

## **Tips for developing the Education and Outreach Component of an NPRB proposal**

- Define your audience or audiences from this list in the NPRB Board Science Plan: marine resource management agencies, commercial and subsistence users, teachers and students in Alaska and beyond, Alaska coastal communities, general public, and marine researchers. Include at least one other audience in addition to marine researchers.
- Outreach to Alaska teachers and students is preferred, but school outreach can also be done in communities outside Alaska and then made transferable to Alaska communities.
- NPRB funding can be used to travel to Alaska communities outside of the field season to make community or school presentations.
- NPRB encourages scientists to be creative and innovative in their outreach proposals just as they are in their science proposals. Each proposal is evaluated on a case-by-case basis and at times NPRB will work with scientists to fine-tune their education and outreach project so that it meets the requirements.
- Of all the potential outreach projects, projects incorporating community involvement in the research is highly recommended.
- If you are unable to make contact with a specific teacher or organizational partner to arrange or confirm school or community outreach, include the information in your proposal about what you intend to do and who you plan to contact.
- New for 2009, NPRB will attempt to find related research projects such that their outreach funding can be pooled to then work collaboratively on a joint project (e.g. videos, display exhibits, community visits).

## **Recommended Activities**

### **Teachers and Students**

- Teacher -scientist partnerships (e.g., classroom visits, field trip leadership, email communication, webcams, videoconferencing, oversight of student data collection and interpretation, collaborative lesson plan development)
- Participation in Science Fairs (Ocean Science Fairs in coastal Alaskan communities) as student mentor, scientist in residence, or judge  
Contact: Sean Topkok [sean@ankn.uaf.edu](mailto:sean@ankn.uaf.edu)
- Development of a science “story” about a research project that can be linked to online units of the [Alaska’s Seas and Rivers curriculum](#)
- Mentoring a teacher through Teachers at Sea programs
  - [PolarTrec](#)
  - [NOAA Teacher at Sea](#)

## **Community Outreach**

- Presentations or hands-on activities in communities in the area where research will take place (Contacts: Research institution or government agency education and outreach specialists, UAF Alaska Sea Grant marine advisory agents, tribal organizations, local or regional environmental education groups)
- Participation in community festivals
  - [Bering Sea Days](#) (St. Paul Island, Pribilof Islands)

## **Publications and Other Media Products**

- Brochures, bookmarks, website teasers
- Traveling exhibits (small pop-up exhibits and larger wall exhibits)
- Photographic exhibits
- General posters and project-specific posters (Please note: scientific posters are not considered education and outreach by NPRB)
- Children's book
- Videos
- Media programs
  - Radio
  - Newspaper articles
- Blogs and podcasts
- NPRB [Research summaries](#)
- [Popular articles](#), [education journal articles](#)
- Project websites (not recommended as the only means of education and outreach)

*For more ideas, please refer to [Education and Public Outreach: A Guide for Scientists](#) (see <http://www.nprb.org/education/outreach.html>) and other scientist resource links on <http://www.coseealaska.net>.*