areas



1:00 - 2:00	set up Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Schassburger	Tear Down 1:30 Vandas Powers
2:00 - 3:00	set up Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Schassburger	Tear Down Vandas Powers
3:00 - 4:00	set up Kerski Vandas	Kerski Vandas Powers Schassburger	Vandas Lahr Schassburger	
4:00 - 5:00	set up Kerski Vandas Powers	Kerski Vandas Powers Schassburger	Vandas Lahr Schassburger	

Action Items:

Recommend materials JOSEPH - DONE
Secure laptop, monitor, backdrop, rack, & other equipment
Plot materials
Order materials BY 20 OCT
Process data for ArcView and DDS demos DONE
Arrange PowerPoint demos DONE
Arrange staffing for exhibits DONE

Display items that USGS will take:

Laptop computer	CR outreach	(1)
Monitor	From CR outreach team	(1)

Laptop:

with ArcView applications: Golden CO, Austin W TX
Utah: Sugar House digital data layers
CDs: DOQ, DRG, 1:2M DLG, presentations disk
MapInfo Status Graphics
PowerPoint slide shows
WWW pages saved locally
Powder River Basin WY 3D data set
Great Basin Geoscience Data Base set
National Scout Jamboree CD

Display: WRD Confirmed 20 Oct

For Backdrop:

NAPP Photograph of US-Mexico border
UT GAP analysis map
Colorado Geologic Map
Great Salt Lake satellite image
Digital Landforms of USA
Rocky Mtn National Park
BRD Poster

Materials for Exhibit and Workshops

1) General Interest Publications

Aerial Photographs and Satellite Images	96-0011		500
Earth Science Corps		200	
Finding Your Way With Map and Compass	93-0105		500
Fossils, Rocks, and Time	94-0054	500	
Fossils Through Time	96-0100		500
Geographic Information Systems	93-0122		250
Gold	93-0160		250
Map Projections	96-0201		100
Mountains and Plains: Denver's Geological Setting			250
Our Changing Continent	93-0330		500
Planetary Maps	96-0275		100
Topographic Map Symbols Sheet	TUS0669		500
USGS Maps	93-0581	500	
Volcanoes of the United States	93-0610		500

2) Teacher's Packets:

Exploring Maps		1000	
Global Change		1000	
Land and People		1000	
Volcanoes			1000
What Do Maps Show?		1000	

3) Water Posters (All Middle School Editions)

Wetlands			1000
Watersheds			1000
Water: The Resource		1000	
Agua: El Recurso			1000

4) Information and Fact Sheets

CD-ROM list	(Joseph has)		1
Central Region Sources of Information	(Joseph has)		500
Digital Data Online	(Joseph has)		100
Educational Resources from the USGS			1000
Fact Sheet List	(Joseph has)		1
Floods and Flood Plains			1000
GIP list	(Joseph has)	200	
Product Information Sheet	(Joseph has)		500
US GeoData Available through the Internet		200	
USGS Sources of Information			500
USGS GeoData Order Form	(Joseph has)		1
USGS Map Price Structure	(Joseph has)		200
USGS WWW fact sheet			1000
Video Lists	(Joseph has)		10

5) CD-ROMs

DDS-40 Alaska Volcanoes Photos	1	
OFR 97-289 Hazards	1	
OFR 92-416 Digital Landforms of the USA	1	
01-WASHDC Topo Field Trip Mac		1
01-WASHDC2 Topo Field Trip PC/Mac		1

6) Posters

Mapping the Solar System		2
Geology of the Solar System	2	
Natural Hazards Posters (Joseph stock)	30 (1 box)	

7) Maps

96-0236 Outdoors America	50	
Geologic Map of Colorado		1
I-1034 Geologic Map of the Moon		1
1:250,000-scale Denver with satellite image	1	
I-2199 Geologic Map of the Weber Segment	1	
I-2106 30x60 Geologic Map of Salt Lake City UT	1	
I-766F Construction material, Sugar House UT		1
I-766G Urban Growth, Sugar House UT		1
I-766H Thickness, Sugar House UT	1	
I-766I Depth to Water, Sugar House UT		1
I-766J Depth to Aquifer, Sugar House UT		1
I-766K Dissolved Solids, Sugar House UT		1
I-766L Aquifer Surface, Sugar House UT		1
I-766M Sediment Thickness, Sugar House UT		1
I-766N Flood, Sugar House UT		1
I-766O Land Stability, Sugar House UT		1
I-856? As many of the "Morrison Colorado" set as possible	1 each	
GQ-380 Geology, Sugar House UT		1
TUT 2282 Utah GAP analysis map		1
UT 1582 Great Salt Lake & Vicinity satellite image map		1

8) Miscellaneous

Maps for America		1
This Dynamic Earth		1
Earthquake Maps List (Joseph has)	200	
Earthquakes in Colorado (Joseph has)		200
Earthquakes in USA (Joseph has)		250
Earthquakes in World (Joseph has)	250	
Eruptions of Mt St Helens		1
CA indexes		5
CO Indexes		50
IL index		1

NY index		1
TX index		5
USGS bags		750
USA 100K Index		10
Natural Hazards of N America (Joseph has)	30	
Climate change postcards (Joseph has)		75
Natural hazards postcards (Joseph has)		75
Miscellaneous topographic and thematic maps (Joseph has)		1000

van
2 ton truck for transport of materials ?

strapping tape
clear tape
velcro
scissors
name tags
large markers
pins
extension cords
surge suppressor
pole for bags
boxes for rolled maps

end of report