Education and Public Engagement

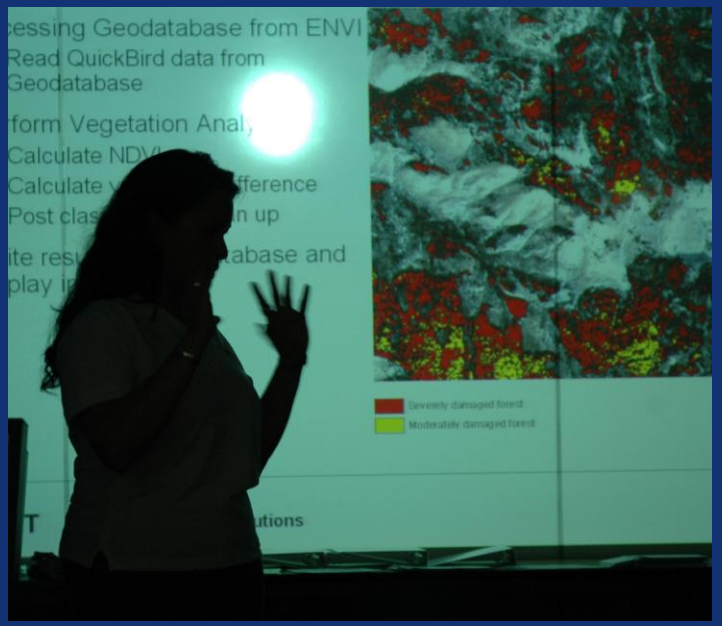
Anita Davis

Mike Taylor

Laura Rocchio

Jeannie Allen

Partnering with GSFC Public Affairs:
Matt Radcliff



Projects

Web site

Social media

Imagery for multiple purposes

Print publications

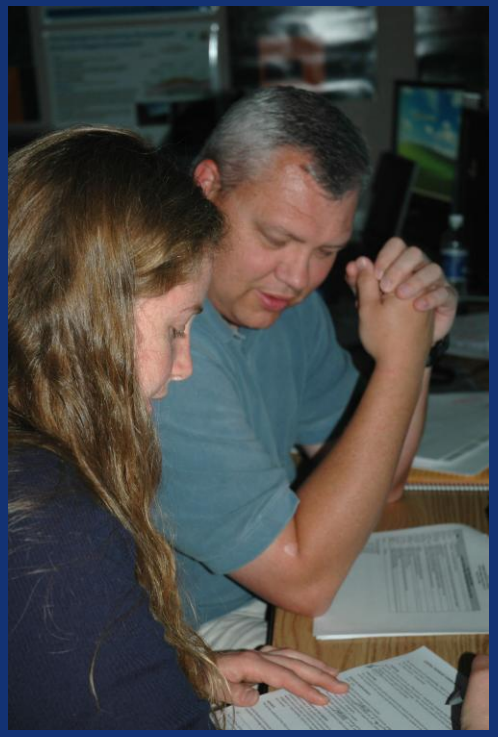
Earth to Sky - informal education

IGETT - formal education

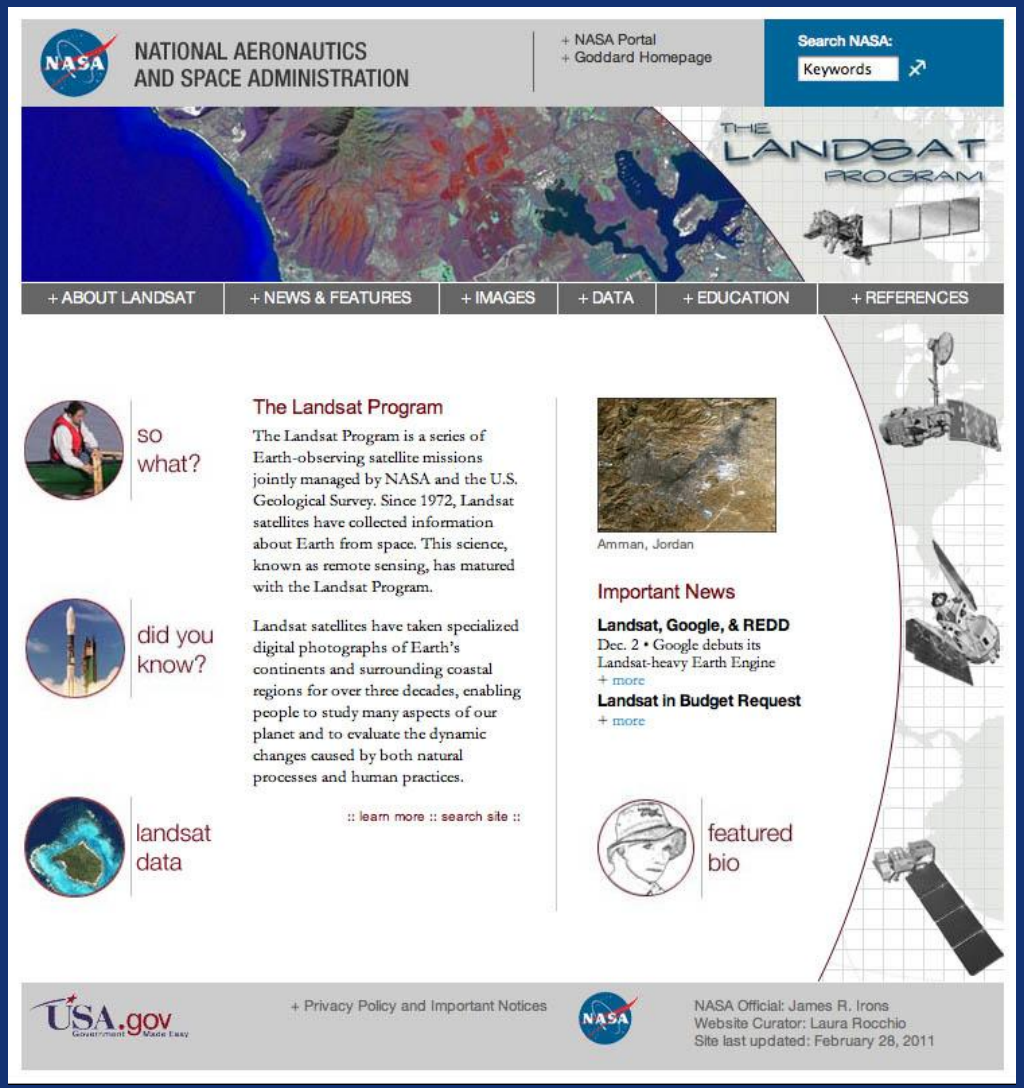
HiGETT - High school age people - both formal & informal education

Conferences and public events

Legacy of Landsat



NASA Landsat Website



ABOUT:

- 4 to 10 new news stories each month
- 2 new images each month (M. Taylor)
- News and images also posted to Twitter and Facebook
- Other updates made as needed
- Close coordination with USGS Landsat news updates

UPCOMING CHANGES:

- Site redesign to current NASA-look pending
- Site name will change to “Landsat Science”

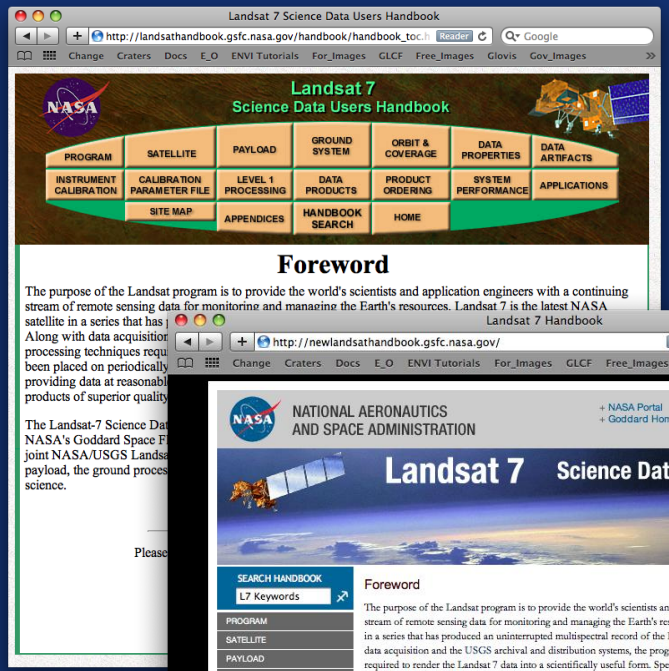
GENERAL:

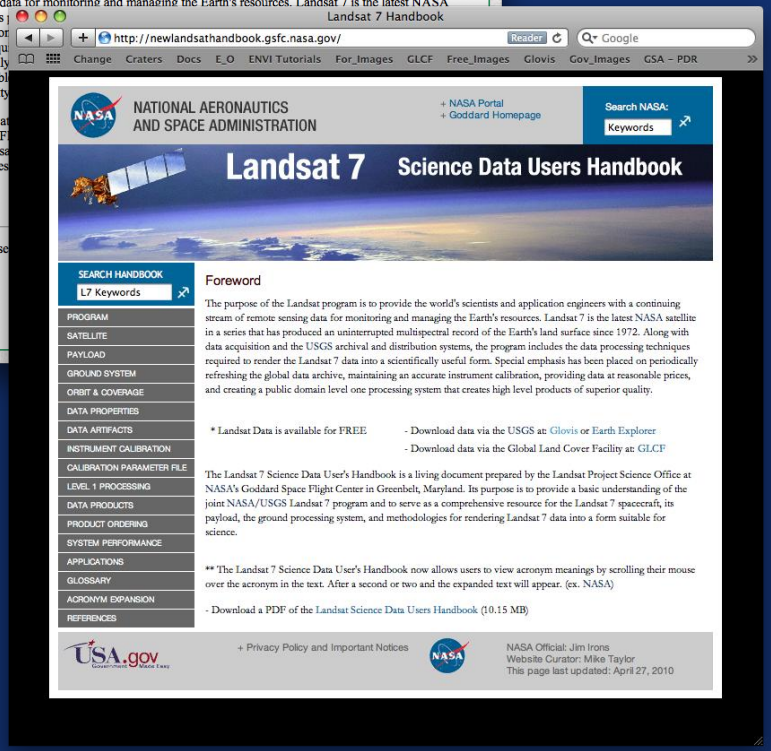
- Any science/news updates from Science Team welcome
- Recent publication information from Science Team also appreciated

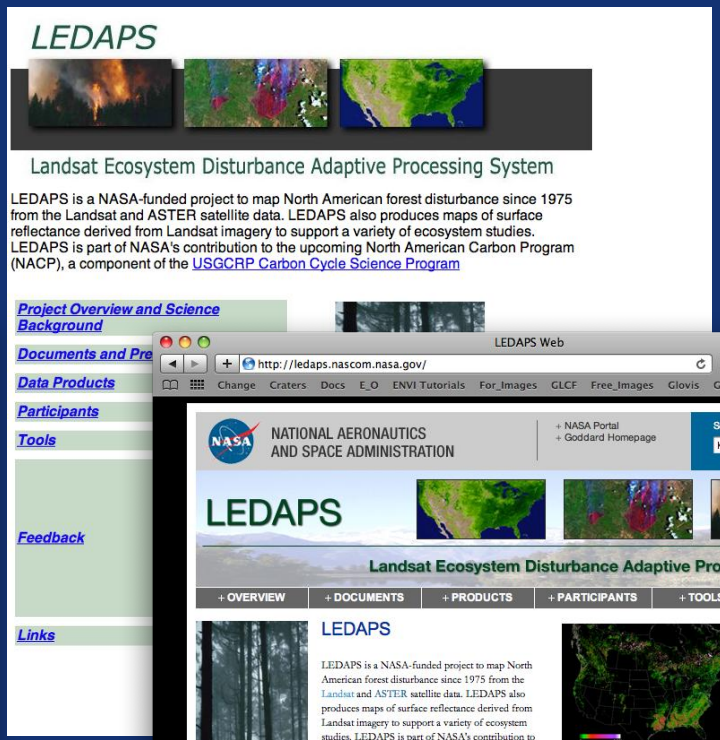
Laura E. P. Rocchio;
laura.rocchio@nasa.gov

http://landsat.gsfc.nasa.gov

Web Work: Revamps, updates and maintenance



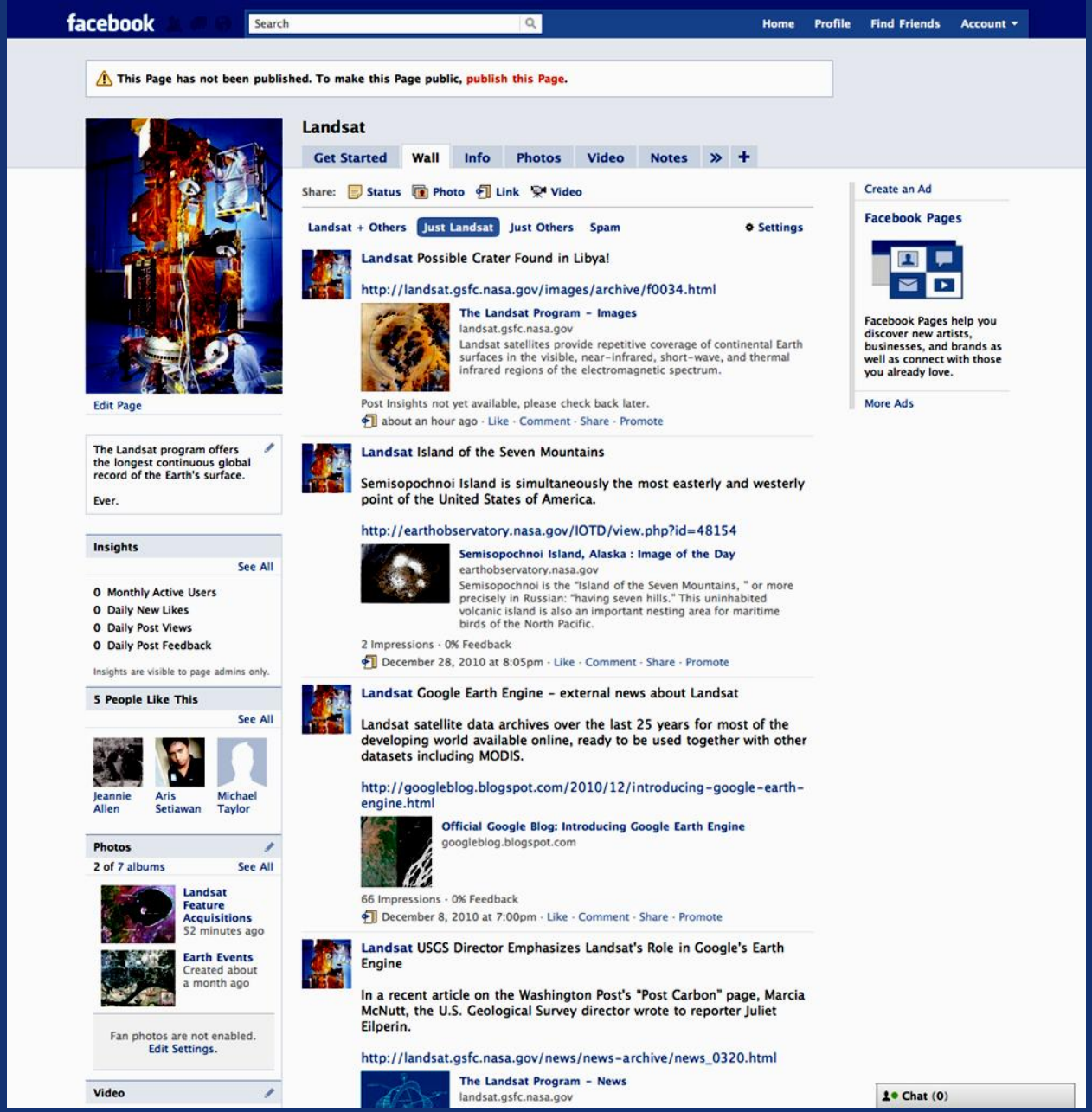




Mike Taylor

Social Media

Facebook



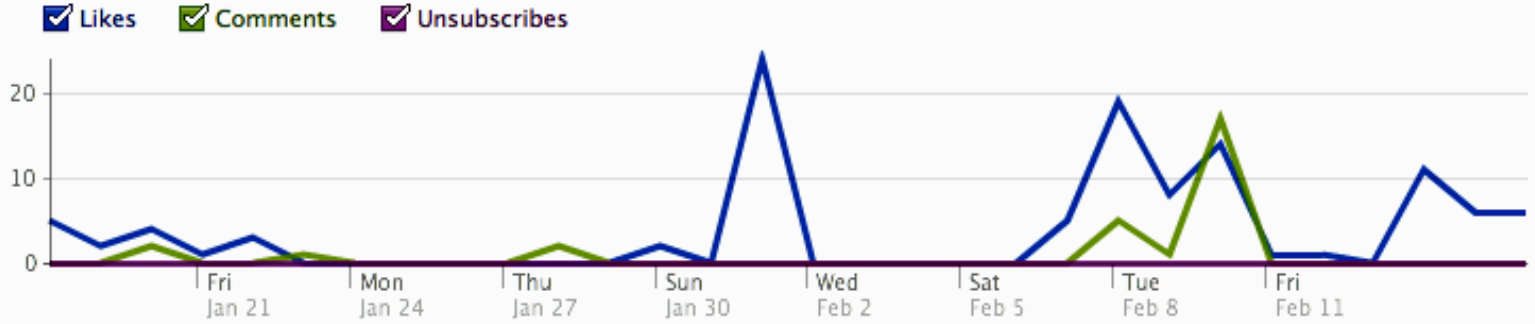
http://www.facebook.com/NASA_Landsat

Week | Month | 01/18/2011 - 02/16/2011

Post Views [?]
18,722 ↑229%

Post Feedback [?]
140 ↑268%

Daily Story Feedback [?]

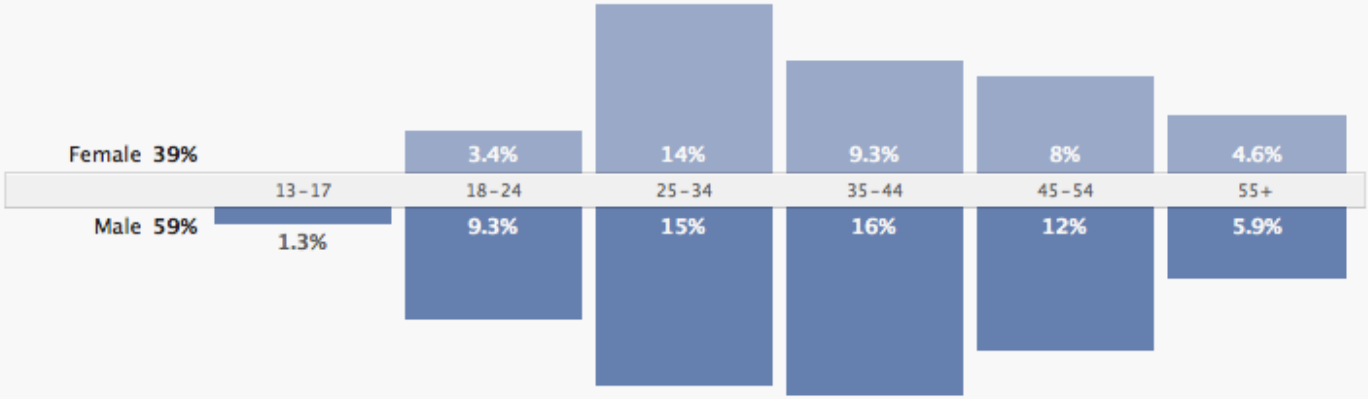


Page Posts [?]

Message	Posted ▼	Impressions	Feedback
Amman, Jordan is one of the oldest continuously inhabited...	February 15 at 12:20pm	782	0.77%
China's Huang He (Yellow River) is the most sediment-filled...	February 14 at 12:33pm	597	1.5%
Yellow River Delta Another article featuring Landsat...	February 14 at 12:32pm	579	0.35%
Laura Gilchrist is our WINNER! This image is the southern...	February 10 at 2:45pm	189	1.6%
We're coming down to the wire, so here is another hint for...	February 10 at 1:56pm	206	0.49%
The Colorado River flows from the Rocky Mountains in...	February 10 at 1:00pm	690	0.29%
Water Level in Lake Powell Yet another article featuring...	February 10 at 12:59pm	665	0.30%
A new hint for the Landsat Quiz: It's somewhere in North...	February 10 at 8:30am	489	1%
Mountaintop Mining in West Virginia Another article...	February 9 at 11:05am	606	0.33%
Below the densely forested slopes of southern West...	February 9 at 11:02am	546	0.55%

Demographics

Gender and Age



Countries

222	United States
26	United Kingdom
18	Canada
14	Portugal
14	Spain
14	Italy
12	Philippines
10	Australia
10	India
8	Ireland
8	Germany
8	Thailand
8	Mexico
6	Turkey
6	Malaysia
6	Pakistan
4	Brazil
4	Czech Republic
4	Algeria
4	France

Less

Cities

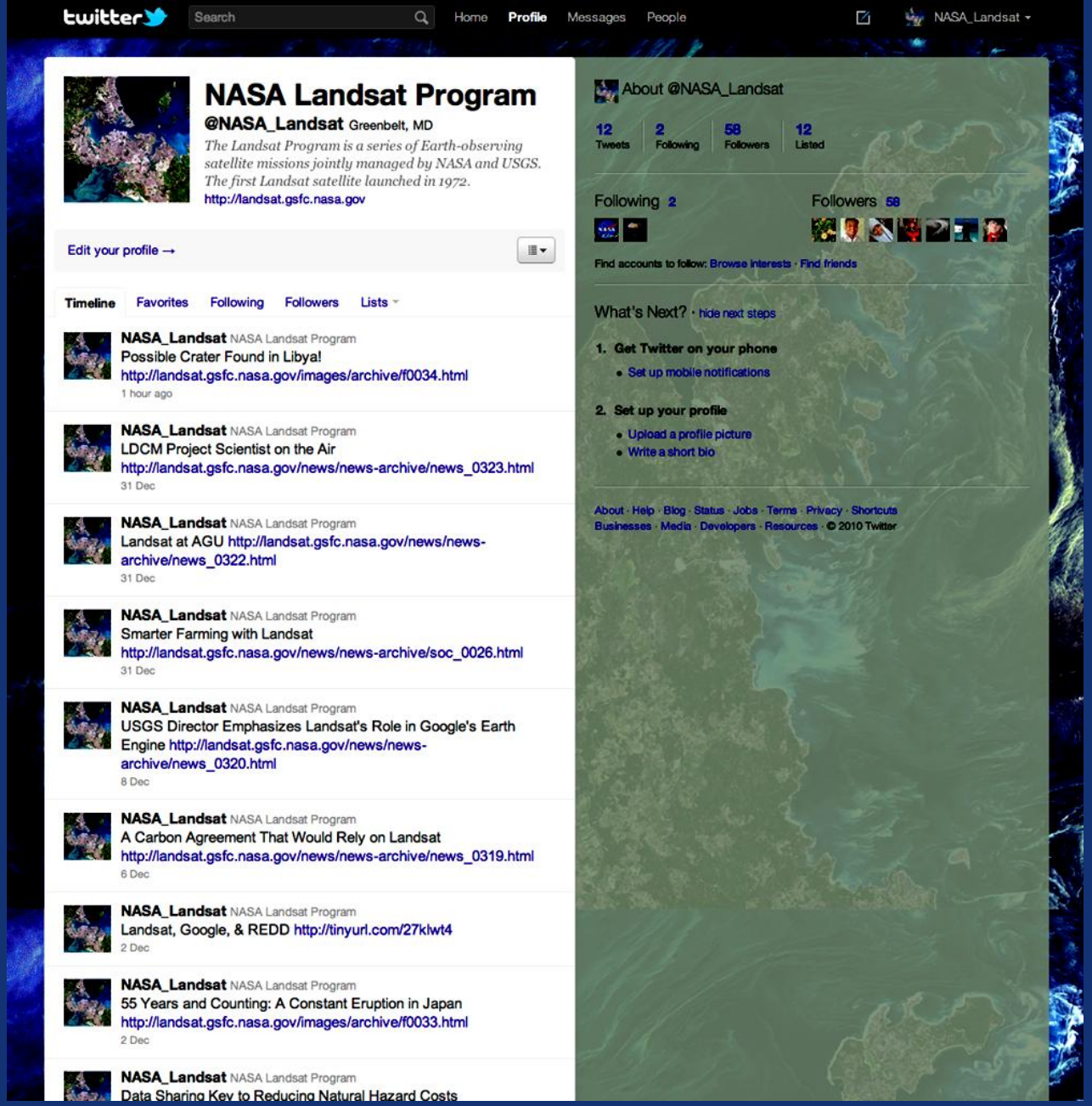
14	Washington
12	Lisbon

Language

302	English (US)
52	English (UK)
22	Spanish
14	Italian
12	Portuguese (Portugal)
10	French (France)
6	German
6	Polish
6	Thai
4	Spanish (Spain)
4	French (Canada)
4	Turkish
4	Czech
4	Portuguese (Brazil)
2	Arabic
2	Finnish
2	English (Pirate)
2	Indonesian
2	Hungarian
2	Croatian

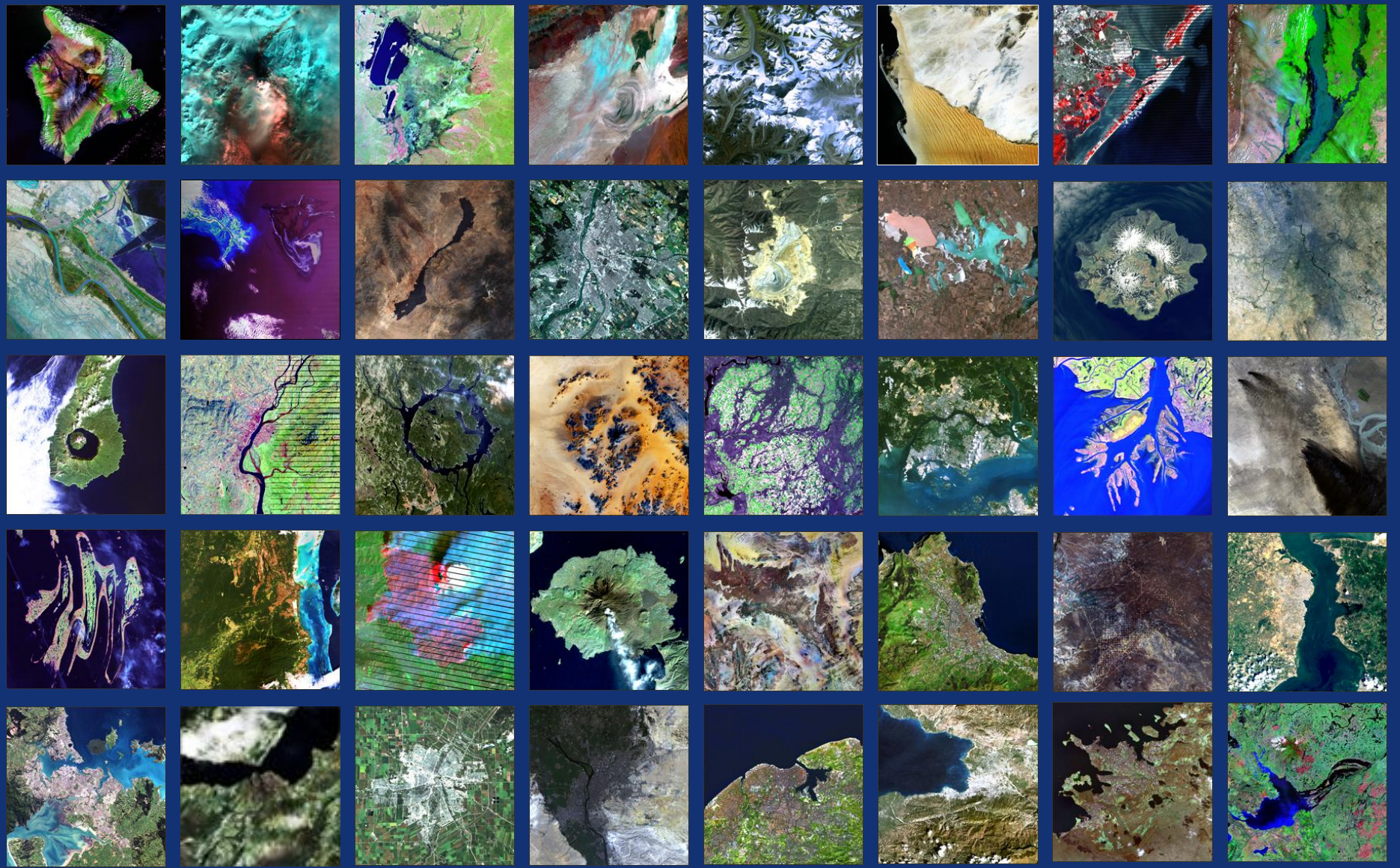
Less

Twitter



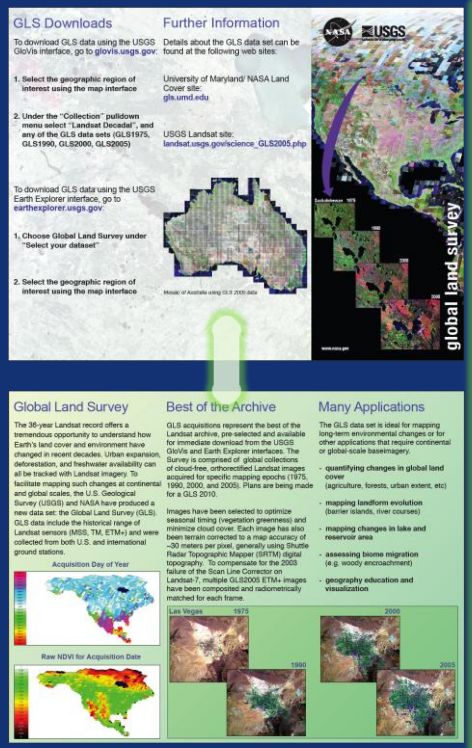
http://twitter.com/NASA_Landsat

Some Images Created for and Posted on the Landsat Website

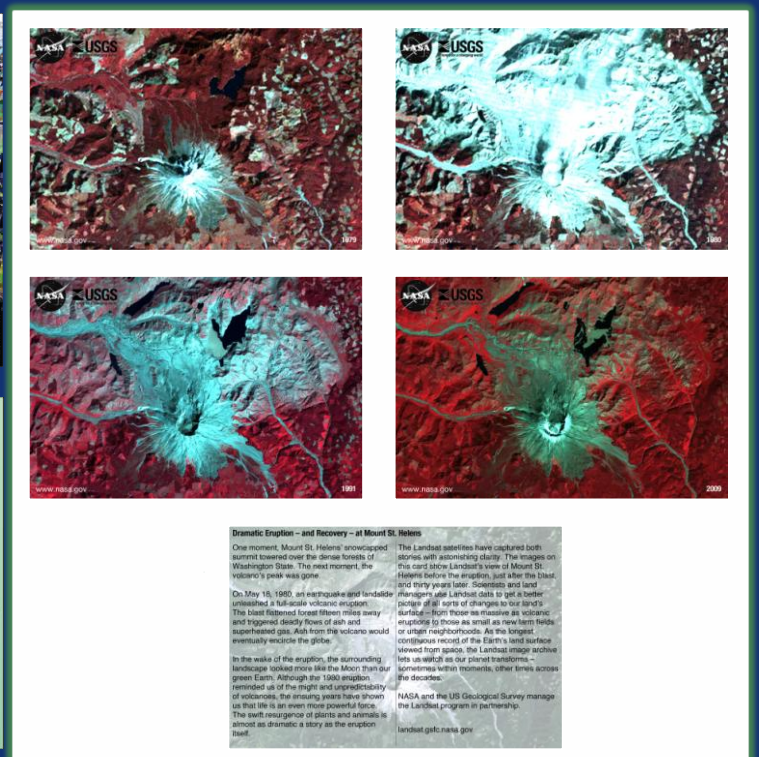


EPE Support

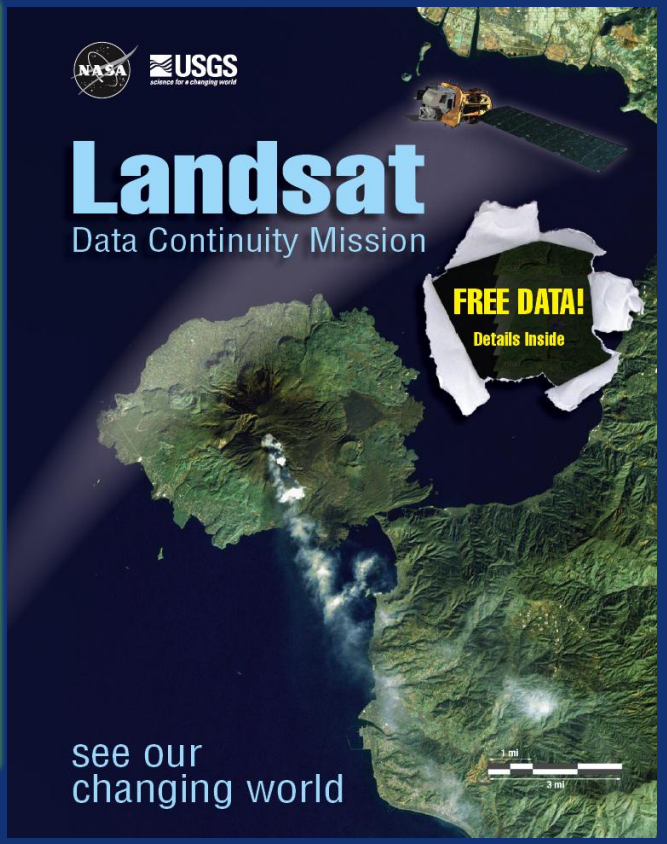
GLS Trifold



Mt. St. Helens Lenticular



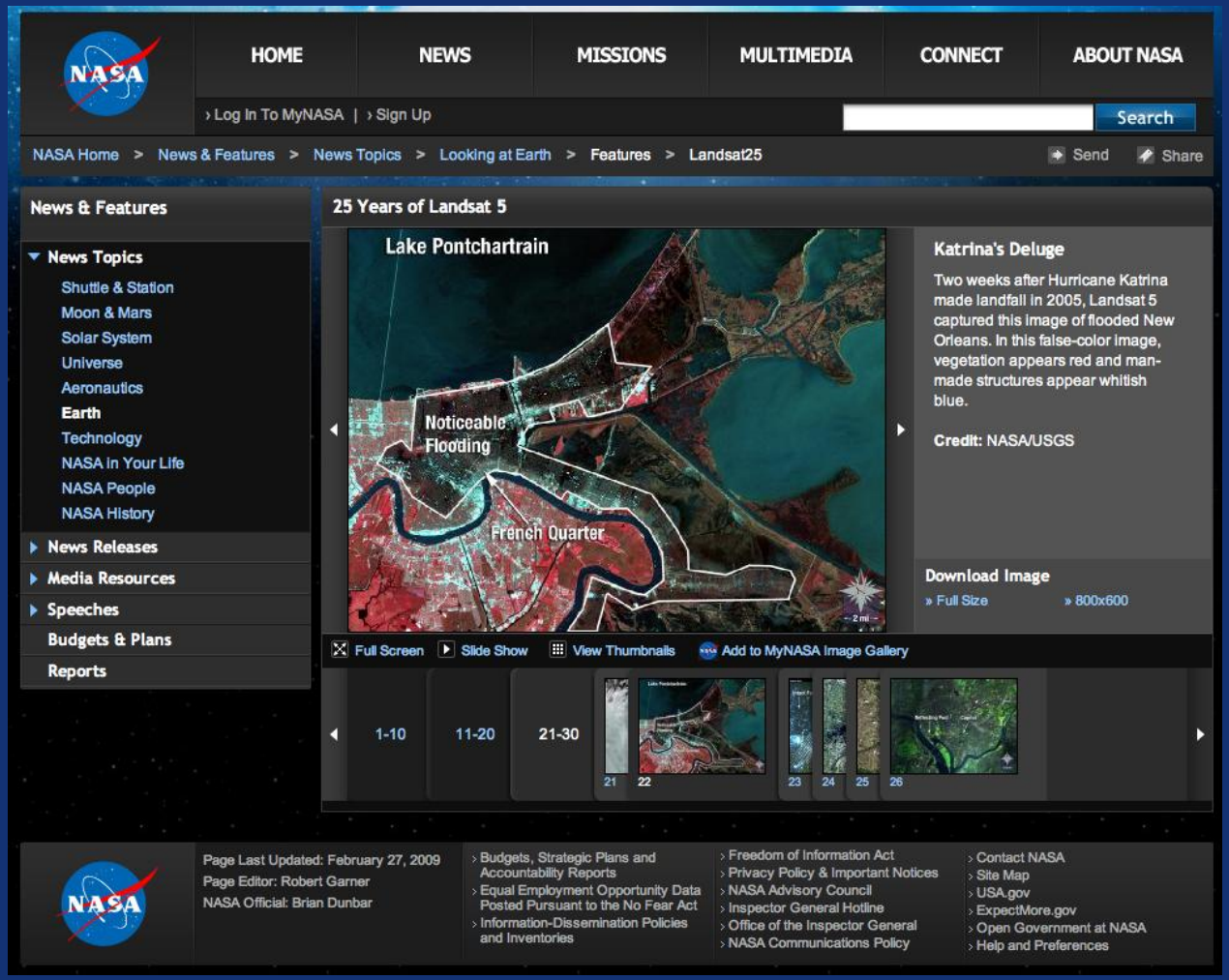
LDCM Brochure



Mike Taylor

EPO Support (cont.)

25 Unique Images for Landsat 5's 25th Anniversary



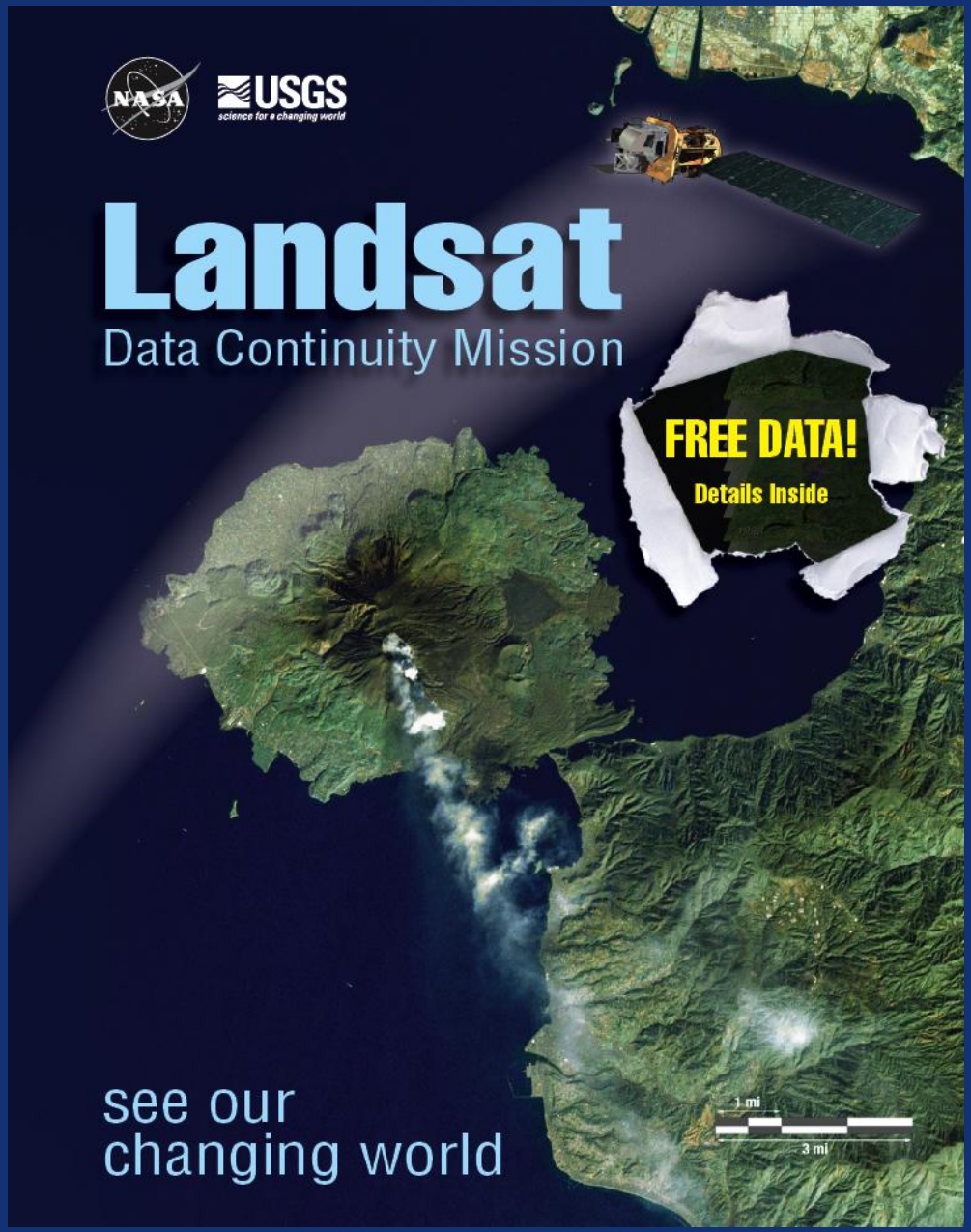
Other Applications

Mike Taylor

Much-improved technical brochure

Want some? Will ship.

Jeannette.E.Allen@nasa.gov



Earth to Sky Interagency Partnership

NASA, NPS, and US Fish and Wildlife Service (FWS)

- Continued follow-up for Earth to Sky III, and IV tracking and responding to participants' activities resulting from the workshop. Participants total 70; they have in turn reached over 2.7 million people with content provided in ETS workshops

- WebRangers working group, writing and designing for the next two activities on climate change

- Five part webinar course underway over 300 registered participants
- Web site revamp is now underway

- Preparing for next week long workshop (September 2011 at National Conservation Training Center)

Integrated Geospatial Education and Technology Training (iGETT)

http://igett.delmar.edu

Professional Development for Instructors at Two-year Colleges
2007-2011

Wrapping it up

Instructors and their students are learning how to analyze federal land remote sensing data to solve problems.

Results

- Remote sensing has been infused into 38 existing courses;
- 23 new remote sensing courses are being offered;
- 5 new geospatial certificate programs have been developed;
- 2 new AA degrees in geospatial technology have been developed and 2 more are planned.
- The participants made a total of 43 formal presentations about geospatial education, at national & regional conferences.
- 6 participants have received grants for geospatial technology education projects, and 2 proposals are in the planning stage.

According to the project's external evaluator, iGETT "can only be described as transformative" for the participants.

Trent Morrell, Laramie County Community College, WY: "Words cannot begin to describe the impact this… experience has had on me as an instructor, a geographer and geoscientist, and as a person."

Adam Dastrup, Salt Lake City Community College, UT: "The department can't stress enough the importance and the impact iGETT has had in terms of program and curriculum development and professional development of our faculty and students..."

Douglas Crebs, Stone Child (Tribal) College, MT: "The training that was provided at Delmar College in Late summer 2008 was fantastic. The trainers and the logistical organization was first rate. One of the most professional and rigorous trainings I have been involved with..."

Robert Kenning, Salish Kootenai (Tribal) College, MT: "My participation in the iGETT program marked a key moment in the ability of the Salish Kootenai College to offer a well-rounded (and well connected) geospatial program…. The iGETT program gives intensive time and scope of work investment to each faculty participant—this is largely responsible for my ability to take on … new roles and capacities."

Angela Milakovic, Bismarck State College, ND: " For me in my career, there was 'Before iGETT' and 'After iGETT.' I can't even describe what a huge difference it has made in my whole life."

Jackie Stenehjem, Williston State College, SD: "Because of iGETT, every member of the Williston State College faculty, administration and staff, and every community official now knows what geospatial technology can do!"

Elizabeth Sedgwick, Fond du Lac Tribal and Community College, MN:
"This project has been the most efficiently and effectively managed project that I have had the pleasure to participate in. However, the impacts of iGETT have reached so much farther than simply academic and professional. iGETT has touched each participant on a personal level."

iGETT purpose is secondarily curriculum development: Participant-authored modules

We are making them easier to download and updating software:

- porting 10 Learning Units to ArcGIS 10
- shrinking file sizes
- editing

Esri's ArcGIS 10 software incorporates SOME ENVI capability.

HiGETT

Integrated Geospatial Education and Technology Training for High School Age Youth

National 2-day meeting

to investigate and articulate group recommendations on the most effective means of conducting geospatial technology education and career awareness for high school age youth

Focus on creative thinking

Objectives

At the meeting:

1. To explore the future of geospatial technology education and career awareness for high school age people

2. To produce a set of recommendations for effective mans of bringing geospatial education to high school age people

After the meeting:

3. To write a report that conveys the rich discussion and group recommendations on best means of moving forward

4. To disseminate the report nationally at conferences and on Web sites

Selection of Groups Participating in HiGETT

- 4-H
- Girl Scouts
- National Park Service
- U.S. Fish and Wildlife Service
- United States Geospatial Intelligence Foundation
- American Society for Photogrammetry and Remote Sensing
- LizardTech
- MDA Federal
- Booz Allen Hamilton
- Sanborn Map Company
- North Carolina Museum of Natural Sciences
- USGS
- Several community college and high school instructors *and students*

Professional Conferences

- National Academies of Science Climate Change Education Roundtable
- Climate Change Education Interagency (NASA, NOAA, NSF) Meeting
- GEOINT 2010 Symposium
- ASPRS special conference in Orlando, FL, November 15-18, 2010.
- National Interpreters Workshop
- AGU
- AAAS

Public Events

Library of Congress: Anyamba in 2011; Bindschadler & Covington - 2012

Three community events each year - Such as on Smithsonian Mall and at GSFC

Landsat Legacy Project

In 2007 with additional support from the NASA History Office, the Landsat Legacy team began writing a **full-length history book** with materials from the Landsat Legacy Archive. This book will likely be published in 2012/13.

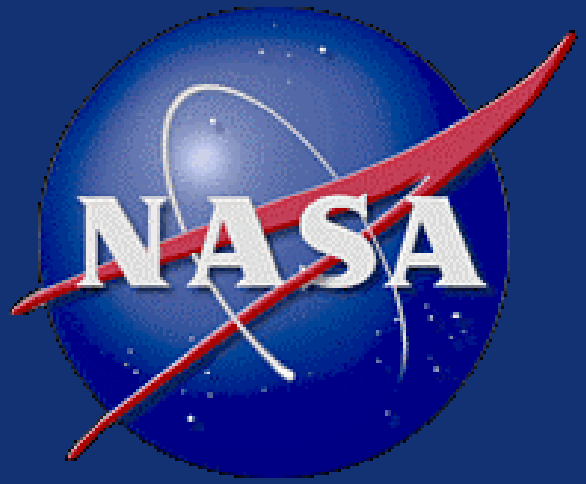
The Legacy Archive Contains:

- over 750 registered documents
- 21 original Landsat oral histories and transcripts

Book Status:

- 2 of the 5 chapters have been sent out for external review
- Remaining 3 chapters will be sent out over the next 10 months

Laura E. P. Rocchio



National Aeronautics and Space Administration
http:www.nasa.gov