Onboard Outreach Officer Stats for 2017 Expeditions

“Thank you so much! The students were totally awestruck by the video last Friday - You just can’t imagine what a special thing this has been for them! These are students from very poor homes, who have never even been outside this community (except to maybe travel to the nearest Walmart) and yet here they were visiting with you on the other side of the planet!! You have inspired them to reach out and grow, especially in the field of science. I especially love that they now know a person does not have to be a scientist to be a part of research!” - Excerpt from a thank-you note sent after a broadcast during EXP372

“...Yesterday, you captured their imaginations and stretched the minds of 6th – 8th graders as they tried to grasp the distances (two miles through sea water, drilling a football stadium deep), sizes (microscopic fossils they saw on the screen, the length of the ship) and chemical reactions that can result in BLUE MUD. Geoff’s graciously sharing his time and the explanation he provided helped the students to understand that the science is exciting and challenging. They marveled that the observatories would be in the core holes for a long time and pulled up by someone else. They were surprised to hear that the plan has to keep changing with the changing circumstances yet, the team is persistent in finding solutions. I don’t know if you could see it but they beamed as they shared their questions and you took time to answer them. What a fantastic way to validate their scientific curiosity. You stretched their thinking with how you are seeking answers to questions they had not even thought of when considering the ocean in their marine biology class....” - Excerpt from a thank-you note sent after a broadcast during EXP366

Map indicates home countries of Outreach Officers and professional background

344 broadcasts to 17 different countries

7,648 Facebook Followers Total
982 New Facebook Followers
6,000 7,000 8,000
January February March April May June July August September October November December

3,642 Twitter Followers Total
748 New Twitter Followers
6,000 7,000 8,000
January February March April May June July August September October November December

942 Instagram Followers Total
303 New Instagram Followers
6,000 7,000 8,000
January February March April May June July August September October November December

64 Blogs posted at sea
98 Posts
244k People Reached
93 Tweets
143.7K Tweet Impressions
8 Videos created at sea
25 Videos created at sea

Reddit Science AMA held on January 26
93 Posts
813K Tweet Impressions
13 Posts
818 Post Likes
Reddit Science AMA held on March 24
64 Blogs posted at sea
98 Posts
244k People Reached
93 Tweets
143.7K Tweet Impressions
8 Videos created at sea
25 Videos created at sea

Reddit Science AMA held on March 16 & September 1
63 Posts
4.216 Post Likes
6 Videos created at sea
20 Videos created at sea

Reddit Science AMA held on November 6
63 Posts
4.216 Post Likes
6 Videos created at sea
20 Videos created at sea

Reddit Science AMA will be combined with EXP375
1,460 JR Live! Attendees
25 Videos created at sea

13 Videos created at sea
8 Videos created at sea
6 Videos created at sea
12 Videos created at sea

Program Developments

- **Formalized the Onboard Outreach Officer staffing process**
- **Increased number of Outreach Officer applications**
- **Developed Training Manual**
- **Conducted 2 in-person training sessions for EXP369-376**
- **F & O Community Survey launched**
- **Completely re-designed & re-launched website**
- **Google calendar for easier JR Live! sign-up**

2017-2018 Lecture Series Venues

School of Rock Participants

**School of Rock 2017**

Teams of teacher/early career scientists with focus on broadening participation to communities traditionally under-represented in the geosciences

My experience on the JR has been one of the purest inquiry spaces I have participated in in my own 25 years as an educator and I have perched on my learning edge more than once. We are science educators modeling the power of STEAM while interrogating our role in making our schools and classrooms function better for all learners. – Kerrita Mayfield

Results include: 10 action plans for implementation of ideas for enhancing diversity in their communities, new NSF proposals. Workshop report will be online at: [http://joidesresolution.org/expedition/sor2017/](http://joidesresolution.org/expedition/sor2017/)

**Media Outlets**

**Expedition 371 reached a record-setting number of media outlets**

*Read the full list of media outlets in the EXP371 Preliminary Report*

98 TV + 24 Radio + 27 Online news + 4 Newspapers = 153 Media Outlets

Most Watched Video: 13,780 views

First Drill-Expedition 371 Tasman Sea Frontier

34,450 Youtube Views Total This Year

**Outreach Events**

**March**

- Earth2Class Workshop - LDEO
  
  Education Opportunities aboard the JOIDES Resolution and Elsewhere

- GSA (Regional) - Pittsburgh, PA
  
  Improving Undergraduate STEM Education and Advancing Diversity in the Geosciences—How Are We Doing? Session chaired

- Educator Evening - American Museum of Natural History (AMNH)

- Sun/Earth Day - AMNH

**June**

- National Marine Educators Association - Charleston, SC
  
  Pop-Up/Drill Down Ocean Science: An NSF-sponsored Informal Science initiative

- GSA (National) - Seattle, WA
  
  Workshop Initial Report: Expanding The Geoscience Pipeline By Connecting Educators With Early CareerIODP Scientists

- Open House - LDEO

**October**

- GSA (National) - Seattle, WA
  
  Workshop Initial Report: Expanding The Geoscience Pipeline By Connecting Educators With Early CareerIODP Scientists

- Science Teachers Association of New York State - Rochester, NY
  
  Educational Opportunities from the IODP Outreach Program

**December**

- AGU - New Orleans, LA
  
  Bringing cutting-edge Earth and ocean sciences to under-served and rural audiences through informal science education

- Pop Up / Drill Down: A Traveling Exhibit Designed to Reach Underserved Communities through Art and Geosciences