
Earth Science Week 2012

“Discovering Careers in the Earth Sciences”

Highlights and News Clippings



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Made possible with support from
U.S. Geological Survey • AAPG Foundation
NASA • National Park Service
Esri • American Geophysical Union

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Table of Contents

Introduction	3
Overview	4
Key Partnerships and Efforts	4
Earth Science Week Toolkits	10
Web Resources	10
Newsletter	12
National Contests	13
Earth Science Teacher Award	13
Events	14
AGI Promotions	15
Official Proclamations	15
Publicity and Media Coverage	16
External Evaluation: Key Outcomes	17
Sponsors and Contributors	18
Activities by State, Territory, and Nation	19
Announcements and News Clippings	www.earthsciweek.org/highlights

Because of the large and increasing number of news clippings citing Earth Science Week activities and resources, the print edition of the print report no longer includes clippings. To view the hundreds of press releases and news items promoting awareness of Earth Science Week each year, please go online to www.earthsciweek.org/highlights. Thank you for helping us in our efforts to conserve resources and protect the environment.

Highlights and News Clippings from Earth Science Week 2012

Introduction

Held October 14-20, 2012, the 15th annual **Earth Science Week** celebrated the theme of **“Discovering Careers in the Earth Sciences.”** The 2012 event, like past celebrations, promoted public and professional awareness of Earth science in education and society.

Each year, AGI organizes Earth Science Week as a service to member societies, with generous help from partner organizations that provide funding, donate materials, organize events, and publicize the celebration. Major funding partners in 2012 included the United States Geological Survey (USGS), the American Association of Petroleum Geologists (AAPG) Foundation, the National Park Service, the National Aeronautics and Space Administration (NASA), the American Geophysical Union, and Esri.

“Earth Science Week provides a great chance for teachers and guidance counselors to spread the word to students and parents about geoscience careers,” said Ann E. Benbow, Ph.D., AGI’s Director of Education and Outreach, in announcing the theme of the celebration. Indeed, Earth Science Week 2012 provided educators, students, and interested citizens with information, resources, and activities that boosted awareness of the geosciences and the many exciting career and job opportunities in the field.

Earth Science Week **participation remained strong.** People in all 50 states and in more than eight countries participated in events and activities. Over 197,000 people visited the Earth Science Week web site in 2012. In addition, hundreds of people nationwide actively participated in the program’s visual arts, essay, and photography contests.

Earth Science Week events ranged from educators teaching Earth science activities in their classrooms to open houses held at major USGS field stations. A detailed list of events can be found in Part 1. This list represents only events reported directly to AGI, so please notify Earth Science Week staff if your participation is not listed.

Additional events are highlighted in Part 2, a compilation of news releases and other items by members of the geoscience community. Each year, more and more people are introduced to Earth Science Week by reading or hearing a news story in the media. This year, Internet, print, and broadcast media coverage of Earth Science Week soared to reach a documented **more than 50 million people.** Part 2 contains examples of print and electronic media promoting Earth Science Week activities, resources, and materials. In addition, television news programs covered Earth Science Week on local stations in three states.

This report is designed to give an overview of the activities organized by AGI and other groups for Earth Science Week. We hope this information on 2012 events and publicity inspires you to develop your own activities next year. Please visit www.earthsciweek.org for event planning, materials, resources, and support. Contact Earth Science Week staff at info@earthsciweek.org for assistance in planning for Earth Science Week.

Earth Science Week 2012 Summary of Activities

Overview

More than 50 million people gained a new awareness of the geosciences through the 15th annual Earth Science Week. That's how many people worldwide learned about Earth science through program promotions, education efforts, news media, and Internet coverage. The event celebrated the theme "Discovering Careers in the Earth Sciences" by promoting awareness of the work of professional geoscientists and job opportunities in the field.

Earth Science Week events ranged from individual teachers and classes conducting playground science projects to activities at locations such as USGS field stations, NASA facilities, and national parks. Many activities were organized around the days of Earth Science Week that routinely are set aside times for areas of special focus:

- Geocachers worldwide used GPS devices to find and learn about sites of geoscientific significance on **International EarthCache Day**, October 14.
- AGI's "Big Ideas of Earth Science" videos and activities allowed students to explore core concepts on **Earth Science Literacy Day**, October 15.
- Schools nationwide held activities for **No Child Left Inside Day** on October 16, encouraging students to explore geoscience topics firsthand outdoors.
- The third annual **National Fossil Day**, October 17, invited young people to learn about paleontology at national parks and other locations across the country.
- **Women in the Geosciences Day**, October 18, provided a chance for professional geoscientists to share the excitement of their careers with young women.
- Finally, the first-ever **Geologic Map Day**, October 19, offered resources to help young people explore the study, uses, and importance of geologic maps.

Internationally, students and others in the Australia, Brazil, Canada, Germany, India, the Philippines, Turkey, and the United Kingdom participated in events, explorations, and activities during Earth Science Week. Hundreds of essayists, artists, and shutterbugs once again entered the annual Earth Science Week contests.

Key Partnerships and Efforts

Earth Science Week's success depends on the collaboration of key partners. In 2012, AGI forged partnerships with several organizations and pursued signature initiatives:

Teachers seeking education resources and other support were directed to the **American Association of Petroleum Geologists** (AAPG) and the AAPG Foundation. In addition, Earth Science Week promoted awareness of AAPG's Visiting Geoscientist program and Distinguished Lecturer program.

By donating posters and other educational materials, AGI supported the **Austin Earth Science Week Consortium**'s celebration in Texas in 2012. Over 300 middle-school students attended a career fair and participated in activities.

The **American Geophysical Union** (AGU) became a supporting program partner in 2012 with the contribution of funds as well as expertise. AGU's annual meetings, professional development workshops, programs for college students, and print and electronic resources were promoted through the Earth Science Week e-newsletter, web site, and activity calendar.

Earth Science Week 2012 promoted awareness of the **American Institute of Professional Geologists** (AIPG), an AGI member society that advocates for geologists and certifies their credentials. Supporting the "careers" theme of 2012, AIPG offers several PowerPoint presentations online for free download, presenting relevant career information for young, newly graduated geoscientists.

Young women were specially invited to celebrate the fourth annual Women in the Geosciences Day during Earth Science Week 2012. Thanks to the **Association for Women Geoscientists** (AWG), an AGI member society and longtime program partner, a set of worksheets are included in the Earth Science Week 2012 Toolkit, and copies can be downloaded from the AWG web site.

The **Association of American State Geologists** partnered with AGI and the U.S. Geological Survey to kick off the first-ever Geologic Map Day during Earth Science Week 2012. By focusing attention on geologic mapping, this groundbreaking, successful event laid a foundation for the theme of Earth Science Week 2013: "Mapping Our World."

Encouraging educators to make use of the resources offered by the **Association of Environmental and Engineering Geologists** (AEG) to its members, Earth Science Week 2012 turned a spotlight on AEG's technical publications, section and chapter meetings, and special educator sessions at the AEG annual meeting.

The **Center for Ocean Sciences Education Excellence** (COSEE), a longtime program partner, provided material on its JOIDES Resolution geoscience project for the Earth Science Week 2012 Toolkit. In addition, the program directed participants to three short online videos depict the dramatic changes in Alaska's marine ecosystems through interviews with scientists and Alaska natives. The videos were produced by COSEE Alaska in cooperation with other geoscience organizations.

AGI also expanded eligibility for its annual **Earth Science Week photography contest** to allow members of AGI International Affiliates to participate for the first time. Previously open only to residents of the United States, the photo contest has always been a major part of Earth Science Week. By celebrating the theme of "Discovering Careers in the Earth Sciences," Earth Science Week 2012 provided an excellent opportunity to invite our colleagues and friends around the world to join the celebration.

Earth Science Week drew attention to the 2012-2013 **EarthScope** Speaker Series, which presented scientific results of EarthScope research to faculty and students at colleges and

universities. EarthScope explored the structure and evolution of the North American continent and the processes that cause earthquakes and volcanic eruptions.

Presented by the Society of Petroleum Engineers, **Energy4Me** offers education resources on energy sources. The program provided a brochure for the Earth Science Week 2012 Toolkit, outlining career opportunities for petroleum engineers.

Earth Science Week promoted GIS Day, November 14, to raise awareness of geographic information systems. GIS Day 2012 events, held across the country and around the world, allowed users of geographic information systems to demonstrate real-world applications that make a difference in society. **Esri**, a GIS Day sponsor and longtime Earth Science Week partner, offered a wealth of related educational resources for Earth Science Week participants and others, including a bookmark in the Earth Science Week 2012 Toolkit.

ExxonMobil, a longtime Earth Science Week partner, provided its “2012 The Outlook for Energy: A View to 2040 — Highlights” brochure for the Earth Science Week 2012 Toolkit. The brochure features detailed projections for changes in energy production and usage for decades to come.

Through Earth Science Week, participants learned about educational resources and programs of the **Geological Society of America** (GSA), a longtime program partner. Featured education and outreach programs included the Teacher Advocate Program, Teacher GeoVenture trips, the Distinguished Earth Science Teacher in Residence program, and GSA’s GeoCorps America program. GSA also organized International EarthCache Day on Oct. 14, kicking off Earth Science Week 2012.

The **Geological Society of London** (GSL), an AGI member society, organized “Poetry and Geology: A Celebration,” a special event coinciding with Earth Science Week and National Poetry Day on October 10. The event celebrated links between geology, landforms, and poetry. The event included talks, performances, discussions, and readings by poets.

To help promote 2012’s “careers” theme, Earth Science Week formed an unprecedented partnership with AGI’s **Geoscience Workforce Program**. Geoscience Workforce provided a “Careers That Change the World” brochure, outlining college and career opportunities, for the Earth Science Week 2012 Toolkit. Event participants also were invited to join Geoscience Workforce’s GeoConnection Network on Facebook.

GLOBE provided a cloud chart for inclusion in the Earth Science Week 2012 Toolkit, providing basic geoscience educational material in multiple languages.

To help teachers and students delve into the science behind current events, Earth Science Week directed them to “Recent Earthquake Teachable Moments,” a web site of the **Incorporated Research Institutions for Seismology** (IRIS). These resources — including PowerPoint presentations, animations, and visualizations, as well as links to Spanish-language materials and USGS data — dealt, for example, with the catastrophic earthquake that struck near Vanuatu in the southwest Pacific Ocean in 2012.

Earth Science Week collaborated extensively with the **Institute for Global Environmental Strategies** (IGES) in 2012. Major areas of focus were NASA education efforts and IGES's Thacher Environmental Research Contest, which challenged students to conduct innovative research on our changing planet using the latest geospatial tools and data.

Earth Science Week raised awareness of **InTeGrate** (Interdisciplinary Teaching of Geoscience for a Sustainable Future), a National Science Foundation project offering workshops on climate science, sustainability, and other topics. Two workshops addressed sustainability by fostering integration of geoscience and other disciplines.

NASA, a founding partner of Earth Science Week, used the 2012 to get the word out about many of its education initiatives and resources. For example, NASA's Expedition Earth and Beyond program promoted student-led research investigations using NASA data. And Women@NASA's G.I.R.L.S. (Giving Initiative and Relevance to Learning Science) mentoring program offered learning experiences for girls in grades five through eight. Recipients of the Earth Science Week 2012 Toolkit once again discovered a wealth of NASA education materials inside.

The **National Earth Science Teachers Association** (NESTA), a longtime Earth Science Week partner, continued its vital role in helping AGI promote excellence in geoscience education in 2012. At the National Science Teachers Association Annual Conference, the NESTA Reception included a ceremony during which a teacher was given the Edward C. Roy, Jr. Award for Excellence in K-8 Earth Science Teaching. In addition, NESTA members received copies of the Earth Science Week 2012 poster in their association newsletter.

Earth Science Week promoted the **National Ground Water Association's** (NGWA) Ground Water Awareness Week in March 2012 as well as NGWA's new Protect Your Groundwater Day program in September 2012, advocating water conservation and contamination. The AGI member society offers Ground Water Adventures, a web site providing educational activities for young people.

A longtime Earth Science Week partner, the **National Park Service** (NPS) continued for the third year a major component to its involvement in Earth Science Week. National Fossil Day, established as a celebration to take place annually on the Wednesday of Earth Science Week, once again reached millions of people. The "Geologic Time in the National Parks" poster, appearing in the Earth Science Week 2012 Toolkit, successfully continued the series of park posters produced collaboratively by the National Park Service and AGI.

Earth Science Week participants learned about soil education resources offered online by the **National Resource Conservation Service** (NRCS). Resources for the elementary level include lesson plans, links to soil education web sites, and even soil songs.

For Earth science teachers and students searching for the most up-to-date information on climate change, Earth Science Week 2012 highlighted a new **National Science Foundation** (NSF) web site. The site features an NSF report summarizing the current state of knowledge about climate change, as well as resources dealing with related news, discoveries, statistics, and publications.

Earth Science Week partnered with the **National Science Teachers Association** (NSTA) again in 2012, reaching science educators nationwide. The program promoted NSTA's New Science Teacher Academy, which offers professional development and mentoring to second- and third-year secondary science teachers. In addition, Earth Science Week exhibited once again at the NSTA Annual National Conference.

The NEED Project provided a classroom activity for the Earth Science Week 2012-13 Activity Calendar, showing students ways to explore the concept of porosity.

For the Earth Science Week 2012 Toolkit, **NOAA** provided a fact sheet providing information and linking young people to online resources on geoscience careers. In addition, Earth Science Week 2012 directed participants to NOAA's online education resources, including lesson plans, instructional games, videos, and more.

Earth Science Week raised awareness of Houston's **Offshore Energy Center** (OEC), which offered educational resources for Earth science teachers exploring the theme of "Discovering Careers in the Earth Sciences." OEC's Education Outreach program provided, for instance, an online Career Interest Profile that students could fill out to learn which energy careers dovetail with what they enjoy doing.

Gearing up for National Fossil Day, Earth Science Week directed program partners' attention to the **Paleontological Research Institution** (PRI), an AGI member society providing education materials and opportunities for science teachers and students at all grade levels. The online Teacher Friendly Guide, for example, gives brief geologic histories of every region of the United States.

Partners in Resource Education (PRE), a recent program partner, provides programs and activities designed to get young people excited about the geoscience of conservation. This consortium of seven federal agencies educates thousands of young people, introduces them to natural resource careers, and cultivates the next generation of land and water stewards. In 2012, PRE collaborated to promote awareness of Earth Science Week, and vice versa.

Rite in the Rain, which makes notebooks for fieldwork by professional geoscientists, created a miniature field notebook — with "all-weather writing paper" and charts on types of clouds, soils, and geological map symbols — for inclusion in the Earth Science Week 2012 Toolkit. The company supported the program in 2012 by donating a portion of the notebooks.

Schlumberger Excellence in Educational Development (SEED) is a nonprofit education program that empowers Schlumberger employee volunteers and educators to share their passion for learning and science with students. AGI has partnered with the program to launch a joint initiative, the SEED Earth Science Week Online Toolkit, to provide geoscience education resources in both Spanish and English. With new resources added each year since 2010, visitors now can view, download, and print over 70 lessons, posters, fact sheets and other items, each offered in both Spanish and English.

For teachers aiming to "shake up" education, Earth Science Week shone a spotlight on the **Seismological Society of America** (SSA). SSA's web site provided seismic eruption

models, wave animations, plate tectonics simulations, information on tsunamis, and more. SSA also offered publications, information on seismology careers, a distinguished lecturer series, and an electronic encyclopedia of earthquakes.

Earth Science Week participants were encouraged to take advantage of offerings of the **Society of Exploration Geophysicists** (SEG), which provides programs for educators and students. For example, the distinguished lecturer series and honorary lecturer series both enabled students to meet professional geophysicists, learn about groundbreaking research in the field of seismic research, and obtain valuable career information.

The **Soil Science Society of America** (SSSA), a longtime program partner, provides lessons, activities, fun facts, sites of interest, and soil definitions for the novice soil scientist online. These resources were promoted by the October event, along with the soil science careers poster included in the Earth Science Week 2012 Toolkit.

AGI donated posters and other educational materials to help **Texas Woman's University** celebrate Earth Science Week 2012 with a Science Fair. The event was widely attended by the College of Arts and Sciences' over 5,000 students.

Educators were invited to participate in the **U.S. Department of Energy's** Laboratory Equipment Donation Program. The department, an Earth Science Week partner, operates the program, which enables colleges and universities to acquire hundreds of millions of dollars in free high-quality surplus laboratory equipment from National Laboratories. In addition, participants learned of DOE's Energy Education & Workforce Development web site, which offers hundreds of K-12 lesson plans.

Earth Science Week also promoted awareness of the **U.S. Environmental Protection Agency's** collection of free resources to enhance middle school students' understanding of climate change impacts on the United States' wildlife and ecosystems. The online toolkit includes case studies, activities, and videos based on climate science, environmental education, and stewardship information.

Overlapping Earth Science Week 2012, National Wildlife Refuge Week also was held October 14-20. The event, celebrating the richness of the 550 units that make up America's National Wildlife Refuge System, was sponsored once again by the **U.S. Fish and Wildlife Service** (FWS), an Earth Science Week partner. FWS also provided fact sheets included in the Earth Science Week 2012 Toolkit.

Earth Science Week participants learned about online education resources offered by the **U.S. Geological Survey** (USGS), a longtime Earth Science Week partner, as well as the thousands of free images and over 69,000 searchable publications such as maps, books, and charts provided online by the agency. Perhaps most significant, USGS served as a founding partner of Geologic Map Day in 2012, launching its National Geologic Map Database's MapView, which provides a mosaic view of published geologic maps.

To help young people see where Earth science careers might take them, Earth Science Week focused attention on education videos of the **U.S. Nuclear Regulatory Commission** (NRC), which employs more than 120 staff members who hold Earth science degrees or

work in geoscience-related jobs. NRC has developed a series of brief videos on geoscience careers for the NRC YouTube channel. The first videos in the series, posted in October 2012, dealt with an NRC meteorologist and an NRC hydrologist. Additional videos were tentatively planned to cover structural and field geologists, seismologists and geophysicists, geotechnical engineers, geochemists, hydrogeologists, and other geoscientists.

Windows to the Universe provided a classroom activity for the Earth Science Week 2012-13 Activity Calendar, enabling students to study and learn about the nitrogen cycle.

Earth Science Week Toolkits

Across the country, AGI distributed some **16,000 Earth Science Week Toolkits** to teachers and geoscientists in 2012. The number of state geological surveys requesting complimentary kits for distribution increased to 30 from in 2011. In addition, the number of AGI member societies requesting complimentary Earth Science Week Toolkits for distribution rose to 25 from 23 in 2011. As in past years, thousands of kits also were distributed through program partners including USGS, NASA, the National Park Service, and AAPG Student Chapters. Hundreds of kits were shipped free to geoscience department chairs at colleges and universities nationwide. Toolkits were shipped to program participants in all 50 states and several countries.

The 2012 toolkit featured AGI's traditional Earth Science Week poster, bookmarks, and school-year calendar showcasing geoscience classroom investigations and important dates of Earth science events. A "Geologic Time in the National Parks" poster, included in the toolkit, was produced by AGI for the National Park Service to continue this unique poster series underscoring geoscience in the parks. Additional items created by AGI for the kit were flyers promoting the Earth Science Week contests, AGI Earth science education products and services, AGI publications, *Earth* magazine, and the Edward C. Roy, Jr. Award for Excellence in K-8 Earth Science Teaching.

Also included were posters, flyers, bookmarks, worksheets, activities, and other materials provided by AGI, USGS, NASA, NOAA, the National Park Service, the U.S. Fish & Wildlife Service, the Association of American State Geologists, the Association for Women Geoscientists, the Consortium for Ocean Leadership's Deep Earth Academy, ExxonMobil, Esri, GLOBE, Rite in the Rain, the Society of Petroleum Engineers (Energy4Me), and the Soil Science Society of America.

Web Resources

The Earth Science Week web site (www.earthsciweek.org), which delivers essential resources for educators throughout the year, was made more efficient in 2012. A redesign streamlined the site and made it easier than ever before for users to identify and find the programs, publications, and educational tools.

As in past years, the **Earth Science Week web site** was updated regularly to reflect the new theme, contests, proclamations, events, initiatives, and classroom activities for 2012. The home page received 80,448 hits in 2012. Within the site, the classroom activities page received 27,791 hits, the contests page received 17,961 hits, the teacher resources page

received 18,184 hits, and the planning page received 6,558 hits — all up significantly from the previous year.

AGI provided a set of free online videos and other electronic resources to help students, educators, and others explore the “big ideas” of Earth science during Earth Science Week 2012 and throughout the year. **Big Ideas Videos** bring to life the nine core geoscience concepts that everyone should know. The Earth Science Literacy Initiative, funded by the National Science Foundation, codified these principles. The videos are available on YouTube and TeacherTube. The Earth Science Week web site also provides dozens of classroom activities linked to the “big ideas.”

A page dedicated to **Geoscience Career, Scholarship, and Internship Resources** was added to compliment the “careers” theme of 2012. Another page of **Links** was added to provide external connections to sites provide resources on key topics such as chemistry, climate, drought, earthquakes, energy, floods, hurricanes, landslides, sinkholes, soil, tornadoes, tsunamis, volcanoes, and wildland fires.

AGI also premiered its first **Earth Science Week Webcast** in 2012. The free webcast, entitled “Introduction to Earth Science Week,” provides an overview of learning activities, instructional materials, career resources, upcoming events, networking opportunities, contests, videos, and other programs available. The roughly 10-minute tutorial includes a wealth of online links, which viewers can click during the presentation to review available resources. Additional webcasts are planned.

To maximize Earth Science Week teachers’ access to education resources in both Spanish and English, over 70 lessons, posters, fact sheets, and other materials have been compiled in the **SEED Earth Science Week Online Toolkit**. The web site, a partnership of Schlumberger Excellence in Educational Development (SEED) and AGI, was created in 2010 to provide educational materials, activities, and other resources for Spanish-speaking students and teachers, as well as English speakers, in U.S. and SEED network schools around the world. Resources developed by SEED, AGI, and other geoscience organizations include lessons, posters, and fact sheets.

Finally, Earth Science Week makes ample use of online social networking to reach new audiences, especially young people. The program’s presence on **Facebook**, the Internet’s most popular networking site, includes an Earth Science Week Fan Page. In addition, web surfers are invited to receive geoscience news, resources, and opportunities by following Earth Science Week on **Twitter**. Tweets are sent frequently, whenever there is valuable news or information to share.

Newsletter

The monthly **Earth Science Week Update** newsletter reached some 7,500 teacher, student, and geoscientist subscribers in the past year, an increase of over 4 percent from the previous year. The electronic newsletter kept planners and participants up-to-date on Earth Science Week planning at the national level, encouraged participation in local areas, and provided news on geoscience topics of interest to participants.

Besides highlighting worthwhile resources, these monthly e-mail updates reinforce the belief that geoscience education is a priority throughout the year, not only during one week each October. It is little wonder that the e-newsletter remains one of the program's most popular online offerings, with 96 percent of survey respondents rating it as "useful" or "very useful."

National Contests

AGI held three national contests in connection with Earth Science Week for the 11th consecutive year. The contests were designed to encourage K-12 students, teachers, and the general public to become involved in the celebration by exploring artistic and academic applications of Earth science. For only the second year running, Earth Science Week expanded eligibility for its photo contest to allow members of **AGI International Affiliates** to participate.

The three contests continued to provide ways for many people to participate in Earth Science Week in 2012. Photos, art, and essays were submitted by 569 people this year, slightly less than the previous year. Each first-place winner received \$300 and a "Faces of Earth" DVD set. Entries submitted by winners and finalists were posted online.

Vijeta Revankar of Seabrook, Texas, won first place in the visual arts contest with a colorful drawing of the 10-year-old collecting samples underwater as a marine biologist. Finalists were Mandy He, Cynthia Liu, Rohan Raman, and Arya Kailash Sasne. Students in grades K-5 made two-dimensional artworks illustrating the theme **"Imagine Me, an Earth Scientist!"** Gurneet Kaur Chhabra of Dilsukhnagar, India, won first place in the photo contest with her image of various types of geoscientists studying ground fissures in India. Finalists were Alexis Bryant, Carolyn Forrester, Haley Gobla, and Trevor Salmon. Submissions illustrated the theme **"Earth Science Is a Big Job."** Aishani Sil of Plano, Texas, won first place in the essay contest with a piece about collaborations among geoscientists engaged in the process of hydraulic fracturing. Finalists were Parlin Escobar, Chelsea Frank, Shiva Saravanan, and Richard Yang. Students in grades 6-9 wrote essays of up to 300 words addressing this year's theme, **"Geoscientists Working Together."**

Earth Science Teacher Award

For the fifth consecutive year, AGI and the AGI Foundation offered the **Edward C. Roy, Jr. Award for Excellence in K-8 Earth Science Teaching**. Meg Town, a teacher at Redmond Junior High School in Redmond, Washington, was named the 2012 recipient. Town, who earned her master's degree in education from the University of Washington, has spent her career challenging middle and junior high school students with inquiry-based, hands-on learning in the Earth sciences.

Town received a \$2,500 prize and an additional grant of \$1,000 to enable her to attend the National Science Teachers Association 2011 National Conference to accept the award during a reception hosted by the National Earth Science Teachers Association. Finalists for the award were Nathan Shotwell of Holman Middle School in Richmond, Virginia, and Deborah Wickerham of Chamberlin Hill Intermediate School in Findlay, Ohio. The award recognizes one classroom teacher from kindergarten to eighth grade for leadership and innovation in Earth science education. This award is named in honor of Dr. Edward C. Roy, Jr., a past president of AGI and strong supporter of Earth science education.

In addition to U.S. teachers, instructors throughout the United Kingdom were invited to compete for the prize. U.K. teachers were provided with detailed guidance on entering the competition by AGI and **The Geological Society of London**, a member society and Earth Science Week partner.

Events

Earth Science Week 2012 officially kicked off on Sunday, October 14, with **International EarthCache Day**. “EarthCaching” is a variation of a recreational activity known as geocaching, in which a geocache organizer posts latitude and longitude coordinates on the Internet to advertise a cache that geocachers locate using GPS devices. The activity has attracted over a million participants worldwide. When people visit an EarthCache, they learn something special about Earth science, the geology of the location, or how the Earth’s resources and environment are managed there. EarthCaching has been developed by the Geological Society of America, a major program partner.

On Monday, October 15, educators and young people were encouraged to explore “big ideas” as part of **Earth Science Literacy Day**. The AGI “Big Ideas of Earth Science” videos provided on YouTube and TeacherTube outline the core concepts of geoscience, as codified by the Earth Science Literacy Initiative with support from the National Science Foundation. To help teachers and students use the videos, the Earth Science Week web site offers dozens of related classroom activities. The new Big Ideas Activities page was visited by over 11,500 users.

One of the highlights of recent years’ Earth Science Week celebrations has been **“No Child Left Inside” Day**, an event that in its inaugural year engaged some 500 students in outdoor learning activities and received coverage by news media from NBC to NPR. In 2012, students and educators nationwide were invited to take part on the Tuesday of Earth Science Week, October 16. AGI’s online NCLI Day Guide provided everything needed to plan a local NCLI Day event. The free guide provided 17 outdoor activities, as well as detailed recommendations for creating partnerships, planning logistics, reaching out to the local media, and following up in the classroom. The site received over 3,700 hits in 2012, as teachers and children across the country seized the opportunity to discover Earth science in their own neighborhoods.

Earth Science Week featured the return of a popular event on Wednesday, October 17, 2012. In partnership with the National Park Service (NPS), AGI helped conduct the third annual **National Fossil Day**, including activities and resources designed to celebrate the scientific and educational value of fossils, paleontology, and the importance of preserving fossils for future generations. NPS offered a web site full of educational resources and information designed specifically for students and teachers. On the site’s NPS Fossil Park Highlights page, visitors could find lesson plans developed to reflect state standards, fossil trading cards, videos about pygmy mammoths, special brochures, a virtual museum exhibit on dinosaurs, and more. NPS also held a National Fossil Day Art Contest. Earth Science Week staff joined paleontologists and park rangers for the third annual National Fossil Day Celebration on the National Mall in Washington, D.C. The event featured presentations and activities for all ages, including digging for fossils and activities exploring prehistoric life. On hand were paleontologists and geologists from NPS, AGI, and several other organizations.

The Association for Women Geoscientists (AWG), an AGI Member Society, collaborated with AGI to organize the fourth annual **Women in the Geosciences Day** on Thursday, October 18, during Earth Science Week 2012. The special day offered adult geoscience professionals a chance to share the excitement and advantages of their careers with women of all ages, especially those early in their education. Educators invited female geoscientists to speak in the classroom. Women geoscientists took their daughters to work, visited local schools, and volunteered at science centers. AWG worksheets were included in Earth Science Week Toolkit to promote the event. In addition, Earth Science Week offered guidance to geoscience professionals in the form of “Visiting Geoscientists: An Outreach Guide for Geoscience Professionals,” an online handbook co-produced by AGI and the American Association of Petroleum Geologists’ Youth Education Activities Committee.

The first annual **Geologic Map Day**, held on Friday, October 19, 2012, promoted awareness of the study, uses, importance of geologic mapping for education, science, business, and a variety of public policy concerns. The final event for the school week of Earth Science Week 2012 was hosted by the U.S. Geological Survey and the Association of American State Geologists in partnership with AGI. Students, teachers, and the wider public tapped into the various educational activities, print materials, online resources, and public outreach opportunities for active participation. The Earth Science Week 2012 Toolkit contained a Geologic Map Day poster that provided a geologic map of the United States, plus step-by-step instructions for a related classroom activity. Additional resources for learning about geologic maps were featured on the new Geologic Map Day web page of the Earth Science Week site. This new page, launched in the middle of the year, received nearly 9,000 visitors in 2012. USGS celebrated the event with the National Geologic Map Database launch of MapView, which provides a mosaic view of published geologic maps of the western half of the nation, with addition of the remaining states expected in 2013. Activities nationwide, many led by state geologic surveys, also spurred learning in schools.

Overlapping Earth Science Week, **National Wildlife Refuge Week** also was held October 14-20, 2012. The event celebrated the richness of the 550 units that make up America’s National Wildlife Refuge System. The week focused on lands and waters where wildlife and habitats are under federal protection. Earth Science Week participants were urged to learn about the natural and cultural resources that are part of the conservation mission of the U.S. Fish and Wildlife Service. Refuge fact sheets were featured as part of the Earth Science Week 2012 Toolkit to promote awareness.

AGI Promotions

Earth Science Week promoted awareness of numerous AGI programs and resources of interest to Earth science educators, students, and enthusiasts, including the AGI International Affiliates program, the William L. Fisher Congressional Geoscience Fellowship, the annual Geosciences Congressional Visits Day, the Pulse of Earth Science web site, the Visiting Geoscientists, the Earth Science Organizations web site, the Faces of Earth DVD, the This Is AGI video, GeoSpectrum, and EarthNotes.

Official Proclamations

Governors issued proclamations recognizing Earth Science Week 2012 in **18 states**: Alaska, Arkansas, Delaware, Illinois, Louisiana, Missouri, Nevada, New Jersey, New Mexico, North

Dakota, Oklahoma, Oregon, South Dakota, Tennessee, Utah, Virginia, Washington, and Wyoming. Seven of these states have issued “perpetual proclamations,” ensuring recognition of Earth Science Week every year.

Publicity and Media Coverage

AGI enlisted the support of a wide range of media in promoting awareness of Earth Science Week, resulting in unprecedented reach for promotional activities in 2012 and helping to lay a foundation for more coverage in years to come.

Internet: Earth Science Week activities were highlighted on hundreds of Internet pages besides the official event site. Program partners and promoters USGS, AAPG, AASG, AIPG, GSA, AGU, NGWA, GSL, NSTA, NESTA, SSSA, AESE, NASA, National Park Service, Bureau of Land Management, Nuclear Regulatory Commission, The NEED Project, YES Network, Esri, Windows to the Universe, National Geographic, Christian Aid, Middle School Portal, Archaeological Institute of America, Hands on the Land, Gateway to Science, American Forests, Houston Geological Society, Austin Earth Science Week Consortium, Geoscience Australia, Middle East North Africa Financial Network, Ekklesia, Coalition for Science After School, Oresome Resources, GeoScience World, EarthSky, Discovery News, GIS and Science, Earthzine, The Independent Blogs, Wikipedia, Geology.com, Noodles.com, RedOrbit.com, Geocaching.com, Mining.com, ScienceBuzz.org, GeologicFroth.com, NuclearStreet.com, BeforeItsNews.com, PoliticalNews.me, and About.com featured information promoting that organization’s events and publicizing the celebration. Earth Science Week was mentioned on over 200 web sites, social networks, and blogs.

Television and Radio: Earth Science Week was covered by television stations across the country, including NBC LA of Los Angeles; WJLA ABC 7 of Washington, D.C.; ABC 12 KTNV of Las Vegas; Fox 5 Vegas of Las Vegas; Fox 11 Reno of Reno, Nevada; Fox DC of Washington, D.C.; KCSG Television of Utah; KCRG ABC 9 of Iowa; and WABI TV 5 of Maine. In addition, the event was covered by radio stations such as WBGZ in Illinois, KCSR AM 610 in Nebraska, and KQED in California.

Print/News Media: AGI distributed press releases to hundreds of newspapers, magazines, and other print media outlets. Many local and national publications ran items on Earth Science Week (for examples, see Section 2). AGI staff also wrote articles for the National Earth Science Teacher Association’s *The Earth Scientist* magazine. The articles highlighted Earth Science Week activities and theme.

Earth Science Week news and events were covered by major national and international news organizations such as *The Washington Post*, *Scientific American*, *The Examiner*, *Eos*, *Lite Geology*, and *The Huffington Post United Kingdom*. Coverage of Earth Science Week programs and activities was provided by local news organizations such as *Alton Daily News* of Illinois, *Arizona Daily Star* of Arizona, *Arlington Heights Patch* of Illinois; *Billings Gazette* of Montana; *Boise Weekly* of Idaho; *The Chadron Record* of Nebraska; *Clarksville Online* of Tennessee; *Cranston Herald* of Rhode Island; *The Daily News* of New York; *Deseret News* of Utah; *Eerie Times* of Pennsylvania; *The Forum of Fargo-Moorhead* of North Dakota; *The Hays Daily News* of Kansas; *Hot Springs Star* of South Dakota; *Las Vegas Review-Journal* of Nevada; *The Lewiston Tribune* of Idaho; *The Lincoln County Journal* of Missouri; *Mesquite Citizen Journal* of Nevada; *The*

Montana Standard of Montana; *Morning Sentinel* of Maine; *The Pueblo Chieftain* of Colorado; *The Record-Courier* of Nevada; *The Salem Leader* of Indiana; *The Stanly News and Press* of North Carolina; *The State Journal-Register* of Illinois; *St. Louis Post-Dispatch* of Missouri; *Sierra Sun Times* of California; *Star Herald* of Nebraska; *The Topeka Capital-Journal* of Kansas; *WCF Courier* of Iowa; *Yuma News Now* of Arizona.

Some 50,000 copies of the Earth Science Week 2012 poster, featuring a geoscience learning activity in addition to promotional content, were distributed as inserts in publications carrying articles about the event, such as *The Earth Scientist*, *GSA Today*, *AAPG Explorer*, the Society of Exploration Geoscientists' *The Leading Edge*, and AGI's own *Earth* magazine.

External Evaluation of Earth Science Week 2012: Key Findings

Following the event, AGI secured an independent contractor, PS International, to complete a formal external evaluation of Earth Science Week 2012, as it has in past years. Some 7,443 program participants were invited to participate in a survey in the closing months of 2012, with a valid response rate of 3.2 percent.

Results were overwhelmingly positive. Comparing participation last year and plans for next year, 90 percent of survey respondents said they anticipate either increasing or maintaining level participation. This figure is up from 88 percent the previous year, despite the prevalence of respondent comments indicating that they are “getting too busy” and that Earth science is not prioritized in schools’ curricula.

A large majority of participants (86 percent) said Earth Science Week offers opportunities for teaching and promoting Earth science that they wouldn’t have otherwise. “ESW allows me to expand into some areas that are not regularly covered by the scope of my class,” said one participant.

Similarly, 87 percent said program resources and activities are “very” or “somewhat” important to educating students and others about Earth science. “I use items from the website weekly,” a respondent remarked.

Most respondents find Earth Science Week and related resources highly useful, with 75 percent rating the program’s overall usefulness as “excellent” or “good.” When respondents were asked to rate 19 key items from the Earth Science Week 2012 Toolkit and the program web site, all were rated “very useful” or “useful” by majorities of participants. Top-rated items were the Big Ideas activities, AGI classroom activities, ESW newsletter, Geologic Map Day activity poster and web page, SSSA poster, NASA poster, NPS education materials, Energy4Me brochure, and NOAA careers materials.

Participants said they were very active during Earth Science Week. Eighty-three percent said they conducted a “major” activity. Moreover, many reported specific activities that were highly active. For example, 89 percent reported activities categorized as “most active” (e.g., field trips and outside lessons), “active” (e.g., external speakers and open house discussions), or “somewhat active” (e.g., lesson plans and kit distribution).

Asked how Earth Science Week might be improved, the largest share of respondents (35 percent) advocated additional program materials and activities. Additional suggestions included increasing communication and promotions. AGI uses evaluation findings to improve the program.

Earth Science Week Sponsors

United States Geological Survey
National Aeronautics and Space Administration
National Park Service
American Association of Petroleum Geologists Foundation
American Geophysical Union
Esri

Earth Science Week Contributors

American Association of Petroleum Geologists Foundation
American Geophysical Union
American Geosciences Institute
Association for Women Geoscientists
Association of American State Geologists
Association of Science-Technology Centers
Consortium for Ocean Leadership
Esri
Geological Society of America
Geological Society of London
GLOBE
Incorporated Research Institutions for Seismology
National Earth Science Teachers Association
National Energy Education Development Project
National Science Teachers Association
Rite in the Rain
SEED: Schlumberger Excellence in Educational Development
Society of Exploration Geophysicists
Society of Petroleum Engineers
Soil Science Society of America
U.S. Fish and Wildlife Service
U.S. Geological Survey
U.S. National Aeronautics and Space Administration
U.S. National Oceanographic and Atmospheric Administration
U.S. National Park Service
Windows to the Universe

Earth Science Week 2012 Events and Activities by State and Territory

Alabama

- The Alabama Geological Survey distributed 50 complimentary Earth Science Week Toolkits to science educators.
- The McWane Science Center celebrated Earth Science Week 2012 with hands-on activities and programs that engaged young visitors in learning how geoscientists gather and interpret data about Earth and other planets.

Alaska

- The Alaska Public Lands Information Center offered fossil resources and hands-on activities for students and teachers.
- The governor of Alaska issued a perpetual proclamation of Earth Science Week.

Arizona

- The North Mountain Visitor Center hosted “Metamorphic Monday” and featured a local geologist explaining the metamorphic rocks of the Phoenix area.
- Gem and mineral collectors, families, and young people celebrated Earth Science Week 2012 at the Inaugural Earth Science Museum “Family Days Rock & Gem Show.” Visitors saw a variety of minerals, fossils, rocks, gems, and beads. They also dug for fossils and participated in a hands-on activity.
- The Grand Canyon National Park hosted special programs throughout Earth Science Week 2012. The event featured keynote speakers, fossil walks, and guided hikes.

Arkansas

- The governor of Arkansas proclaimed October 14-20 to be Earth Science Week.

California

- To celebrate National Fossil Day, the Fossil Discovery Center of Chowchilla held museum tours, mock digs, and an “Atlatl” (spear) throwing competition. The museum also showcased fossils of saber tooth cats and petrified wood. Museum patrons learned about California native animals from Chaffee Zoo.
- The John D. Cooper Center held “Prehistoric Day” at the Santa Ana Zoo. Visitors were able to see and touch real fossils and artifacts from all around Orange County.
- The California Institute of Environmental Design & Management held a Disaster Preparedness and Reduction Workshop as part of Earth Science Week 2012. This educational workshop helped raise public awareness of natural and human-induced hazards and disasters.

Colorado

- The Society for Mining, Metallurgy, and Exploration, Inc., an AGI member society, distributed Earth Science Week 2012 Toolkits at the Denver Gem & Mineral show and to the Colorado Association of Science Teachers’ conference.
- The Geological Society of America, an AGI member society, encouraged geocachers all around the world to participate in the International EarthCache Day.

- The Dinosaur Discovery Day at Dinosaur Ridge celebrated Earth Science Week 2012 with guides stationed at the world-famous track site and other fossil sites along the Dinosaur Ridge Trail. Patrons experienced sifting for microfossils, dinosaur track painting, dinosaur digs, rock and mineral identification, gold panning, metal detecting, and earthquakes.

Connecticut

- The Yale Peabody Museum of Natural History celebrated Earth Science Week 2012 and National Fossil Day with expert-led demonstrations and activities at the museum. Visitors examined rocks and fossils, watched stones being polished, played games, and made crafts.

Delaware

- The governor of Delaware issued a perpetual proclamation of Earth Science Week.

District of Columbia

- AGI hosted an exhibit at the USA Science & Engineering Festival for Earth Science Week 2012. Festival visitors participated in earthquake shake-table challenges and learned about energy.

Florida

- The Florida Paleontological Society, the Florida Museum of Natural History, and the Florida Geological Foundation held “Fossils at the Fort.” Participants learned about Coquina, the “fossil” that built the fort, from guest lecturers’ discussions.
- The Florida Geological Survey hosted “Scout Night,” an open-house event designed to assist local Webelos Scouts obtain their geology badges.
- The League of Environmental Educators in Florida promoted Earth Science Week 2012 among educators in Florida.

Georgia

- EEinGeorgia (Environmental Education in Georgia) promoted Earth Science Week 2012 and National Fossil Day among science educators throughout the state.

Hawaii

- The Hawaii Environmental Education Alliance promoted Earth Science Week among educators in Hawaii.

Idaho

- The Idaho Museum of Natural History celebrated National Fossil Day with hands-on and interactive activities for all ages. Participants had the opportunity to bring in their own fossils for identification, meet the museum’s paleontologists, and take behind-the-scene tours of the museum’s paleontology collections.

Illinois

- The National Fossil Day celebration at the Illinois State Museum featured the “Changes: Dynamic Illinois Environments” exhibition and a “Play Museum.” Children examined fossils under a videomicroscope.
- The governor of Illinois issued a perpetual proclamation of Earth Science Week.

Indiana

- The Falls of the Ohio State Park hosted Earth Discovery Day. The event offered a variety of interactive activities for adults and children. The museum had children’s rock-craft activities, geoscience speakers, a microscope to view microfossils and microminerals, fossil and mineral dig piles, and guided Indiana shore fossil bed hikes.
- The Indiana State Museum held GeoFest, a fossil, gem, and mineral show, for Earth Science Week 2012. GeoFest guests experienced earthquake simulations and geology-themed activity stations.
- Monroe Lake recognized Earth Science Week 2012 with a diverse range of programs for students.

Iowa

- BMC Aggregates’ Morgan Quarry kicked off Earth Science Week 2012 with its Sunday at the Quarry event. Participants took the opportunity to do rock, fossil, and mineral collecting with the Gem and Mineral Society and go on a geology tour of the quarry. BMC Aggregates also distributed Earth Science Week Toolkits to educators.

Kansas

- The Kansas University Natural History Museum hosted “Science Saturday” to celebrate National Fossil Day. Visitors cast fossils, learned about vertebrate and invertebrate fossils from the paleontology staff, and toured the Vertebrate Paleontology Preparation Lab.

Kentucky

- For National Fossil Day, Big Bone Lick State Park held The Salt Festival. Visitors participated in numerous hands-on demonstrations and activities including flint knapping, pioneer life, salt making, weaving, spear throwing, and storytelling.

Louisiana

- The governor of Louisiana declared October 14-20 to be Earth Science Week.

Maine

- The L. C. Bates Museum held a National Fossil Day tour of the museum. The museum featured a collection of dinosaur fossils, and participants created their own “fossils” to celebrate.

Maryland

- The Maryland Geocaching Society participated in International EarthCache Day.

Massachusetts

- The Harvard Museum of Natural History featured a “Creatures that Rule” Exhibition. Volunteers answered visitor questions about dozens of fossil specimens.
- Oak Bluffs Library hosted a show-and-tell event for National Fossil Day. Participants from the Martha’s Vineyard Museum, Woods Hole Oceanographic Institution, and the Oak Bluffs Library displayed materials and led discussions.

Michigan

- Grand Valley State University held Earth Science Week Lectures with topics on earthquakes, energy, and natural resources.
- To celebrate National Fossil Day, the Michigan State Museum hosted “Cruisin’ the Fossil Freeway,” a new exhibit that brings together the best of the museum’s fossil collection and fossil-inspired artwork. Students were able to participate as junior paleontologists and learned about what it’s like to be a paleontologist working in the field with the “Time Card.” Junior paleontologists could find a fossil, identify its common name and its scientific name, describe what it looked like and sketch it and detail where it was found.

Minnesota

- The Duluth Children’s Museum held activities in celebration of National Fossil Day, including fossils digs, dinosaur bingo, fossil-related arts and crafts, and a real fossil collection from Minnesota and Wyoming.
- For National Fossil Day, visitors at the Science Museum of Minnesota learned about the Twin Cities fossils, trilobites, Green River Wyoming fossil fish, fossil coprolites, microfossils, and a recently discovered fossil saber-toothed cat from Minnesota.

Mississippi

- The Dunn-Seiler Geology Museum at Mississippi State University sponsored an art and creative story contest in conjunction with National Fossil Day. Mississippi students were encouraged to creatively represent, either through art or creative writing, a mammoth that used to roam the state.

Missouri

- The governor of Missouri declared October 14-20 to be Earth Science Week.
- The Bollinger County Museum hosted National Fossil Day activities, including a fossil dig, a chance to make your own fossil, Jr. Paleontology booklets with activities for children to learn about paleontology, and other activities. Guests were invited to bring fossils or see the fossil collections at the museum.
- The Missouri Geological Survey celebrated National Fossil Day with staff-held special exhibits and activities at the Ed Clark Museum of Missouri Geology. Visitors to the museum received small Crinoid stem fossils (the official state fossil). For Geologic Map Day, survey staff promoted awareness of the study, uses, importance of geologic mapping. Several historic and current geologic maps and special exhibits were displayed in the museum, in addition to rocks, minerals, and fossils.

Montana

- The Museum of the Rockies held a Fossil Festival to celebrate National Fossil Day. Children explored the ways that paleontologists work, learned about Earth's history and ancient life, and discovered how to protect fossils in hands-on activities.

Nebraska

- Agate Fossil Beds National Monument celebrated National Fossil Day with hands-on activities for students. The park's senior curator of natural history gave a talk about mammal fossils. The monument's trails were also available to visitors from dawn to dusk for exploration of sites where fossils were found in the late 1800s.

Nevada

- For National Fossil Day, the Nevada State Museum in Las Vegas hosted a "Name the Mammoth" contest for children, an exhibit on the Tule Springs excavations, lectures by a paleontologist on those excavations, and children's activities centering on paleontology.
- The governor of Nevada issued a perpetual proclamation of Earth Science Week.
- The Nevada Bureau of Mines and Geology held its 15th annual Earth Science Week field trip. Participants saw how geologists use geologic maps to unravel the history of the area, assess earthquake hazards, and evaluate the potential for mineral resources.

New Hampshire

- The New Hampshire Geological Survey promoted Earth Science Week among Earth science teachers throughout the state.

New Jersey

- The governor of New Jersey declared October 14-20 to be Earth Science Week.
- The New Jersey Geological and Water Survey distributed Earth Science Week Toolkits and Geologic Map Day pamphlets to teachers. Survey staff members celebrated by holding a geo-photo scavenger hunt and a geo-sample I.D. contest, cleanup of trash outdoors, and a plant swap.

New Mexico

- The New Mexico Bureau of Geology and Mineral Resources at New Mexico Tech held events and activities for Earth Science Week. The bureau hosted its annual public radio spots during Earth Science Week, in collaboration with KUNM radio. Broadcasts focused on geologic subjects of interest to New Mexicans. The bureau also released the 20th anniversary issue of *Lite Geology*. Activities for the public included special mineral exhibits and informal mineral museum tours, geologic and aquifer mapping displays, mineral education demos, and a classroom earthquake emergency kit display at the bureau's Open House.
- For National Fossil Day, the New Mexico Museum of Natural History and Science featured a Bioscience Collections Tour and a new *Dinosaur Century* specimen.

New York

- For National Fossil Day, the Fort Stanwix National Monument celebrated Mammoth Day with the Fort Stanwix Backyard Rangers. The event featured activities including a casting of the saber-toothed cat skull that was found by Kylie Ferguson, guest paleontologist speakers, and fossil casting.
- The Museum of the Earth held Teacher Resources Day for Earth Science Week. The museum provided professional development opportunities for local and regional educators. Teachers had free access to specimens and publications for their classroom, behind-the-scene tours, and a keynote lecture.
- The Rochester Museum and Science Center held Earth Science Day activities including special presentations on what Earth scientists do, fossils, dinosaurs of the Mesozoic Era, and other Earth science topics.

North Carolina

- The Discovery Place's KidScience in Charlotte celebrated National Fossil Day. Visitors learned secrets behind the preserved remains of animals, plants, and other organisms from the past from the museum's own extensive fossil collection.

North Dakota

- The governor of North Dakota issued a perpetual proclamation of Earth Science Week.
- The Fargo Public Library hosted a free, hands-on session presented by a guest geologist from the Geosciences Department of North Dakota State University.

Ohio

- The Ohio statehouse hosted an Earth Science Week Fossil Tour, a geology tour of the statehouse with special guests from Ohio State University's Orton Geological Museum and the Ohio Department of Natural Resources' Division of Geological Survey. Participants took the opportunity to learn from these experts about "Building Stones of Capitol Square."

Oklahoma

- The governor of Oklahoma issued a perpetual proclamation of Earth Science Week.

Oregon

- The governor of Oregon declared October 14-20 to be Earth Science Week.

Pennsylvania

- The Pennsylvania Earth Science Teacher Association promoted National Fossil Day among science educators in Pennsylvania.
- The State Museum of Pennsylvania held a "Meet the Mammoth" event for National Fossil Day. Visitors had the opportunity to view the bones of the newly acquired "Moon Mammoth," discovered at the bottom of Lake Pleasant by scuba diver George Moon in 1991. This was a special opportunity for visitors to see the specimen close-up and talk to paleontologists, archaeologists, and educators.

Puerto Rico

- To celebrate Earth Science Week, the Puerto Rico Seismic Network organized educational activities including the “Great Puerto Rico ShakeOut” for educators and students throughout October.
- Earth Science Week Toolkits were distributed to science educators and outreach contacts in Puerto Rico.

Rhode Island

- The Museum of Natural History in Roger Williams Park celebrated National Fossil Day with special fossil events and activities. Events at the museum included activity stations, a special fossil-themed scavenger hunts, and craft activities. Visitors were invited to bring in fossils to have them identified by the paleontology curator.

South Carolina

- Visitors at the South Carolina State Museum learned how fossils are prepared by museum staff for display.

South Dakota

- The governor of South Dakota issued a perpetual proclamation of Earth Science Week.
- To celebrate National Fossil Day, Badlands National Park offered interactive programs with students through a distance learning videoconference.

Tennessee

- The governor of Tennessee declared October 14-20 to be Earth Science Week.
- To celebrate National Fossil Day, the Frank H. McClung Museum hosted its “Can You Dig It?” event. Graduate students and professors helped visitors identify fossils, rocks, artifacts, and faunal remains. Graduate students and staff presented and discussed their current research. Children created molds and casts of sea shells.
- The Tennessee Division of Geology distributed 90 free Earth Science Week Toolkits to educators.

Texas

- The Austin Earth Science Week Consortium held a career-education event for middle school students. Earth science professionals gave presentations about their careers, and students participated in hands-on activities. Students learned about careers in petroleum, solar energy, industrial mining resources, surface and groundwater water resources, weather and climate, archeology, astronomy, and environmental science.
- The Mineral Wells Area Chamber of Commerce hosted its 2nd Annual Crazy Fossil Dig Event in celebration of National Fossil Day.
- Vijeta Revankar of Seabrook won the Earth Science Week Visual Arts Contest.
- Aishani Sil of Plano won the Earth Science Week Essay Contest.
- The Houston Geocaching Society celebrated International EarthCache Day.

- The Houston Geological Society (HGS) held various events for Earth Science Week with various partners in the Houston area. Geoscience Day for middle school-aged Girl Scouts and Boys Scouts of America offered workshops with hands-on demonstrations teaching about oil and gas formation, as well as the methods used to find and extract these resources. The annual Family Energy Festival of the Houston Museum of Natural Science offered hands-on activities for young people and guided tours of the Wiess Energy Hall and the new Paleontology Hall. The Downtown Houston Festival by Consumer Energy Alliance hosted Energy Day, which provided free tours of downtown building stones. HGS sponsored a family-friendly geology field trip to High Island.
- Visitors joined paleontologists at the Texas Memorial Museum to celebrate National Fossil Day and learn about paleontology.

Utah

- The governor of Utah declared October 14-20 to be Earth Science Week.
- Capitol Reef National Park held special events for visitors to celebrate Earth Science Week and National Fossil Day. Visitors participated in a variety of hands-on activities, including paleontology and geology hikes, mock fossil digs, and making fossil molds.

Vermont

- The Vermont Geological Survey promoted Earth science activities and geologic mapping activities among educators.

Virginia

- Virginia Tech's Museum of Geosciences hosted a Geofair and Mineral Show for Earth Science Week. The event included hands-on, family-friendly geoscience activities, including mineral and gem identification, fossil excavation, earthquake safety, groundwater, fluorescent rocks, the OmniGlobe display, and more.
- Henrico County Public Schools promoted National Fossil Day Art and Photography Contest among its students.

Washington

- The governor of Washington declared October 14-20 to be Earth Science Week.
- The Washington State Library hosted an Earth Science Week Rock Auction. The silent auction featured fossils, minerals, and crystals.
- To honor the Pacific Northwest's geologic and biologic past, the Stonerose Interpretive Center hosted its 2nd Annual National Fossil Day Celebration. Events included an open house, fossil identification courses, tours of the fossil collection, presentations, and staff-led digs.

West Virginia

- The Clay Center celebrated National Fossil Day by inviting visitors to learn about various fossils at the center, including mastodon jawbones and petrified palm trees.

Wisconsin

- The Wisconsin Geological and Natural History Survey promoted Earth Science Week via social media among science educators and the general public.

Wyoming

- The governor of Wyoming declared October 14-20 to be Earth Science Week.

International Events

Australia

- Geoscience Australia's Earth Science Week activities included the Geologi short film competition, Top GeoShot photo contest, and a Careers Expo.

Brazil

- Students from the Colégio Estadual Paulo Freire, Rio de Janeiro, celebrated Earth Science Week by filming a short video on a geoscience topic.

Canada

- EarthCache events were held in Canada as part of Earth Science Week 2012.

Germany

- Germans held EarthCache events as part of Earth Science Week 2012.

India

- The Science Centre in Pune celebrated Earth Science Week with field activities. Researchers participated in a field excursion, and participants heard career talks/
- Gurneet Kaur Chhabra of Dilsukhnagar won Earth Science Week's Photo Contest.

Philippines

- For Earth Science Week, Christian Aid, an international development charity, launched *Big River Rising*, an interactive documentary on the importance of science in helping Filipino slum dwellers cope with the monsoon flooding.

Turkey

- The Department of Geological Engineering at Cumhuriyet University held hands-on activities in celebration of Geologic Map Day.

United Kingdom

- The Geological Society of London featured Paleocast, a series of paleontology podcasts featuring interviews with academics on their fossil research.
- The Royal Society Summer Science Exhibition showcased science institutions across the United Kingdom. The event hosted 20 exhibits, where visitors spoke with scientists about their research, attended talks, and heard panel discussions.
- EarthCache events were held as part of Earth Science Week.

Because of the large and increasing number of news clippings citing Earth Science Week activities and resources, the print edition of the print report no longer includes clippings. To view the hundreds of press releases and news items promoting awareness of Earth Science Week each year, please go online to www.earthsciweek.org/highlights. Thank you for helping us in our efforts to conserve resources and protect the environment.