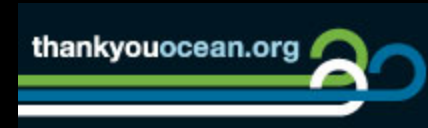




NCEAS Outreach and Training



Outreach Opportunities



- Kids do Ecology
- Community Involvement
- Public Understanding of Science
- Outreach/Communication/Press for Scientists
- Addressing Diversity/Disparities in Science Careers
- Recruitment

Kids do Ecology

Kids Do Ecology in the Classroom

Be a Classroom Scientist/ 3-4 one hour sessions



Kids do Ecology: Work with 5th graders



Kids do Ecology



Kids Do Ecology Poster Day

NCEAS scientists work locally with classes to provide inquiry-based instruction in the scientific method as applied to ecological questions. Students present their research at NCEAS.



Bilingual Website

Kids do Ecology

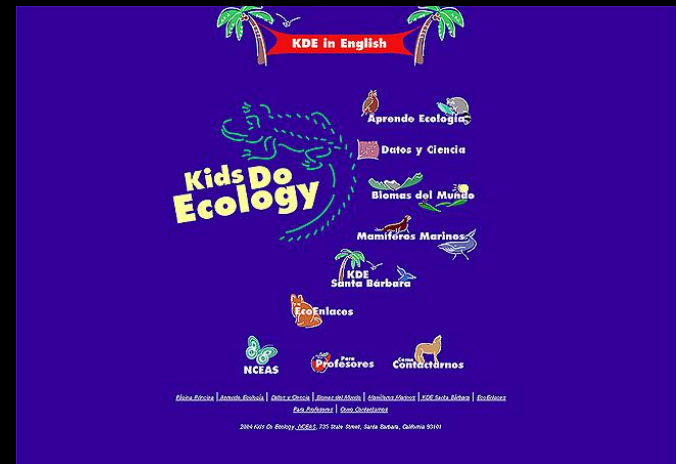
<http://kids.nceas.ucsb.edu/>
<http://kids.nceas.ucsb.edu/sp/>



Contribute content to Kids do Ecology website

Nationally Recognized Web Site

- Featured on National Public Radio's *Ocean Report*
- Featured in the 2003 Educators Road Map to the Web released by T.H.E. Journal
- WEB FEET Seal of Approval (monthly guide of the best web sites for students)



Bilingual Website

Kids do Ecology

<http://kids.nceas.ucsb.edu/>

<http://kids.nceas.ucsb.edu/sp/>



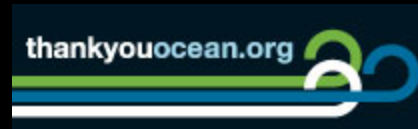
The screenshot shows the 'Kids Do Ecology' website. On the left is a vertical navigation menu with icons and text: 'Learn about Ecology', 'Jobs and Careers', 'World Biomes', 'Marine Mammals', 'Classroom Projects', 'EduCade', 'For Teachers', 'NCEAS', and 'Contact'. The main content area features the 'about Learn Ecology' logo at the top. Below it is the article title 'KDE Ecologist Elsa Cleland Talks About Her Work'. The article includes a photograph of Elsa Cleland, a woman wearing a white shirt and a wide-brimmed hat, standing in a field of yellow wildflowers. Below the photo is a quote: "One of the great things about being an ecologist is that every day is a little bit different. Some days I spend the whole day outside, for instance, if I'm setting up an experiment or taking measurements. When I do experiments I'm often trying to understand why particular plant species do well or do poorly in different habitats. I spend a lot of time identifying plants and..."

Write an article on your career path for Kids do Ecology website

Community Involvement

Santa Barbara County Science Fair
Be a Judge for Ecology Awards

Give a talk representing NCEAS at community events such as SB Creeks Week, or Channel Island Marine Sanctuary's "From Shores to Sea" lectures



Public Understanding of Science

- Outreach and media training in Communicating Science, for resident scientists <http://www.nceas.ucsb.edu/postdoc/training#media>
- Provide summaries of NCEAS research written for the public to be used for education and publicity on NCEAS website



Mountains: understanding the causes of biodiversity

What are the factors associated with high and low diversity on mountains? Dr. Christy McCain has been studying patterns of diversity for vertebrates, invertebrates, and plants on mountains across the globe...*more*

Where the birds are: mapping biodiversity in North America

Dr. Allen Hurlbert's study will examine biodiversity patterns derived from both range maps and surveys.
More



Outreach/Communication/Press for Scientists

NCEAS and UCSB prepare press releases and coordinate with other institutions and media outlets



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NEWS

For Immediate Release
June 7, 2007

New Study Finds Genetically Engineered Crops Could Play a Role in Sustainable Agriculture

Possible Benefits Include Reduced Use of Chemicals in Crops Modified With Insecticidal Gene

(Santa Barbara, California) – Genetically modified (GM) crops may contribute to increased productivity in sustainable agriculture, according to a groundbreaking study published in the June 8 issue of the journal *Science*. The study analyzes, for the first time, environmental impact data from field experiments all over the world, involving corn and cotton plants with a Bt gene inserted for its insecticidal properties. The research was conducted by scientists at the National Center for Ecological Analysis and Synthesis (NCEAS) at the University of California, Santa Barbara, The Nature Conservancy, and Santa Clara University. The study is accompanied by a [searchable global database](#) for agricultural and environmental scientists studying the effects of genetically engineered crops.



Biotechnology and genetic engineering are controversial because of concerns about risks to human health and biodiversity, but few analyses exist that reveal the actual effects genetically modified plants have on other non-modified species. In an analysis of 42 field experiments, scientists found that this particular modification, which causes the plant to produce an insecticide internally, can have an environmental benefit because large-scale insecticide spraying can be avoided. Organisms such as ladybird beetles, earthworms, and bees in locales with "Bt crops" fared better in field trials than those within locales treated with chemical insecticides.

"This is a groundbreaking study and the first of its kind to evaluate the current science surrounding genetically modified crops. The results are significant for how we think



The Nature Conservancy
Protecting nature. Preserving life.[™]

The mission of The Nature Conservancy is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

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CHARITY NAVIGATOR
For Star Bucks

carbon calculator
what's your impact?

Troubled Waters
Map Reveals that 40 Percent of Oceans Have Been Hard Hit

Covering more than 70 percent of the Earth's surface, the vast oceans at times can seem infinite. But a new "meta-analysis" reveals the very real limits of the oceans, mapping out the extent of 17 environmental threats—from pollution to warming waters.

Prepared by more than a dozen marine experts, the report finds that 40 percent of the oceans have been strongly affected, especially areas near big cities or in heavily populated coastal regions. The study, which ran in the journal *Science*, combined data on fishing, shipping, invasive species, nutrient runoff, industrial pollution, ocean warming and acidification, as well as several other threats.

The study finds that continental shelves—the biologically rich coastal waters at the margins of the continents—have been particularly affected. These waters support coral reefs, mangroves, seagrass beds and other ecosystems that help foster marine life.

"The challenges for ocean conservation are at an all-time high," says Mark Spalding, a senior scientist at The Nature Conservancy and a coauthor of the report. "But if we keep a sensible perspective and take proactive steps to start properly managing our oceans and adjacent lands, the situation is not hopeless, and we can reverse these impacts."

—Curtis Ruyyan

Go Deeper
The Nature Conservancy's Global Marine Initiative
The Global Marine Initiative links innovative land and sea conservation strategies to improve survival of our coasts and oceans now and for future generations.

Next article >

NCEAS Press Kit

<http://www.nceas.ucsb.edu/outreach>

Outreach/Communication/Press for NCEAS Scientists

- ❑ **My research is going to be published in an academic journal. Should I alert your office?**
Yes, if you think your work is of interest to the media.
- ❑ **How far ahead of time do I need to contact you about my publication or other news?**
Contact us as soon as your publication is accepted so there's time to talk with you about your research findings and determine the best plan to share your news. We are familiar with issuing embargoed news releases, respecting a journal's requirement that it publish the story first.
- ❑ **How can I get a press release?**
Ideally, we need about two weeks' notice to prepare a press release. This allows us time to gather information on your work, do interviews, write a news release, get your approval and decide which reporters to alert. But the more lead time the better, especially if the news is complex, controversial or will make major headlines. Still, if you must give us news on short notice, we will do our best to help.
- ❑ **Who prepares the press release?**
We can prepare our own press advisories at NCEAS or work with UCSB Public Affairs Office as their time allows. We can also coordinate press releases with other institutions you are working with, and can usually get permission to simultaneously release the press advisories they prepare.
- ❑ **Should I mention NCEAS in a press release?**
Yes, for any work you do at NCEAS (working group, etc.) please mention NCEAS in **the body of the text** of all press releases, rather than just in the acknowledgments end of the text.

Supporting (STEM) and Promoting Diversity Science Technology Engineering and Math Careers

Conduct seminars at
minority-serving
institutions, and at ESA
SEEDS Chapters

HBCU, HHE, Tribal Colleges

Participate in Career

Panels, or give seminars to
publicize opportunities at
NCEAS to organizations of
scientists from
underrepresented groups



Global warming and climate change...
Emerging antibiotic resistant pathogens...
Conservation of endangered species

There has never been a more exciting (or more important!)
time to study Evolution and Ecology.

Evolution and Ecology at SACNAS 2008

Conversations With Scientists Thursday, 10-9-2008 7:00 - 8:15 PM Room 151 D-F	Exploring Careers in Evolution and Ecology What can I do with a degree in evolutionary biology or ecology? How do I get into graduate school? What are the challenges and rewards of these fields? Meet informally with ecologists and evolutionary biologists to get answers to these and other questions.
Scientific Symposium Friday, 10-10-2008 8:30 - 10:00 AM Room 251 A-B	Evolution and Ecology: What Can We Learn from Slime-Suckling Fish, Long-Tailed Voles, and Overheated Lizards? Dr. Lauren Buckley - National Center for Ecological Analysis & Synthesis Dr. Brian Schaubert - National Evolutionary Synthesis Center Dr. Paula Speeth - National Evolutionary Synthesis Center
Movie Night at SACNAS Friday, 10-10-2008 8:30 - 10:30 PM Room 251 A	Exploring Issues in Evolution and Ecology Through Film Join us for a free screening of the recently-released and critically acclaimed documentary <i>11th Hour</i> . Produced and narrated by Leonardo DiCaprio, the film examines what WE can do about global warming and climate change. We'll enjoy the popcorn!

These events are organized and sponsored by:

American Institute of Biological Sciences NCEAS The Society for the Study of Evolution

Recruitment

Promote Distributed Graduate Seminars

Postdocs may submit proposal for DGS teaching/research projects

Post "Call for Proposals" handbills at meetings and send e-versions to web sites and professional mailing lists, etc.

<http://www.nceas.ucsb.edu/outreachmaterials>



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CALL FOR PROPOSALS **Working Groups, Postdoctoral Associates, Sabbatical Fellows** **January and July Deadlines**

The National Center for Ecological Analysis and Synthesis (NCEAS) is a research center of the University of California, Santa Barbara, promoting scientific data analysis and synthesis to address important ecological questions. NCEAS provides the intellectual atmosphere, facilities, equipment, and staff to support Working Groups, Center Sabbatical Fellows and Postdoctoral Associates.

Applications are open to all areas of inquiry in ecology and allied disciplines, including economics, education, ecoinformatics, and sociology of information. Working Groups are made up of approximately a dozen scientists, and 6-12 new Working Groups are supported annually.

The Center supports 12-18 Postdoctoral Associates a year. Associates are appointed for up to two years with a third year possible. Postdoctoral appointments offer a unique opportunity for interdisciplinary research with the advantages of both independence and collaboration with other scientists. The Center has up to six Sabbatical Fellows in residence annually. Additionally, NCEAS is home to an interdisciplinary team of computer scientists and informatics experts developing new technological tools and methods in the ecoinformatics field.

Since 1995, NCEAS has hosted 3,500 individuals and supported 370 projects that have yielded more than 1,000 scientific articles. The projects range across the core areas of ecology and into many adjacent disciplines. The Center's work is based on the use of existing data and information and does not support field or laboratory research.

For additional information and application instructions:
<http://www.nceas.ucsb.edu/opportunity>
proposal@nceas.ucsb.edu



Outreach Partners

- ❑ ESA/SEEDS
- ❑ AIBS
- ❑ SeaWeb/Compass
- ❑ NESCent
- ❑ Society for the Advancement of Chicanos and Native Americans in Science
- ❑ Santa Barbara Educators Round Table
- ❑ Santa Barbara Elementary Schools
- ❑ Carpinteria Unified School District
- ❑ Coalition for the Public Understanding of Science
- ❑ National Marine Sanctuaries
- ❑ California Ocean Communicators Alliance
- ❑ Santa Barbara County Science Fair
- ❑ UC Sedgwick Natural Reserve

