

## Excerpts from successful outreach plans:

This team got high marks for creativity, minority focus, concreteness, and planning detail.

Outreach involved **creating a computer game** that would integrate aspects of their project. They planned a poster contest, technical presentations, and on-campus activities as well as a media campaign in this city. In addition, they are specifically **targeting middle school and high school students in inner-city “xyz”**. They have contacted 50 schools in the “xyz area” and **attached letters of agreement** from 12 of those schools.

Following this introductory paragraph, they go on to explain in detail (1-2 paragraphs for each) **what the above activities will look like**. The winner of their poster contest is even given ground crew status and will accompany the team to Houston.

They also included a simple **milestone chart**.

School X – March 20

School Y – April 11

School Z – May 15

This team got high marks for encouraging careers, minority focus, and concreteness.

“XYZ team” identified a need for promoting science and technology **to younger audiences that are under represented in these fields**. The team then listed 3 schools and a **letter of support for their partnership**.

They also gave examples of 2 **activities** planned. They were designed to get **teachers** involved in the program can also take these experiments **back to their school** as demonstrations or classroom activities during the regular academic year.

Hands-on science projects will be coupled with an overview of our “xyz” research onboard the microgravity aircraft, will **highlight reasons to pursue a career in science and technology, and ultimately promote remaining in school for post-secondary education**.

This team got high marks for creativity and concreteness.

Sometime it may be valuable for the team to look beyond their immediate peers to help with outreach development. One group created the position of **Zero-G Educator**. They found a fellow student who had both an interest in science and was interested in becoming a primary or secondary teacher. This can help the team in understanding state teaching requirements and how you can help teacher meet a requirement and not just show up. They proceeded to **list their activities used to meet specific requirements**.

General Advice

If you are planning a PowerPoint presentation, tell us what it is. Go beyond “an overview of our project.” Tell us in detail the sketch outline, or even better, include the thumbprint pages of the PowerPoint. How will you make it exciting for young students? What activities will you tie in once you give them some knowledge? What questions will you ask them? Don’t assume they will give you the answer you expect, but be prepared to work with their interpretations.

Simply identifying someplace does not show you have done anything. Anyone can look on-line or in a phonebook. If you have made arrangements with someone give us a timeline (a milestone chart) provide a letter of agreement. What is your plan? When are you going, how many students will you reach, will you go more than one time?