

Education Coordinator Report – Amanda Kucharek February 2019

Last Month (January 2019) Looking Ahead:

As Johnathan and I hold additional Art and Astronomy Activity Days, we gather more data on things that work as well as things to improve. After the Feb. 2 Activity day with minimal (but satisfied) attendance, we will be exploring ways to expand the program and make it more accessible for more varied groups of people (Family Fun, activity stations, Boys and Girls Club outreach).

On February 21st, Johnathan and I will attend the Youth Advisory Committee for the Free Family Fun Day to occur in May. We will be presenting our concept backed by figures supporting our goal of extending valuable content to underserved community members.

To support our growing programs and to show growth into the future, I will be reviewing my personal educational goals from the past and writing a new philosophy of education for my role in the Museum. I will also be reviewing old materials I had gathered and researching new to share and discuss as a part of the educational team.

Current Events:

The Feb. 21st YAC presentation was cancelled due to high number of snow days for students, but all proposals are still being considered sans presentation.

The Winter Blues exhibition launch was a success, with around 60 people coming out to snowy weather.

I have been brainstorming and researching several topics- educational placemats for JJ's extension program (Mar-Future), Hawaiian-specific art and science (for Mar. 30 A&A), time/innovation themes for Log Cabin day (End of June), and spring field trip lesson options (April-May). We will also be holding family fun day(s) related to Art and Astronomy in April/May and have floated the idea of inviting adults to partake in the A&A programming themselves at another date.

During this research, I have also been studying my past education reflections from my time at college. It appears that I hold many of the same values, although I may be better prepared now to articulate them further. Focusing on themes of Creativity in Innovation, Enduring Understandings and Cross-Curricular-Concepts. Objectives place value in psychomotor (Hands), cognitive (Head), and affective (Heart).

Art and Astronomy Activity Days (February 2 and 23)

As touched on last month, the February 2 A&A activity was what I consider successful, although we only had one attendee. He stated that he was excited to return for the next date but was also hoping to see other students (understandably).

To increase our attendance through marketing efforts, we did the following:

- Jonathan and I attended "Talk of the Town" the following week and shared more information about A&A as well as upcoming Apollo 11 celebrations, the Winter Blues show, and Two Artists Sharing Space.
- I contacted the AMAESD to inquire about including an insert in APS Friday Folders. Due to the increased number of snow days, the February folders including community flyers had not been

sent, although they usually go out on the first Friday of the month (delivered to central office by Wednesday of that week). I submitted an edited form of the A&A flyer to be posted to the APS Facebook page and website, and shortly thereafter I was approved for folder distribution. We printed 800 half-sheet advertisements in-house that were taken to Allegra to be cut in half. They were separated into stacks of 25 for central office distribution. Unfortunately, there was another snow day on Feb. 15, which meant that the advertisements would not be distributed until Feb 22.

- I made an appointment to speak on True North Radio Network's two programs on Feb. 19 and was able to promote A&A as well as other approaching programs (art shows and Apollo celebration). I felt that this was important especially because the Friday folders would not reach homes until the day before the program.

Additional Facebook posts were also made.

Much to our delight, over the course of the week, we received calls for three more sign-ups. By Saturday morning, we received 3 more, bringing our attendance total to 7. Although not a huge number, the shift from 1 to 7 is dramatic, and encouraging for future programming. Since the flyers contain information about the Mar. 30 date, I hope that we will continue to see increased numbers. (Maybe friends will bring friend). Several parents who I spoke with at drop-off and pick-up referred to the Friday folder information, so this is a route I will be taking more often in the future.

Working with a larger group, I found that some personalities of students appeared to need a change of pace to keep them engaged partway through the activity. In the future, I will be conscious of this need and make changes in my lesson structure. 1 hour can be long in the classroom, even with varied teaching methods. I may have to utilize other museum spaces to keep engagement high.

Looking Ahead: March-Future

- Surveys for planetarium/museum guests- group planning, specific questions for membership feedback during membership appreciation
- March is Museum Membership Appreciation month- Free Planetarium shows for members, marketing and programming change to reflect as well as surveys to gather information.
- Final Art and Astronomy- update information to reflect change in programming (Return to wk1 nebula and space objects, set aside Hawaii for now) fine tune for increased student numbers.
- Museum I-Spy Engagement Program(s) – 52 individual weeks, new questions for each. Each member receives a passport/report card, we cross reference with front desk. Front desk makes coordinating social media posts, attention given to art-science-history, community engagement.
- Spring field trip letter to teachers and lesson plans- including NEMAG celebration and Apollo 11
- Mailchimp for Apollo 11 historical surveys include permissions for interview and museum usage
- Apollo 11 exhibit planning- waiting on grant response, Allegra to print exhibit panels. I am creating some supplementary scientific tool panels. (Pendulum, Galileo telescope, and Astrolabe).
 - Pendulum panel for the Apollo 11 exhibit leads into new permanent exhibit panels. Two long panels (one upstairs, one down)