

Earth Science Week

American Geological Institute

NOAA: NODC Seminar

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Earth Science Week: Background

- Launched in 1998 to raise awareness of Earth science
- Celebrated during second full week of each October
- Major supporters include the U.S. Geological Survey, NASA, the U.S. Department of Energy, the National Park Service, the AAPG Foundation, and ExxonMobil



Reach Growing - Join the Fun

- Total: Earth Science Week reached more than 20 million people through promos, events, media, and Web in 2008
- Web site: 445,000 hits in 2008, including 90,000 hits in October
- Newsletter: 4,400 subscribers in 2008, up 75% from 2,500 in 2007
- Toolkits: More than 15,000 distributed by October 2008 (as in 2007)
- Poster: Over 100,000 distributed through Earth Science Week Toolkits and magazines in 2008
- Presence: Participants in 2008 in all 50 states and over 18 countries
- Total reach grew significantly in 2009!



Earth Science Week 2008

Evaluation Highlights

- 94% of surveyed participants said they plan on increasing or maintaining level participation (59% increasing participation).
- 84% said Earth Science Week offers opportunities for teaching and promoting Earth science that they wouldn't have otherwise.
- 77% rated the program's overall usefulness as excellent or good (up 12% from the previous year).
- Participants reported they were more active than ever, with 79% saying they conducted a major Earth Science Week activity.



Earth Science Week 2009

- “Understanding Climate” theme emphasized science of climatology
- “Climate and Weather Day” Science Fair (Sunday, Oct. 11) kicked off the week at Maryland Science Center in Baltimore’s Inner Harbor
- “No Child Left Inside” Day (Tuesday, Oct. 13) nationwide
- Women In The Geosciences Day (Thursday, Oct. 15) nationwide
- [Earth Science Organizations](#) and [Events Near You](#) online



Earth Science Week 2010: “Exploring Energy”

Oct. 10-16, 2010

- How do geoscientists study the interactions of energy resources with Earth systems - the atmosphere, hydrosphere, and geosphere? How are scientists exploring energy resources ranging from fossil fuels to solar, wind, water, and nuclear power?
- Where do energy resources come from? How are they found and harnessed? How has energy use changed over time?
- What is the importance of renewable energy? What does science tell us about issues such as conservation, pollution, and public safety? Where are the energy careers of the future likely to be?

Earth Science Week 2010: “Exploring Energy”

What can you do?

- Visit a classroom to discuss your career as a scientist and the field of Earth science.
- Hold an Open House to share your workplace and work with interested young people.
- Lead a guided science tour of a nearby location of geological significance.

www.earthsciweek.org