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Improving Education through Science Outreach: Payoffs for College Student Presenters and Different Approaches for Training How to Do Quality STEM Outreach



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Formally training high school or college undergraduates how to do effective scientific outreach greatly enhances the probability that these students will go on to become STEM teachers or to continue to do informal science education that communicates the value of science to the public through their careers. Doing science outreach directly benefits college students' engagement and skill in STEM education. The outreach and teaching experience is empowering and engenders a sense of community, especially when perceived as a form of civic engagement. In this presentation I will share several approaches for developing science outreach classes, programs, or community outreach events that help serve as a pipeline into science teaching while simultaneously benefiting science education in environments. The workshop will be focused on techniques for training outreach skills based on my Cornell University Naturalist Outreach course (http://blogs.cornell.edu/naturalistoutreach), Insectapalooza, and 18-year outreach program. While there is increasing recognition that doing outreach is as beneficial to the presenters as the recipients, too many programs don't provide their H.S. or undergraduates with sufficient guidance on what it takes to effectively engage their audiences, or best practices while teaching. The result is often frustrated and ineffectual presenters, and unengaged listeners instead of lively participants. In this presentation, I will discuss how the basics of the Naturalist Outreach science outreach program can be transferred to other institutions to improve both outreach and the STEM teaching pipeline.

Artwork by Ann Nee, DBS, NUS