



Earth Science Week:

Successes and Challenges

Ann Benbow, Ph.D.

AGI Director of Education and Outreach

Geologic Heritage Workshop

Denver, CO

March 19, 2013

What is Earth Science Week?

- Week-long celebration of Earth science
- Held second full week in October
- Started in 1998 - in its 15th year
- Provides 16K Toolkits of teaching materials
- Has a web site, newsletter, social media presence, contests and events
- Reaches a documented 50 million
- Funding partners include USGS, NPS, NASA, ESRI, AAPG, AGU, SME, other AGI member societies and many others

Earth Science Week Themes

- 2013: Mapping Our World
- 2012: Discovering Careers in the Earth Sciences
- 2011: Our Ever-Changing Earth
- 2010: Exploring Energy
- 2009: Understanding Climate
- 2008: No Child Left Inside
- 2007: The Pulse of Earth Science

What Makes Earth Science Week Successful?

- Engaging themes
- Stalwart partners
- Dedicated and talented staff
- Excellent materials for educators
- Special online features (videos, Geoscience Near You map, classroom activities, Spanish-language resources)

What Makes Earth Science Week Successful?

- Extensive network
- Regular communications (web, social media, email)
- Funding support from a variety of partners
- Many opportunities to participate (calendar, contests, National Fossil Day, etc.)
- External evaluation data
- Distribution of annual Highlights Report to partners

What Challenges Does ESW Face?

- Securing funding on a multi-year basis
- Reaching the general public
- Overcoming the poor perception of Earth science in schools, particularly at the high school level
- Covering increasing mailing and printing costs
- Identifying themes with broad appeal
- Locating new partners

Contact Information

Ann Benbow, Ph.D.

Director of Education and Outreach

American Geosciences Institute

4220 King Street

Alexandria, VA 22302

aeb@agiweb.org