

Earth to Sky Partnership

connecting the wonders of science
with the power of place



Climate Change Science & Communication: A Regional Approach

Earth to Sky - Pacific West

A Course for Interpreters, Non-formal Educators and Science Communicators

May 3-5, 2016 San Francisco, CA

There's never been a better time to engage your visitors, staff, and communities about the impacts and implications of climate change in the Pacific West. And now is a great time to join with colleagues in a supportive community of practice in which you can learn and share about the science of climate change and best practices in climate communication.

Climate Change Science and Communication - Pacific West will provide you with a foundation in climate science with emphasis on the connection of global to local processes and on climate impacts of direct relevance to this region. Participants will discuss and practice selected methods for successful climate communication, and become connected with the growing Earth to Sky community of practice – over 500 communicators and scientists from a variety of national and local organizations gaining and sharing expertise on this topic. You will depart with cutting edge knowledge about climate change, and a plan for bringing the climate story to your visitors in engaging and inspiring ways.



Offered through the [Earth to Sky](#) NPS-NASA-USFWS interagency partnership (ETS)
No Tuition Fee; Travel expenses are the responsibility of participants and/or their institutions

Course Objectives

Upon completion of the course, you will be able to:

1. Describe at least one connection between global, regional and local changes in climate, using an Earth Systems Science approach;
2. Describe the significance and relevance to visitors, of environmental change in the Pacific West region and its implications for society and natural systems;
3. Describe how climate-related changes in the Arctic may affect your regions' economy, sociology, or ecology;
4. Choose suitable communication strategy(ies) for your target audience based on trends or observations from available audience research results;
5. Use appropriate techniques such as suitable language, metaphor or analogy, visual imagery, or a personal story to convey information that is meaningful & relevant to your target audience;
6. Select relevant, audience-appropriate NASA/NOAA/National Climate Assessment science content and/or educational/visual elements to use in your program/project;
7. Draw from credible sources of accurate and timely climate change science and mitigation and adaptation activities relevant to your region/site;
8. Design and execute an action plan to collaboratively produce an education/outreach/interpretive product/program with at least one collaborator within one year; and
9. Engage with the Earth to Sky (ETS) community to exchange ideas and expertise, to facilitate implementation of climate change education, outreach, and/or interpretation product/programs.

Course Structure

This course emphasizes experiential learning, beginning with a few short, distance-learning components to be accomplished independently by participants in their own work setting prior to attending the three-day face-to-face session in San Francisco. Approximately four months after these sessions in California, a one-hour class webinar will be held, during which participants will share progress and challenges and receive feedback/assistance in executing their action plans. The collegial atmosphere of this course provides participants with many opportunities to engage with scientists, communication practitioners and colleagues in collaborative learning.

Preparatory Assignments – These will be referred to and used during the face-to-face sessions

- Complete on-demand web-based module on Earth system science (1-2 hour)
- View climate science essentials on-demand videos: Carbon Cycle, and Energy Budget (1 hour total)
- Using provided outline, conduct subject matter expert interview about climate at your site (1 hour)
- Read short excerpt from CRED Psychology of Climate Change Communication (20 min)
- Read excerpt from the Norms of Collaboration (30 min)

Face-to-Face Sessions in San Francisco May 3-5, 2016

General's Residence, Ft. Mason, Golden Gate NRA

- Scientists from NASA and other national agencies will present climate science in both global and regional contexts, followed by discussion sessions to apply that content in participants' work setting.
- A field trip to Marin Headlands will serve as a case study illustrating climate science/research and a model for climate communication.
- Dedicated time to work closely with colleagues, coaches and experienced mentors to outline a plan of action, individually or with collaborators, for the development of a product or program, applying course content for use in their site or organization. Participants will be encouraged to reach out both internally and externally in their communities, as they execute these action plans.
- Opportunities to meet face-to-face and talk with world-class climate scientists, including NASA scientists studying changes in the Pacific Ocean, coastal and inland areas; and ABoVE campaign researchers examining environmental changes in the Arctic and the implications for the rest of the planet.
- Learn climate change communication best practices through presentations by ETS climate change communication alumni.
- With peers, practice selected climate communication methodology appropriate to participants' work settings.



About [Earth to Sky](http://www.earthtosky.org)

Earth to Sky (ETS) is an ongoing and expanding partnership between NASA, the National Park Service (NPS) and the US Fish and Wildlife Service (USFWS), that enables and encourages interpreters, educators and science communicators to access and use relevant science, data, and educational and outreach products in their work. Since 2008 the partnership has conducted many professional development events on the topic of climate change. <http://www.earthtosky.org>

Who should attend: Experienced interpretive staff, education specialists, public affairs officers, and any other experienced non-formal educators from the private or public sector interested in collaborating with others to communicate about climate change.

Requirements: In order to attend this course, participants should have prior experience in communications (i.e., interpretation, environmental education, outreach, and/or public affairs). Individuals must complete the supplemental application illustrating their interest in climate change, and experience in communications. Experience or knowledge of climate science is not a prerequisite.

Participants are expected to:

1. Complete 3.5 - 4 hours of independent preparatory assignments outlined above.
2. Fully participate in three days of face-to-face sessions.
3. Complete all group and independent work assignments.
4. Create a Plan of Action for developing an interpretive, educational or outreach product or program based upon course content.
5. Within one year, produce and post to the ETS community a synopsis of an implemented interpretive/educational/outreach product or program, incorporating NASA science content.
6. Participate in post-course reporting and evaluations, including a one-hour follow-up webinar with fellow course participants.



Selection Process: Participant selections will be informed by the responses received in the supplemental application. The completed application will be used to select individuals who will participate in the class (the maximum number of individual participants is 30). Those not initially selected will remain on a waitlist that will be used to fill cancellations.

Location: General’s Residence, Ft. Mason, Golden Gate National Recreation Area, San Francisco, CA
Cost: No Tuition; Travel expenses are the responsibility of participants and/or their institutions

To Apply:
 Complete the application form (supervisor’s signature is required), scan and e-mail to pwr_climate_change@nps.gov by COB March 7, 2016

You may obtain an electronic copy of the application at <http://www.earthtosky.org> or from Course Coordinators:

Anita Davis, Lead, ETS Interagency Partnership NASA Goddard Space Flight Center (301) 614-6669 or (410) 480-0718 Anita.L.Davis@nasa.gov	Will Elder, Park Ranger Golden Gate National Recreation Area Presidio of San Francisco (415) 561-2826 Will_Elder@nps.gov
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