



Earth Science Week Update

February 2003

Volume 1, Issue 1

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What's New in 2003?

Welcome to our new newsletter, the *Earth Science Week Update*. We'll be sending out this short newsletter once a month to keep you posted on the latest news in Earth Science Week planning.

In the future, the newsletter will be available on our website at www.earthsciweek.org, or via email if you subscribe to our newsletter list.

What's new in February?

-A new theme and the dates of Earth Science Week for 2003.

-Information from our evaluation of 2002.

-A new Lesson Plan Design contest for Teachers, and our second annual art, essay and photo contests.

-A calendar of important planning milestones for ESW.

We have lots of new features planned for Earth Science Week in 2003. Stay tuned to hear what's going on!

New theme for Earth Science Week: "Eyes on Planet Earth"

Sign up to receive this newsletter once a month!

Send an email to info@earthsciweek.org. Include your contact information and email address.

OR

Read the newsletters online at www.earthsciweek.org/newsletter.

The American Geological Institute (AGI) is happy to announce the dates and theme of Earth Science Week in 2003. The week will be held from **October 12-18, 2003**, and will celebrate the theme **"Eyes on Planet Earth: Monitoring Our Changing World"**. This year will mark the sixth annual Earth Science Week event, which is hosted by AGI as a service to the public and the geoscience community. Sup-

port for Earth Science Week has come from the U.S. Geological Survey and the AAPG Foundation.

Earth Science Week was developed to give students and citizens new opportunities to discover earth sciences and to encourage stewardship of the Earth. It highlights the important contributions that earth and environmental sciences make to society, and invites the public to become engaged in

current scientific exploration. This year, the "Eyes on Planet Earth" theme focuses on the important work that Geoscientists do to observe and measure the Earth every day. From such things as the use of GPS to measure plate motions, to observing indicators of climate change, geoscientists constantly evaluate the Earth's present state and make predictions about how it will change in the future.

How did we do?

Evaluation data from ESW 2002

“During Earth Science Week, I encourage all Americans to recognize the vital role of the Earth sciences in our lives, and to renew our commitment to good stewardship of the land”

-President George W. Bush in recognition of Earth Science Week 2002

AGI gathered evaluation data from participants in Earth Science Week through online feedback forms, paper surveys included in ESW kits, and through an email survey distributed by professional evaluators. Responses to the 2002 ESW celebration were overwhelmingly positive. Participants contacted AGI to report on the successes of their ESW events and shared comments and ideas for improving the program in the coming years. Nearly 60% of the respondents in the statistical survey said they participated in ESW 2002, and 90% of the respondents plan to participate in 2003. This indicates a huge potential to increase participation in the week, and illustrates the high demand for continuing the

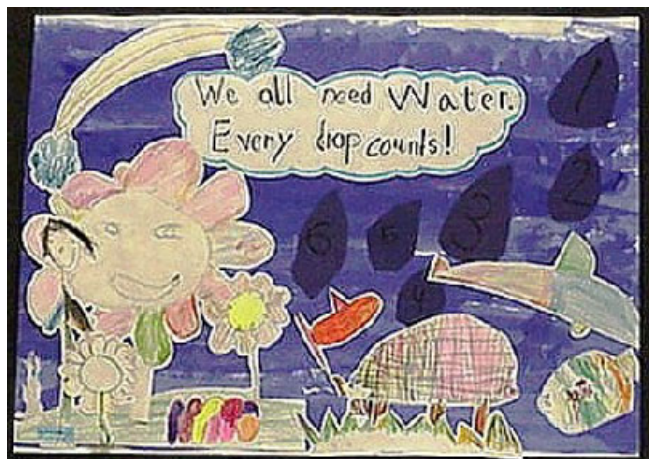
ESW program.

The evaluation also provided information about ways to improve ESW. Nearly one-third of survey respondents rated the usefulness of Earth Science Week as *excellent*, a figure that AGI would like to see increase in coming years. The recommendations that we received fall into several categories. Many respondents want to see better publicity and media coverage, both locally and nationally. About 20% of survey respondents suggested that AGI start to promote ESW earlier in the year, and about 10% expressed concerns with funding for local events and programs.

AGI is currently already working to address these concerns.

This year, we will focus on stepping up national publicity and presence of Earth Science Week. We have already started planning, and will publish this newsletter to keep you in the loop about our progress. For those of you planning local events, we are developing a planners' kit that will help you make your event a success, with features such as tips to attracting local media coverage and ways to obtain funding. For teachers and students, we are creating Educator kits full of useful classroom activities and materials. As always, we welcome your comments. You can send them to Cindy Martinez, Earth Science Week coordinator, at cmm@agiweb.org.

AGI adds a new contest to its line-up: a Lesson Plan Design contest for teachers



First Prize-winning Art from our 2002 contest: "Water World" by Janet Jonassons's First Grade Class, Indio CA.

This year, AGI will host four national contests in conjunction with Earth Science Week. In addition to the art contest for elementary school-aged children, essay contest for middle and high school-aged children, and photography contest open to the public, we will host a Lesson Plan Design contest open to educators at all levels. Teachers are asked to submit a lesson plan that relates to the theme: "Eyes on Planet Earth". An official announcement for this contest will be made in the coming weeks. Winning lesson plans will be

posted on the Earth Science Week website, and winners will receive cash prizes and a year's subscription to *Geotimes*.

We will host our other national contests again this year. The art, essay and photography contests were very successful in 2002. We will announce more information and officially kick-off the contests in March.

For more information about all of the Earth Science Week contests, check the website at www.earthsciweek.org!

Upcoming Events in Earth Science Week

Launch of the new Earth Science Week 2003 Website

February 28, 2003

We are updating our website at www.earthsciweek.org with new information and a new format to support your efforts on Earth Science Week 2003. Check the site on Feb. 28th.

Earth Science Week Contests: Kick-off

March 3, 2003

Enter a national contest to celebrate Earth Science Week! We will be hosting a Lesson Plan Design contest for teachers, an art contest for grades K-4, an essay contest for grades 5-12 and a photography contest open to all ages. Check www.earthsciweek.org/contests for more information

Earth Science Week Planning Session

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!

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.



Student Groups

Does your school have a geology club or an Earth science group that want to get involved in Earth Science Week? Need some ideas? Take a hint on how to get involved from the University of West Virginia's student chapter of the AAPG. In 2002, the AAPG student members and the WVU Caving Club set up a booth at the student union to talk about the importance of Earth Science. They also visited an elementary school to teach Earth science to local students.



Student volunteer Amy Gross helps children from Easton Elementary in Morgantown, West Virginia, learn their minerals.

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.

Contact us for more information:



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Get your new
Earth Science Week
Information Kit!

Order form on PAGE 4



order form

posters ♦ books ♦ CD-ROMs
bookmarks ♦ videos

Earth Science Week Materials

Educator's kit:** Includes posters, bookmarks, classroom activities and ideas for getting involved in this celebration. \$4.95

Planner's kit:** Includes posters, bookmarks, an *Ideas and Activities* planning manual and publicity/media tips. \$4.95

Bookmark: Colorful laminated bookmark includes a geologic time scale. See bulk prices.

Posters (folded to 6" x 9") See bulk prices.

Minerals — Foundations of Society, 17" x 22", vividly illustrates uses of rock and mineral resources through time, with two student-activities on the back.

Living with Karst, 24" x 18", features sinkholes, caves, and disappearing streams, with a middle school/high school activity on the back.

Water — The Essential Resource, 18" x 24", colorfully depicts the various stages of the hydrologic cycle, with water-related student activity on the back.

Careers

Careers for Geoscientists, 40-minute video, profiles 11 geoscientists at work and demonstrates the variety of career opportunities available in the Earth sciences. \$14.95; 1 lb.

Careers for Geoscientists, CD-ROM, lets students explore the world of the Earth sciences through the experiences of geoscientists. \$14.95; 1 lb.

Women Who Walk Through Time, award-winning 30-minute video, highlights the beauties and mysteries of our dynamic Earth and the excitement, challenges, and satisfaction geoscience careers offer. \$14.95; 1 lb.

Careers in the Geosciences, colorful fold-out brochure, includes information on what geoscientists do, job and salary outlook, and sources of additional information. See bulk prices.

Environmental Awareness Series

This series provides a non-technical introduction to Earth science topics and related environmental considerations. Intended for educators, policy makers, and the general public, each publication is richly illustrated and includes a poster with student activity. Individual titles are 64 pages; \$15.95; 1 lb.

Living with Karst - A Fragile Foundation

Metal Mining and the Environment

Sustaining Our Soils and Society

Water and the Environment

Special Publications

Evolution and the Fossil Record, vividly illustrated non-technical introduction to evolution, contains straightforward definitions as well as discussions of complex ideas. 32 pages; \$7.16 members, \$8.95 nonmembers; 1 lb.

Dinosaurs: The Science behind the Stories, a refreshing, in-depth look at the paleontology that includes and goes beyond dinosaurs. 186 pages; \$23.95 members, \$29.95 nonmembers; 2 lb.

Minerals: Foundations of Society, investigates the critical role minerals play in societies throughout the world. 96 pages; \$19.95; 1 lb.

Name _____ Date of Order _____

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Qty.	Title and Description	Lbs.	Price*	Total
_____	<u>Earth Science Week Educator's Kit **</u>	_____	<u>\$ 4.95</u>	_____
_____	<u>Earth Science Week Planner's Kit **</u>	_____	<u>\$ 4.95</u>	_____
_____	_____	_____	_____	_____
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**Earth Science Week Kits will be shipped in April 2003. For orders up to 9 kits, shipping via library rate is included. For 10 or more kits, please contact AGI for shipping and handling fee.

BULK PRICES (unit price based on total quantity of each title ordered)

Earth Science Week Kits	Posters and Career Brochure	Bookmarks
\$4.95 each, 1- 9 kits (no S+H)	\$.50 each for up to 101	\$10 per hundred up to 1000
\$4.50 each, 10-25 kits	\$.40 each for 101-500	\$9 per hundred for 1001-3000
\$3.75 each, 26-100 kits	\$.30 each for 501 or more	\$7.50 per hundred for 3001 or more
\$3.00 each, 101 or more kits		