



# Earth Science Week Update

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## Answers to Your Questions about Earth Science Week

Welcome to the second issue of *The Earth Science Week Update!* Do you have questions about Earth Science Week? Are you wondering how you can participate? Here are the answers to some frequently asked questions about getting involved.

### What is Earth Science Week?

Earth Science Week (ESW) is an international event which takes place during the second full week of October. The American Geological Institute organizes and publicizes the week, distributes materials, and provides guidance to those interested in participating in ESW. ESW is a "grass roots" effort that depends on local geoscience and education groups to plan and participate in those events.

### How do I participate in Earth Science Week?

There are many ways to get involved. We encourage you to celebrate ESW in whatever way works best for you. You don't have to be an Earth scientist or a teacher and you don't have to travel to Washington, DC (where ESW is coordinated). You don't even have to celebrate ESW during the official week: celebrate throughout the year! We encourage you to participate by doing something that helps you and others learn about the Earth sciences.

### I'm a teacher, how do I get my class involved in ESW 2003?

The best way to get started is to order an ESW Teacher's Information Kit, which contains materials like posters and bookmarks and a Teacher's Guide for planning activities for students. You can also visit the ESW web site and click on "For Teachers." You and your class can enter the national ESW contests, participate in a research project, or attend an ESW event planned by geoscientists in your area.

### I am a geoscientist, where can I find more information on planning an ESW event of my own?

The ESW web site is a great resource for finding and planning ESW activities. Visit <http://www.earthsciweek.org/forplanners/index.html> for tips on planning or order an ESW Planner's Information Kit. AGI can help you publicize your event, so contact us to let us know what you're doing.

### I just want to participate in ESW 2003, what can I do?

If you are interested in attending an ESW event, check out our searchable database of Events Near You at <http://www.earthsciweek.org/eventsnearlyou/index.html>.

Earth Science Week promotes understanding and appreciation of the value of Earth science research and its application and relevance to our daily lives. The success of this mission depends on "grass roots" efforts from geoscientists and educators like you! We hope you'll get involved in Earth Science Week in your community.

### Objectives of ESW:

- To engage students in discovering the Earth sciences.
- To remind people that Earth science is all around us.
- To encourage Earth stewardship through understanding.
- To motivate geoscientists to share their knowledge and enthusiasm about the Earth.

### Sign up to receive this newsletter once a month!

Send an email to [info@earthsciweek.org](mailto:info@earthsciweek.org). Include your contact information and email address.

#### OR

Read the newsletters online at [www.earthsciweek.org/newsletter](http://www.earthsciweek.org/newsletter).

## *New ESW Web Site: Check it out!*

In March, AGI launched the new Earth Science Week website. The new site is designed to make information about getting involved in the week easier to access. It includes links to pages that describe Earth Science Week and what's going on across the country. For example, the "Events Near You" page allows you to search for ESW events by state. In addition, there are links for contacting geoscientists in your community, reading the *Earth Science Week Update*, and ordering an ESW Information Kit.

From the homepage, you can also link to pages designed especially for planners, teachers, students, and the media. Planners can find information on getting started and how to get involved in Earth Science Week 2003. In addition, the

planner's page includes a link to a list of resources based on this year's ESW theme, "Eyes on Planet Earth: Monitoring

our Changing World." Teachers can access classroom activities related to Earth science and to this year's theme, and

can find information on ESW contests and research projects. The student pages are divided into K-12 and University pages. K-12 students can link to information on earning a merit badge through a scout or youth group. The University students' page provides resources for students interested in planning ESW events at their university or in their local community. As a tool for the media, the new ESW site includes links to news clippings and articles highlighting ESW 2002 and to a list of proclamations written to make ESW official throughout the nation.

Check out the new site by logging on to [www.earthsciweek.org](http://www.earthsciweek.org).



## *AGI Launches ESW 2003 Contests*

This month marks the official start to the 2003 Earth Science Week contests. The four categories- Photography, Visual Arts, Essay, and Lesson Plan Design- are intended to get people of all ages involved in Earth Science Week 2003, which will take place October 12-18. Each contest will be judged by a panel of geoscientists and teachers. Winners from each category will receive prizes and will be published on the ESW website ([www.earthsciweek.org](http://www.earthsciweek.org)).

Each of the four contest categories encourages participants to focus on a specific topic. Contestants in the photography contest, which is open to

**For more information on these contests as well as printable entry forms, visit the Earth Science Week website at [www.earthsciweek.org/contests/index.html](http://www.earthsciweek.org/contests/index.html).**

all ages, must enter a photograph that captures the ESW 2004 theme, "*Living on a Restless Earth: Natural Hazards and Mitigation*." The winning photograph will be used in the ESW 2004 logo. Students in grades K-4 are eligible to compete in the visual arts contest. Entries

must be two-dimensional and focus on the topic, "*Earth Science in Your World*." The essay contest is open to students in grades 5-12. This year's essay topic is "*Your Career as an Earth Scientist*." New to ESW this year is the lesson plan design contest, which invites educators of all levels, K-university, to create a lesson plan design focusing on this year's ESW theme, "*Eyes on Planet Earth: Monitoring Our Changing World*." Lesson plans should incorporate use of the US Geological Survey website or US Geological Survey materials that are included in this year's Earth Science Week Kits.

## ***New to ESW 2003: The School Sponsorship Program***

Do you want to help schools in your area get involved in Earth Science Week? Looking for a way to help get ESW materials into local classrooms? AGI is pleased to announce the new School Sponsorship Program that can help accomplish these goals. The program, which invites geoscience companies and organizations to sponsor a school or classroom for Earth Science Week, is designed to get as many teachers and students involved in ESW as possible.

Companies and organizations can sponsor a school or classroom through one of four sponsorship options. Sponsor-

ship levels one, two, and three sponsor ten, 100, and 350 classrooms, respectively. The fourth option, a personalized sponsorship package, allows companies and organizations to customize their sponsorship. Sponsored classrooms will receive ESW materials and support from AGI. Sponsors will receive an ESW Planner's Information Kit.

Both sponsors and schools can benefit from the School Sponsorship Program. For the prior, this program provides an inexpensive and easy way for geoscience companies and organizations to connect with their local school district. In

addition, it offers publicity for their company on printed materials and the AGI web site. The benefits to schools include free ESW materials for students and classrooms and connections to geoscience professionals in their local area.

For more information on the School Sponsorship Program, visit the ESW website at <http://www.earthsciweek.org/sponsorship/index.html>. If you would like to participate or are looking for a sponsor for your local school, please e-mail the organizers of Earth Science Week at [info@earthsciweek.org](mailto:info@earthsciweek.org).

### **Get your new Earth Science Week Information Kit— order an Educator's or a Planner's Kit!**

#### **Educator's Kit will include:**

- Informative Earth science posters and bookmarks
- Sample of the USGS/AGI Global GIS CD & classroom activities
- A teacher's guide with classroom activities
- Information on national ESW programs

#### **Planner's Kit will include:**

- Informative Earth science posters and bookmark
- A planning guide
- Media tips and pre-formatted press releases
- Information on national ESW programs

**Only \$4.95**

**Call AGI at (703)379-2480 or visit [www.earthsciweek.org](http://www.earthsciweek.org) and click on "Order Materials."**

\*Kit orders will be filled in May.



## Upcoming Events in Earth Science Week Planning

### Earth Science Week Planning Meeting

May 12, 2003 at the annual AAPG Meeting in Salt Lake City, Utah

Do you want to plan an event with your local group to celebrate Earth Science Week and need help getting started? Have good ideas you'd like to share with other ESW planners? Come to this meeting to learn more about successful ESW programs!

### ESW 2003 Lesson Plan Design Contest Deadline

September 1, 2003

Make sure to submit your Lesson Plan Design and completed entry form to AGI on time.

### ESW 2003 Photography, Visual Arts, and Essay Contests Deadline

October 1, 2003

Don't forget to send AGI your photograph, artwork, or essay and completed entry form by October 1.

### Earth Science Week Celebration

October 12-18, 2003

Mark your calendars with this year's Earth Science Week dates and stay tuned for more planning information from AGI.

## Contact us for more informa-

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## USGS Center for Coastal and Watershed Studies

In celebration of Earth Science Week 2002, the U.S. Geological Survey's Center for Coastal and Watershed Studies in St. Petersburg, FL hosted its fourth annual open house on October 9 and 10. More than 35 exhibitors provided information on research being conducted in five Florida USGS offices. A record 871 fourth-graders, teachers, and chaperones were led through the exhibits the first day. More than 250 people attended the public open house the second day.

In total, there were 26 USGS sponsored events in 11 states. The USGS is the main supporter of Earth Science Week. For more information on the USGS's involvement in Earth Science Week, visit their website at <http://www.usgs.gov/earthscience>.



*Participants at the Open House under an air sampling blimp that is being used in research on African dust. Photo courtesy of USGS.*

Each month we will feature different groups getting involved in Earth Science Week. If you know of a group that has or is planning to participate in the week, send us an email and photographs at [info@earthsciweek.org](mailto:info@earthsciweek.org).