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 websites for students)
Bilingual Website
Kids do Ecology
http://kids.nceas.ucsb.edu/
http://kids.nceas.ucsb.edu/sp/

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
Outreach and media training in Communicating Science, for resident scientists: [http://www.nceas.ucsb.edu/postdoc/training#media](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, evolving corn and cotton plants with a 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 Cruz 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 their effects on human health and biodiversity, but few analyses exist that reveal the actual effects genetically modified plants have on other non-modified species,” said the report’s authors. “Our study finds that, in a variety of field trials, crops treated with the Bt-fruits” fared better in field trials than those within zones 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 about sustainable agriculture and the potential for harm from GM crops.”

This study is likely to be controversial, but it is essential that we continue to examine the potential effects of genetically modified crops on the environment and human health.

For more information, please visit http://www.nceas.ucsb.edu/

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 in 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
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
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