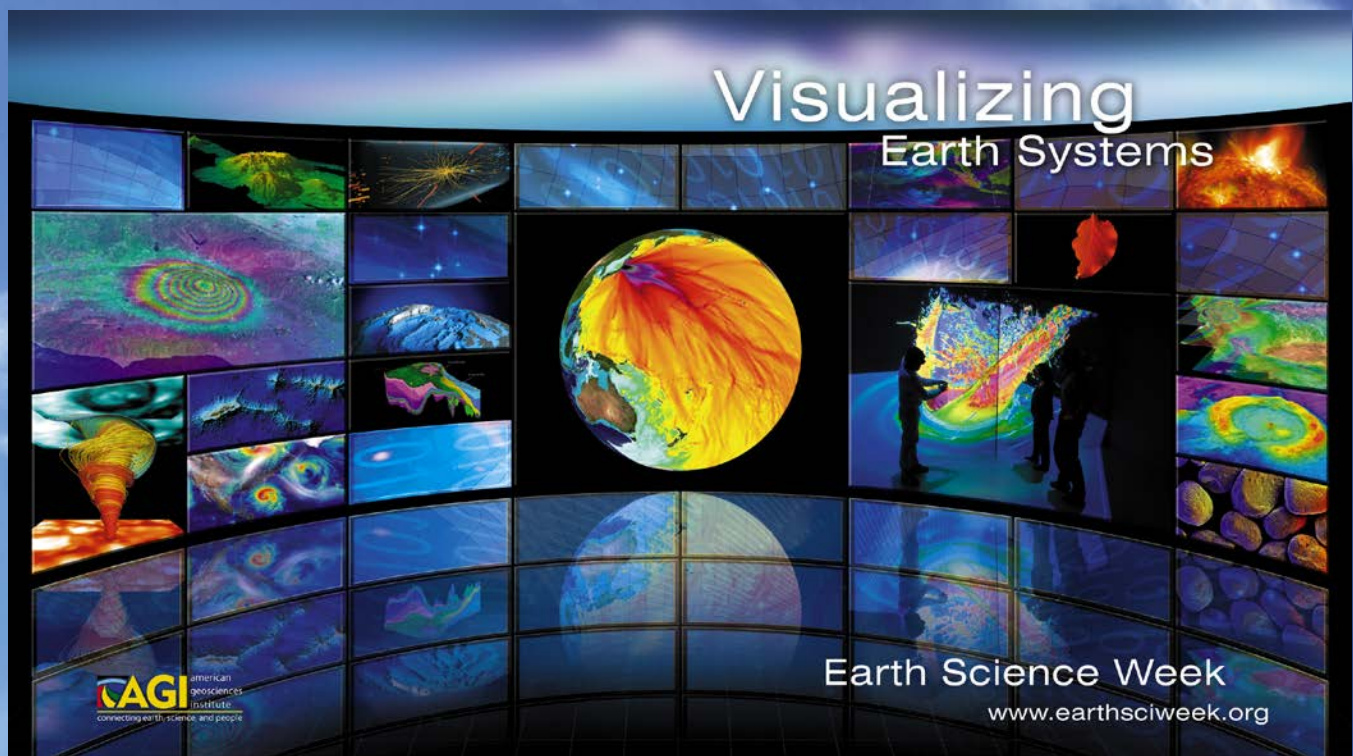


# Earth Science Week 2015: Visualizing Earth Systems

## Highlights and News Clips



**EARTH  
SCIENCE  
WEEK**

**AGI** american  
geosciences  
institute  
connecting earth, science, and people



# Earth Science Week 2015: Visualizing Earth Systems

## Highlights and News Clips

Copyright ©2016 by  
the American Geosciences Institute.  
ISBN-13: 978-1530730889  
ISBN-10: 1530730880

American Geosciences Institute  
4220 King Street  
Alexandria, VA 22302 U.S.A.  
[www.americangeosciences.org](http://www.americangeosciences.org)  
703-379-2480

If you have comments concerning this report, please contact:  
Ed Robeck, Ph.D.  
Director, Department of Education and Outreach  
Director, Center for Geoscience and Society  
American Geosciences Institute  
703-379-2480 x245  
[ecrobeck@agiweb.org](mailto:ecrobeck@agiweb.org)

News Clips [www.earthsciweek.org/highlights](http://www.earthsciweek.org/highlights)

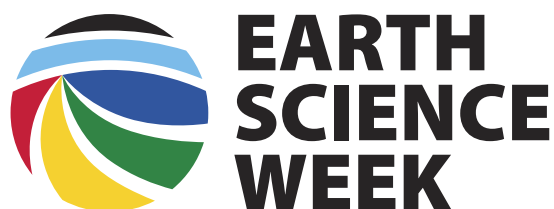
Because of the large and increasing number of news clippings citing Earth Science Week activities and resources, the print edition of the print report no longer includes clippings. To view the hundreds of press releases and news items promoting awareness of Earth Science Week each year, please go online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

## Table of Contents

2	<b>Highlights and News Clips: Earth Science Week 2015</b>
2	Introduction
3	<b>Earth Science Week 2015: Summary of Activities</b>
3	Overview
4	Key Partnerships and Efforts
10	Earth Science Week Toolkits
10	Web Resources
11	Newsletter
12	National Contests
13	Earth Science Teacher Award
13	Events
14	Citywide Celebrations
15	AGI Promotions
15	Official Proclamations
15	Publicity and Media Coverage
16	External Evaluation of Earth Science Week 2015: Key Findings
17	Earth Science Week Sponsors
17	Earth Science Week Program Partners
18	Earth Science Week 2015 Events and Activities by State and Territory
24	International Events

Published and printed in the United States of America. All rights reserved. No part of this work may be reproduced or transmitted in any form or by any means, electronic or mechanical, recording, or any information storage and retrieval system without the expressed written consent of the publisher.

Front cover: 2015 ESW poster design by Julie DeAtley. Front and back cover background ©Shutterstock.com/Pakhnyushcha.





# Highlights and News Clips: Earth Science Week 2015



Finalist entry to the Earth Science Week 2015 Photography Contest by James Saunders.

## Introduction

Held October 11-17, 2015, the 18th annual **Earth Science Week** celebrated the theme of “**Visualizing Earth Systems**.” The 2015 event, like past celebrations, promoted public and professional awareness of Earth science in education and society.

“With this theme, Earth Science Week explores what it means to see our planet through eyes informed by the geosciences,” said AGI Outreach Manager Geoff Camphire in announcing the theme of the celebration. “In addition to tools such as telescopes and microscopes, we also can view and map changes in natural systems through new avenues such as computer games, smartphone apps, and online videos.” Earth Science Week 2015 learning resources and activities promoted awareness of geoscience visualizations.

AGI organizes Earth Science Week as a service to member societies, with generous help from partners that provide funding, donate materials, organize events, and publicize the event. Funding partners in 2015 included the U.S. Geological Survey (USGS); American Association of Petroleum Geologists (AAPG) Foundation; National Park Service; National Aeronautics and Space Administration (NASA); American Geophysical Union (AGU); Geological Society of America (GSA); Association of American State Geologists (AASG); Society for Mining, Metallurgy and Exploration (SME); Archaeological Institute of America (AIA); Howard Hughes Medical Institute; and Esri.

Earth Science Week **participation remained strong**. People in all 50 states and more than seven countries

participated in events and activities. The Earth Science Week website received over 540,000 page views in 2015. 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 on page 18. 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 on the Earth Science Week website ([www.earthsciweek.org/highlights](http://www.earthsciweek.org/highlights)), which features press releases and other items by members of the geoscience community, as well as news media promoting Earth Science Week. Television and radio news programs covered Earth Science Week on local stations in several states. Each year, web, print, and broadcast media coverage of Earth Science Week reaches more than **50 million people**.

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 2015 events and publicity inspires you to develop your own activities next year. Please visit [www.earthsciweek.org](http://www.earthsciweek.org) for event planning, materials, resources, and support. Contact Earth Science Week staff at [info@earthsciweek.org](mailto:info@earthsciweek.org) for assistance in planning for Earth Science Week.



# Earth Science Week 2015: Summary of Activities



Entry to AGI's 2015 Earth Science Week Photography Contest by Simon Lucas Taylor.

## Overview

More than 50 million people gained a new awareness of the geosciences through the 18th annual Earth Science Week. People worldwide learned about Earth science through program promotions, education efforts, news media, and Internet coverage. The event celebrated the theme “Visualizing Earth Systems” by promoting awareness of the many ways scientists monitor and represent information about Earth systems.

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 11.

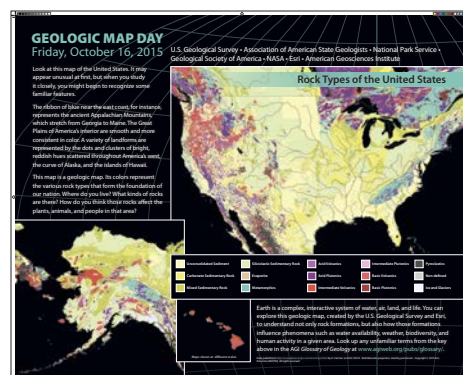
AGI's “Big Ideas of Earth Science” videos and activities allowed students to explore core concepts on **Earth Science Literacy Day**, October 12.

Schools nationwide held activities for **No Child Left Inside Day** on October 13, encouraging students to explore geoscience topics firsthand outdoors.

The fifth annual **National Fossil Day**, October 14, invited young people to learn about paleontology at parks and other locations across the country.

**Geoscience for Everyone Day**, October 15, reached out to underrepresented groups, including women, minorities, and people with a range of abilities.

The third annual **Geologic Map Day**, October 16, offered resources to help young people explore the study, uses, and importance of geologic maps.



Katelyn Murtha, AGI

Finally, for the first time, program participants explored archaeological wonders on **International Archaeology Day**, October 17.

Internationally, students and others in Australia, Cameroon, China, Germany, Grenada, Ireland, 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 2015, AGI forged partnerships with several organizations and pursued signature initiatives:

AGI recently expanded eligibility for its Earth Science Week photo contest to allow members of **AGI International Affiliates** and international members of AGI Member Societies to participate. Previously open only to U.S. residents, the photo contest has always been a major part of Earth Science Week.

Educators seeking teaching resources and other support were directed by AGI to the **American Association of Petroleum Geologists** (AAPG) and the AAPG Foundation, both longtime supporters of Earth Science Week. In addition, Earth Science Week promoted awareness of AAPG's Distinguished Lecturer program. AAPG Student Chapters received kits. Earth Science Week's 2015 activity calendar featured a classroom activity by AAPG. And program participants were encouraged to compete to win the AAPG Teacher of the Year award for a U.S. K-12 geoscience educator.

AGI supported the **Austin Earth Science Week Consortium's** celebration in Texas in 2015 by donating posters and other educational materials. Hundreds of middle-school students attended a career fair and participated in activities.

The **American Geophysical Union** (AGU) continued its role as a supporting program partner in 2015 with the contribution of funds as well as expertise. Earth Science Week's 2015 activity calendar featured an AGU Surficial Features classroom activity. AGU's annual meetings, professional development workshops, programs for college students, print and electronic resources, GIFT workshops, and new "LEARN With AGU" video series were promoted through the Earth Science Week e-newsletter, website, and activity calendar. Earth Science Week staff also presented at the Exploration Station during AGU's Fall Meeting in San Francisco, sharing the wonder of geoscience with visiting families. In addition, AGU provided an Eos.org sticker for the educator kit.

Earth Science Week 2015 promoted awareness of the **American Institute of Professional Geologists** (AIPG), an AGI member society that advocates for geologists and certifies their credentials. AIPG offers several PowerPoint presentations online for free download, presenting career information for young, newly graduated geoscientists.



Image credit: ©Shutterstock.com/beboy

Earth Science Week 2015 directed participants' attention to the upcoming celebration of Earth Observation Day (EOD) in early 2016. EOD, a STEM educational outreach event of **AmericaView** and its partners, aims to engage students and teachers in remote sensing as an exciting and powerful educational tool.

**Anadarko Petroleum Corporation** was a key supporter of and participant in the Earth Science Week Houston and Earth Science Week Denver Stakeholder Receptions, during which education, business, government, and community leaders discussed strategies for strengthening geoscience education in those cities.

The **Archaeological Institute of America** (AIA), a continuing Earth Science Week partner and supporter, provided a classroom activity on "space archaeology" for the program's 2015 activity calendar. In addition, the program promoted awareness of and participation in AIA's International Archaeology Day, which takes place annually on the final day of Earth Science Week.

Earth Science Week directed participants' attention to the **Association of American Geographers** (AAG), an AGI member society that offers an array of web resources for K-12 and college-level instruction. Reinforcing the theme of "Visualizing Earth Systems," materials support geographic approaches to Earth science education.

## • KEY PARTNERSHIPS AND EFFORTS

For example, Geographic Advantage, an educational companion for the National Research Council's "Understanding the Changing Planet," outlines teaching strategies and investigations that show students how geographers use maps to explore environmental change.

The **Association of American State Geologists** partnered with AGI and the USGS to support the third annual Geologic Map Day during Earth Science Week 2015. State geologists nationwide made geologic maps of their states available on their websites for students to use in classroom activities on Geologic Map Day.

**Belize Natural Energy** (BNE) was a key supporter of and participant in the Earth Science Week Denver 2015 Stakeholder Reception, which convened community leaders from various sectors to discuss strategies for improving geoscience education. BNE's Susan Morrice generously hosted and addressed guests at the reception in Denver.

Encouraging educators to make use of the resources offered by the **Association of Environmental and Engineering Geologists** (AEG) to its members, Earth Science Week 2015 turned a spotlight on AEG's technical publications, section and chapter meetings, and special educator sessions at the AEG annual meeting.

Earth Science Week promoted awareness of a website of great value to educators, AGI's **Center for Geoscience & Society**. The center enhances geoscience awareness across all sectors of society by generating new approaches to building geoscience knowledge, engaging the widest possible range of stakeholders, and creatively promoting existing and new resources and programs.



Program participants learned about three online videos by the **Center for Ocean Sciences Education Excellence** (COSEE) depicting dramatic changes in Alaska's marine ecosystems through interviews with scientists. The videos were produced by COSEE Alaska in cooperation with other geoscience organizations.

The **Critical Zone Observatories** provided an informational flyer on connectivity of global ecosystems for the Earth Science Week Toolkit in 2015.

Leading the charge to incorporate GIS (geographic information system) technology and mapping software in Earth science education, **Esri** provided educators with useful resources and information during Earth Science Week 2015. For example, Esri launched a new online educational resource called GeoInquiries for Earth Science. These free, bite-sized activities make use of topical web maps and lessons tied to standards and key textbooks. Earth Science Week, in turn, promoted GIS Day, November 18, to raise awareness of geographic information systems. GIS Day 2015 events allowed users of geographic information systems across the country and around the world to demonstrate real-world applications that make a difference in society. Esri, a GIS Day sponsor and longtime Earth Science Week partner, also served as a partner in the Geologic Map Day initiative in 2015. In addition, Earth Science Week's 2015 activity calendar featured an activity from Esri, and the educator kit contained an Esri bookmark. Program participants learned about instructor-led training classes as well as "virtual campus" web-based training courses offered by Esri.

**ExxonMobil**, a longtime Earth Science Week partner, continued its support of the program. Earth Science Week participating educators were invited to apply to take part in two training events in 2015. ExxonMobil Exploration and AGI held a K-5 Earth Science/STEM Teacher Leadership Academy in Houston in June. Also, a Middle School Earth Science/STEM Teacher Leadership Academy was held in July. Each academy provided teachers with Earth science content, hands-on activities, resources, and field experiences they could use with students in the classroom and with their colleagues in professional development. In addition, ExxonMobil was a major supporter of and participant in Earth Science Week Houston 2015, during which ExxonMobil's Stephen Greenlee was a featured speaker at the Houston Stakeholder Reception.



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





Image credit: ©Shutterstock.com/Catalin Petolea

also organized International EarthCache Day at the start of Earth Science Week 2015, provided a learning activity for the calendar, and contributed as an active partner in the Geologic Map Day initiative.

The **Geological Society of London (GSL)**, an AGI member society, provided two online resources for learning about key geoscience topics. Electronic map-based resources were the focus of GSL's Plate Tectonics page. In addition, a site was launched to accompany GSL's Rock Cycle online module.

Program participants were directed to **Geology.com**, a major Earth Science Week partner which provides a variety of geoscience materials including daily Earth science news, maps, an online dictionary of Earth science terms, and information on geoscience careers, as well as resources for teachers, including links to lesson plans from major Earth science organizations. Geology.com, in turn, covered Earth Science Week announcements, programs, and activities throughout the year.

**Google** became an Earth Science Week partner in 2015, contributing a flyer for the educator kit that provides an overview of Google Geo Education online resources.

The **Howard Hughes Medical Institute (HHMI)**, a continuing program partner, provided key materials for the Earth Science Week 2015 Toolkit. Prized components of this year's kit were a Mass Extinctions poster and an Anthropocene poster. In addition, program participants were invited to sign up for an HHMI half-day course called "Welcome to Anthropocene" at the GSA conference in Baltimore.

To help teachers and students delve into the science behind current events, Earth Science Week directed them to "Recent Earthquake Teachable Moments," a website 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 with, for example, the magnitude-7.0 earthquake that shook southern Indonesia on February 27, 2015.

The **Minerals Education Coalition (MEC)** of the Society for Mining, Metallurgy, and Exploration, an AGI member society, supported Earth Science Week in 2015. MEC provided three bookmarks on geoscience careers for the 2015 educator kit. MEC played a major role in Earth Science Week Denver in 2015. Earth Science Week's 2015 activity calendar featured a classroom activity from MEC. And program participants received information about a series of MEC podcasts with industry experts, showing students how an interest in STEM subjects can lead to a rewarding career in the mining industry.

The **National Academy of Sciences** provided an "Arctic Matters" poster, illuminating global effects of arctic change, for the Earth Science Week 2015 Toolkit. In addition, the National Academies invited program participants to attend "Arctic Matters Day," an event organized as part of a larger initiative to raise awareness about rapid Arctic climate change and how it affects society worldwide.

Earth Science Week directed participants' attention to a joint effort by AGI and the **National Association of Geoscience Teachers (NAGT)** to strengthen implementation of the Next Generation Science Standards (NGSS) at the state level. An NGSS Summit of education leaders was conducted in April 2015, and science educators were invited to participate in a free webinar and join the discussion online. Earth Science Week participants learned about NAGT's Outstanding Earth Science Teacher Awards and Dorothy Stout Professional Development Grants. Program participants also were encouraged to take part in an NAGT webinar on helping Earth science educators use teaching resources for implementation of the Next Generation Science Standards.

**NASA**, a founding partner of Earth Science Week, provided a unique NASA Visualizing Earth Systems booklet and DVD set for the Earth Science Week 2015 Toolkit. Earth Science Week's 2015 activity calendar also featured a classroom activity from NASA. Earth Science Week promoted awareness of NASA's online offerings, such as SciJinks and Climate Kids, throughout the year.

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. At the National Science Teachers



**• KEY PARTNERSHIPS AND EFFORTS**

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 2015 poster in their association newsletter, and Earth Science Week 2015 Toolkit recipients received a NESTA bookmark.

Earth Science Week raised awareness of **National Environmental Education Week** (EE Week), the nation's largest environmental education event. Focusing on "Greening STEM: Surrounded by Science," EE Week connected educators with resources to promote K-12 students' understanding of the environment.

Earth Science Week promoted the **National Ground Water Association's** (NGWA) Ground Water Awareness Week in March 2015 as well as NGWA's new Protect Your Groundwater Day program in September 2015, advocating water conservation and contamination. The AGI member society offers Ground Water Adventures, a website providing educational activities for young people.

The **National Oceanic and Atmospheric Administration** (NOAA) provided GPS Adventures learning materials for the Earth Science Week Toolkit. Earth Science Week's 2015 activity calendar featured an Ocean Acidification activity from NOAA. In addition, Earth Science Week 2015 directed participants to NOAA's online multimedia education resources, including lesson plans, real-world data, instructional games, videos, and more.

A longtime Earth Science Week partner, the **National Park Service** (NPS) continued for the sixth 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. Posters illuminating both geologic and atmospheric resources of the parks, appearing in the Earth Science Week 2015 Toolkit, successfully continued the series of park posters produced collaboratively by the agency and AGI. The agency also served as a partner in the Geologic Map Day initiative in 2015. Earth Science Week's 2015 activity calendar also featured a Find Your Park classroom activity from the agency.

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 websites, and even soil songs.

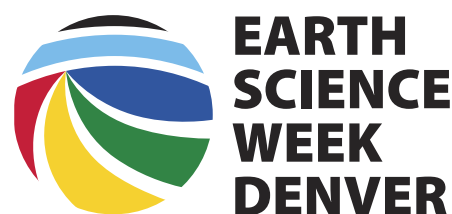
For Earth science teachers and students searching for the most up-to-date information on climate change,

Earth Science Week 2015 highlighted a **National Science Foundation** (NSF) website. 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 2015, reaching science educators nationwide. Program participants learned about "Freebies for Science Teachers" on the NSTA website. Also, AGI exhibited once again at the NSTA Annual National Conference, sharing Earth Science Week and other education material for science teachers.

**The Nature Conservancy**, which offers informational resources ideal for educators aiming to teach about a wide range of geoscience topics, was promoted through Earth Science Week. Videos, webcasts, articles, and other materials conveyed the work of scientists engaged in conservation efforts around the world.

**Newmont Mining Corporation** was a key supporter of and participant in the Earth Science Week Denver Stakeholder Reception, during which Newmont's Marcelo Godoy addressed attendees regarding the importance of geoscience education.



Earth Science Week raised awareness of Houston's **Off-shore Energy Center** (OEC), which offered educational resources for Earth science teachers. 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.

As detailed in the Earth Science Week newsletter, the **Oklahoma Energy Resources Board** (OERB) provides materials and services to improve the lives of Oklahomans and others through education and restoration. OERB educational resources such as the "Career Paths" web page provide information on careers in the Earth sciences.

Gearing up for National Fossil Day, Earth Science Week directed program partners' attention to the

## • KEY PARTNERSHIPS AND EFFORTS

**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. Earth Science Week's 2015 activity calendar featured a Make Your Own Powers of Ten classroom activity from the organization, and the educator kit included PRI flyer outlining principles for fieldwork.

**Partners in Resource Education (PRE)**, a longtime program partner, provides activities focusing on the geoscience of conservation. The 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 2015, PRE collaborated to promote awareness of Earth Science Week, and vice versa.

Through the NOVA Education program, **PBS** (Public Broadcasting Service) provided a postcard for the educator kit promoting the network's "Making North America" television program, which provided an introduction to geoscience concepts to a mass audience in November 2015. PBS, in turn, promoted awareness of Earth Science Week.

**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. In addition to promoting awareness of SEED's site and other resources, 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 periodically 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. In addition, Earth Science Week's 2015 activity calendar featured a SEED activity. Finally, Schlumberger was a major supporter of and participant in Earth Science Week Houston 2015, during which Schlumberger's Dan Domeracki was a featured speaker at the Houston Stakeholder Reception.

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



Image credit: ©Shutterstock.com/iofoto

Program participants received information about **Smithsonian Education**, which offers a fascinating exploration of Earth's soil with its "Dig It! The Secrets of Soil" exhibition. Information, videos, expert instruction, and activity sheets are available online.

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. SEG also provided a geoscience careers brochure for the Earth Science Week 2015 Toolkit.

Advanced by the **Society of Petroleum Engineers (SPE)**, the Energy4Me program offers teachers a collection of tools for teaching about oil, gas, and other energy sources, including classroom activities, experiments, and presentations, as well as teacher workshops and energy education materials for the classroom. The program provided a bookmark on "smart energy choices" for the Earth Science Week 2015 Toolkit.

The **Soil Science Society of America (SSSA)**, a longtime program partner, provided an "International Year of Soils" magnetic bookmark for the 2015 educator kit.



preparing program participants for the 2015 global celebration of soil science. SSSA 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. Earth Science Week's 2015 activity calendar featured a classroom activity courtesy of SSSA.

**StudentEnergy.org** provided a card for the Earth Science Week 2015 Toolkit featuring information on the program's energy science education resources available online.

For the Earth Science Week 2015 Toolkit, **UNAVCO** provided a poster dealing with tectonic motions of the western portion of the United States, as well as geoscience research and education using geodesy.

The **U.S. Bureau of Land Management**, a continuing Earth Science Week partner, provided a flyer including a dinosaur activity sheet for the 2015 educator kit.

Educators were invited to use a Climate Activities booklet and an ARM Climate Research Facility bookmark provided for the Earth Science Week 2015 Toolkit by the **U.S. Department of Energy**. Also, participants learned of DOE's Energy Education & Workforce Development website, which offers hundreds of K-12 lesson plans. DOE's Office of Energy Efficiency & Renewable Energy website offered classroom activities and materials for K-12 science instruction. Additionally, educators were invited to explore the theme of "Visualizing Earth Systems" by checking out DOE's websites for the National Renewable Energy Laboratory, the Energy Information Administration, and Open Energy Information. Finally, Earth Science Week participants were made aware that AGI's Center for Geoscience & Society produced education materials, including videos in English and Spanish, education guides, a "quick start" guide to energy literacy, lesson connections, and guidance on aligning energy literacy lessons with the Next Generation Science Standards. Essential Principles and Fundamental Concepts for Energy Education resources were made available on the DOE website.

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 2015, National Wildlife Refuge Week also was held October 11-17. The event, celebrating the richness of the 550 units that make up



Image credit: ©Shutterstock.com/naD photos

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 a flyer on monarch butterflies for the Earth Science Week 2015 Toolkit.

Earth Science Week participants learned about online education resources offered by the **U.S. Geological Survey (USGS)**, a longtime Earth Science Week partner and supporter, 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. For the Earth Science Week 2015 Toolkit, USGS provided a flyer on the many excellent educational and instructional resources available through the USGS Education website. Just in time for the Earth Science Week 2015 theme of "Visualizing Earth Systems," for example, Park Geology in 3-D allows students and teachers to view the striking effects of the atmosphere and the hydrosphere on the geosphere in our National Parks. Also, USGS continued its leadership role as a founding partner of Geologic Map Day in 2015, providing support as well as its National Geologic Map Database's MapView, which offers a mosaic view of published geologic maps. At the end of Earth Science Week 2015, participants were encouraged to join USGS in a weekend #GeoViz Hackathon, which supported the theme of "Visualizing Earth Systems" by exploring how USGS can communicate science and visualize data in more engaging and interactive ways.

Earth Science Week promoted awareness of **Windows on Earth**, an online educational project that features photographs taken by astronauts on the International Space Station. The site is operated by TERC, an educational non-profit, in collaboration with the Association of Space Explorers (the professional association of flown astronauts and cosmonauts), the Virtual High School, and CASIS (Center for Advancement of Science in Space). The images help show Earth from a global perspective.

PLAN!T NOW's **Young Meteorologist Program** takes students on a severe weather preparedness adventure while learning about severe weather science and safety. Promoted by Earth Science Week, the program was developed in partnership with the National Oceanic and Atmospheric Administration's National Weather Service and the National Education Association. Young Meteorologists are shown opportunities to put their knowledge to work in hands-on activities and community service projects.

## Earth Science Week Toolkits

Across the country, AGI distributed some **16,000 Earth Science Week Toolkits** to teachers and geoscientists in 2015. The number of state geological surveys requesting complimentary kits for distribution was 31, and the number of AGI member societies requesting complimentary Earth Science Week Toolkits for distribution was 18. 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 a number of countries overseas.

The 2015 toolkit featured AGI's traditional Earth Science Week poster, education and outreach flyer, and school-year calendar showcasing geoscience classroom investigations and important dates of Earth science events. Program partners' contributions made the Earth Science Week 2015 Toolkit one of the richest in recent years.



Finalist entry to the Earth Science Week 2015 Visual Arts Contest by Ava Chang.

## Web Resources

The Earth Science Week website ([www.earthsciweek.org](http://www.earthsciweek.org)) delivers essential resources for educators throughout the year. A recent redesign and new features made it easier than ever to find key programs, publications, and educational tools. The redesigned site offers a more attractive presentation, streamlined functionality, and user-friendly interface.

As in past years, the **Earth Science Week website** was updated regularly to reflect the new theme, contests, proclamations, events, initiatives, and classroom activities for 2015. The entire site received more than 540,000 page views. Within the site, the Classroom Activities pages received over 346,000 views. Contests pages received nearly 27,000 views. Geologic Map Day pages received nearly 15,000 views.

Kicking off the 2015 event in style, AGI released a new **Earth Science Week promotional video** trumpeting the importance of the geosciences and the celebration's role in promoting public awareness. This brief, exciting, eye-popping video answers key questions: Why is Earth science a big deal? How does Earth Science Week help promote learning and teaching about the subject? And what can students, educators, community partners, and others do to get involved?

A major addition in 2015 was an educational resource offered by the Earth Science Week website to support the year's theme. The new **"Visualizing Earth Systems"** page links users to dozens of recommended visualizations dealing with energy, climate, minerals, water, hazards, and other topics. In addition, the page links users to overviews of these topics provided by AGI's Critical Issues Program. Users are invited to help improve the page by sharing their favorite Earth science visualizations.

Another new resource added to the website was the **"Earth Science Week Innovations"** page. As program participants learned, 2015 brought a new Visualizing Earth Systems resource, Citywide Celebration Stakeholder Receptions, an Earth Science Week video, materials from partners including Google and Student Energy, and much more. As the new Innovations page shows, Earth Science Week has added to its bursting clearinghouse of educational resources, activities, and initiatives available to participants each year throughout its history.

Once again AGI offered four quarterly **Earth Science Week Webcasts** in 2015, expanding the program's use of online formats and media for public outreach. The



free webcasts provided lively overviews of Focus Days (spring), Contests (summer), the Toolkit (autumn), and the Roy Award (winter). Each roughly five-minute tutorial includes a wealth of online links, which viewers can click during the narrated presentation to review available resources.

Program participants were encouraged to visit the continually updated Earth Science Week **Classroom Activities** page for more than 130 free learning activities, most of them contributed by leading geoscience agencies and groups. Activities are organized and searchable by various criteria, including specific Earth science topics. To find the perfect activity for a lesson, teachers can search by grade level and science education standard. Maybe most useful, they also can search among 24 categories of Earth science topics, from energy and environment to plate tectonics and weathering. This may be why Classroom Activities rank as one of the program's most popular online offerings, with 96 percent of survey respondents rating it as "useful" or "very useful."

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 2015 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 website also provides dozens of classroom activities linked to the "big ideas."

Those hosting events during Earth Science Week 2015 were invited to let people know about it at **Events in Your Area**. This web page provided information on events taking place through program partners in each state. In addition, events and groups could be listed

in **Earth Science Organizations**, an online map that offers clickable links to Earth Science Week events taking place at parks, museums, science and technology centers, university geology departments, local geological societies, and other nearby locations.

A page dedicated to **Geoscience Career, Scholarship, and Internship Resources** was added to the program website. Another page of **Links** was included 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 wilderness fires.

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 website, 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. The number of people learning about Earth Science Week through social media soared in 2015, as tens of millions of people received program information through Facebook and Twitter.

## Newsletter

The monthly **Earth Science Week Update** newsletter reached over 8,100 teacher, student, and geoscientist subscribers in the past year, an increase of 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 97 percent of survey respondents rating it as "useful" or "very useful."

Winning entry to the Earth Science Week 2015 Photography Contest by Mary Lide Parker.



## National Contests

AGI held three contests in connection with Earth Science Week for the 14th 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. Earth Science Week expanded eligibility for its photo contest to allow **international members of AGI Member Societies and AGI International Affiliates** to participate.

The three contests continued to provide ways for many people to participate in Earth Science Week. Photos, art, and essays were submitted by hundreds of people. Each first-place winner received \$300 and a copy of AGI's The Geoscience Handbook. Entries submitted by winners and finalists were posted online.

Anna Lee of Suwanee, Georgia, won first place in the visual arts contest with a creative painting showing colorful connections among Earth systems in her community. Finalists were Akhshith Rengaraju, Swetha Karthikeyan, Nia Maheshwari, and Ava Chang. Students in grades K-5 made two-dimensional artworks illustrating the theme "**Picturing Earth Systems.**" Mary Lide Parker of Chapel Hill, North Carolina, won first place in the photo contest with her image of hiking along a frigid cliffside. Finalists were Simon Lucas Taylor, Orion Martin, Ezra Hanlin, and James Saunders. Submissions illustrated the theme "**Earth Systems Interacting.**" Henry Harris of Virginia Beach, Virginia, won first place in the essay contest with his paper on "Soil Moisture and Its Importance to Society." Finalists were Cayden Martin, Leif Darnall, Alexandra Perez, and Omar Khan. Students in grades 6-9 wrote essays of up to 300 words addressing this year's theme, "**Earth Science Visualization Today.**"



Winning entry to the Earth Science Week 2015 Visual Arts Contest by Anna Lee.



## Earth Science Teacher Award

For the eighth consecutive year, AGI and the AGI Foundation offered the **Edward C. Roy, Jr. Award for Excellence in K-8 Earth Science Teaching**. John Russell, a teacher at Columbia Secondary School for Math, Science, and Engineering in New York City was named the 2015 recipient of the Edward C. Roy, Jr. Award for Excellence in K-8 Earth Science Teaching. Russell, who earned his master's degree in adolescent education from Pace University, has spent his career challenging students in eighth through twelfth grade by integrating research into authentic experiences for students in Earth sciences.

Russell received a \$2,500 prize and an additional grant of \$1,000 to enable him to attend the National Science Teachers Association 2015 National Conference to accept the award during a reception hosted by the National

Earth Science Teachers Association. Finalists for the award were James Christopher Spiegl of Montgomery Bell Academy in Pegram, Tennessee, and Mary Jean Tykoski of Cooper Junior High School in Wylie, Texas.

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 2015 kicked off on Sunday, October 11, 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 12, 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 website offers dozens of related classroom activities.

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 2015, students and educators nationwide were invited to take part on the Tuesday of Earth Science Week, October 13. 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.

Earth Science Week featured the return of a popular event on Wednesday, October 14, 2015. In partnership with the National Park Service (NPS), AGI helped conduct **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 website 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. Finally, AGI collaborated with NPS partners and other geoscience organizations to conduct the sixth annual National Fossil Day event in Washington, D.C. NPS and the Smithsonian Institution collaborated to host the National Fossil Day Celebration at the Smithsonian's National Museum of Natural History.

Program participants were invited to join the Earth Science Week team in encouraging everyone — including women, minorities, and people with a range of abilities — to explore geoscience careers on **Geoscience**

## • CITYWIDE CELEBRATIONS

**for Everyone Day**, Thursday, October 15. Educators welcomed geoscientists into the classroom to speak. Geoscientists visited schools and volunteered at science centers. Others organized scout events, led field trips, and held special “Take Your Child to Work Day” events. The aim was to open a young person’s eyes to the world of Earth science. Doing so, participants supported the efforts of AGI member societies such as the Association for Women Geoscientists and the National Association of Black Geoscientists in raising awareness of the remarkable opportunities available to all young people in the Earth sciences. The program website directed participants to “Visiting Geoscientists: An Outreach Guide for Geoscience Professionals,” a handbook co-produced by AGI and the American Association of Petroleum Geologists’ Youth Education Activities Committee.

The fourth annual **Geologic Map Day** held on Friday, October 16, 2015, promoted awareness of the study, uses, and 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 2015 was hosted by the U.S. Geological Survey and the Association of American State Geologists in partnership with AGI, along with additional partners including the National Park Service, the Geological Society of America,

NASA, and Esri. 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 2015 Toolkit contained a Geologic Map Day poster that provided geologic maps, plus step-by-step instructions for a related classroom activity. Additional resources for learning about geologic maps were featured on the Geologic Map Day web page of the Earth Science Week site. Activities nationwide, many led by state geologic surveys, spurred learning in schools.

Earth Science Week 2015 reached its climax with **International Archaeology Day** on Saturday, October 17. The event was a celebration of archaeology and the thrill of discovery. Every October, archaeological programs and activities for people of all ages and interests are presented by the Archaeological Institute of America and archaeological organizations across the United States, Canada, and elsewhere. Programs included a family-friendly archaeology fair, a guided tour of a local archaeological site, a simulated dig, and a lecture or a classroom visit from an archaeologist. In every case, interactive, hands-on International Archaeology Day programs provided the chance for participants to indulge their inner “Indiana Jones.”

## Citywide Celebrations

Two city-specific celebrations served as major centers of public awareness activities during Earth Science Week 2015. **Earth Science Week Houston** and **Earth Science Week Denver** both extended and deepened the reach of the successful Earth Science Week campaign with special events, educational materials, online resources, and activities in schools and other settings. In the Denver area, partners include Susan Morrice of Belize Natural Energy, Anadarko Petroleum Corporation, and Newmont Mining Corporation. In Houston, major partners include ExxonMobil, Schlumberger, and Anadarko.

New to the Citywide Celebrations, AGI conducted **Stakeholder Receptions** to gather, honor, and facilitate continuing partnerships among government, nonprofit, and private-sector organizations in the geosciences in Denver and Houston. Speeches, presentations, and discussions explored issues relevant to the geoscience community.

To support these celebrations, AGI donated hundreds of Earth Science Week Toolkits and dozens of Earth Science Week Toolboxes to schools in the Houston



Image credit: ©Shutterstock.com/spirit of america

Independent School District and Denver Public Schools. These collections contained dozens of study guides, posters, disks, and other resources for Earth science education, which school officials worked with teachers to use in inspiring activities in the classroom.

In addition, AGI launched the official **Citywide Celebrations** website to provide educators, students, and families with links to additional educational resources as well as other offerings in participating cities. Program participants nationwide were encouraged to collaborate with local partners to launch their own Citywide Celebration.



## AGI Promotions

Earth Science Week promoted awareness of numerous AGI programs and resources of interest to Earth science educators, students, and enthusiasts, including AGI's Center for Geoscience & Society, the AGI Geoscience Workforce program, the William L. Fisher Congressional Geoscience Fellowship, AGI's NGSS Education Summit, the Pulse of Earth Science website, the Visiting Geoscientists guide, the Visualizing My Earth competition, AGI's Critical Issues Program, the Earth Science Organizations website, the Be a Citizen Scientist page, the Faces of Earth DVD, AGI's District Visit Days, the Why Earth Science video, and GeoConnection Network.

## Official Proclamations

Governors issued proclamations recognizing Earth Science Week 2015 in **12 states**: Alaska, Delaware, Illinois, Missouri, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Tennessee, and Virginia. 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 2015 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. Information promoting events and publicizing the celebration was featured by program partners and promoters including The American Association of Petroleum Geologists; the American Geophysical Union; the American Geosciences Institute; the American Institute of Professional Geologists; the Archaeological Institute of America; the Association of American State Geologists; the Austin Earth Science Week Consortium of Texas; the Australian Government's Geosciences Australia; California's Congressman Mike Honda; Capitol Reef National Park; Central Connecticut State University; Critical Zones Observatories; EarthSky; The Earth Story; eGIF; Esri; the Florida Geological Survey; Florida State University; Fort Hays State University; The Geological

Society; the Geological Society of America; GIS Education Community of Esri; Hands on the Land; Mesa Community College; Michigan Mineralogical Society; Michigan State Museum; New Mexico's Bureau of Geology and Mineral Resources; NASA; the National Association of Geoscience Teachers; the National Earth Science Teachers Association; the National Oceanic and Atmospheric Administration; the National Park Service; the National Science Teachers Association; New South Wales's Department of Industry, Resources, and Energy; Northwest Climate Science Center; Oregon's Department of Geology and Mineral Industries; the Pennsylvania Earth Science Teachers Association; Scotland's Our Dynamic Earth; the Society for Mining, Metallurgy, and Exploration; the Society of Exploration Geophysicists; the Society of Petroleum Engineers; the Soil Science Society of America; UNAVCO; the U.S. Bureau of Land Management; the U.S. Geological Survey; the Utah Geological Survey; the University of California, Riverside; and the Washington Department of Natural Resources. Earth Science Week was mentioned on hundreds of websites, social networks, and blogs.

**Television/Radio:** Earth Science Week was covered by television stations across the country, including 10 News Tampa Bay of CBS; ABC 19 WKPT TV of Tennessee; ABC 8 KLKN TV of Nebraska; ABC News 10 of Oregon; Bay News 9 of Florida; Late Night with Seth Meyers of NBC; and WBKB 11 of CBS. In addition, the event was covered by radio stations such as KOWB 1290 of Wyoming; WGNS 100.5 AM Radio of Tennessee; and Fun Kids Live of Digital Radio.

**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 news clippings online). AGI staff also wrote articles for the SouthEast Education Network's SEEN magazine and 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 news organizations such as The New York Times, The Washington Post Magazine, TIME for Kids, Popular Science, Smithsonian Science News, and Forbes. Additionally, the event was covered by international news publications and organizations including ABC News Australia of Australia; Ballymena and Antrim Times of Ireland; BBC News of England; The Cayman Reporter of the Cayman Islands; Daily Mail of the United Kingdom; Ein Sachse auf Reisen of Germany; Now Grenada of Grenada; PS New Australia of Australia; and World News Network with offices worldwide.

Coverage of Earth Science Week programs and activities was provided by local news organizations such as Aggregates Manager of BMC Aggregates; Alpine Avalanche of Texas; Arizona Daily Sun of Arizona; Big Island Now of Hawaii; The Bismark Tribune of North Dakota; Blue Mountain Eagle of Oregon; Bristol Herald Courier of Virginia; Camp Verde Bugle of Arizona; Cedar Valley Business Monthly of Iowa; Charlotte Parent of North Carolina; Cincinnati Museum of Ohio; The Courier-Tribune of North Carolina; East Valley Tribune of Arizona; E&P Magazine of Hart Energy; Grand Canyon News of Arizona; Harker Heights Herald of Texas; Herald Democrat of Texas; International Business Times of Australia; The Kingwood Observer of Texas; Lawrence Journal-World of Kansas; The Lawton Constitution of Oklahoma; Martha's Vineyard Times of Massachusetts; Mineral Wells Index of Texas; Moorpark

Acorn of California; News Oklahoma of Oklahoma; Ohio Earth Scientist of Ohio; PaleoAerie of Arkansas; The Paper of Texas; Philadelphia Free Press of Pennsylvania; Rapid City Journal of South Dakota; Rig Zone of Texas; Rockford Register Star of Wisconsin; Scottsbluff Star Herald of Nebraska; The Shreveport Times of Louisiana; Simi Valley Acorn of California; The South Texan of Texas; Standard Journal of Idaho; Tampa Bay Times of Florida; Tuscaloosa News of Alabama; Vineyard Gazette of Massachusetts.

More than 47,000 copies of the Earth Science Week 2015 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, and AGI's EARTH magazine.

## External Evaluation of Earth Science Week 2015: Key Findings

Following the event, AGI secured an independent contractor, PS International, to complete a formal external evaluation of Earth Science Week 2015, as it has in past years. Some 8,100 program participants were invited to participate in a survey in the closing months of 2015, with a valid response rate of 2.7 percent.

Results were overwhelmingly positive. Comparing participation last year and plans for the next year, 89 percent of survey respondents said they anticipate either increasing or maintaining level participation. That figure is roughly equal to the 88 percent who said the same the previous year.

A large majority of participants (86 percent) once again said Earth Science Week offers opportunities for teaching and promoting Earth science that they wouldn't have otherwise. Participants commented on the "exceptional materials" and the way Earth science "just fits in."

Similarly, 84 percent said program resources and activities are "very" or "somewhat" important to educating students and others about Earth science. "The resources are always up-to-date and pertinent," remarked one participant.

Most respondents find Earth Science Week and related resources highly useful, with 71 percent rating the program's overall usefulness as "excellent" or "good."

When respondents were asked to rate 20 key items from the Earth Science Week 2015 Toolkit, all were rated "very useful" or "useful" by strong majorities of participants. Online offerings received similarly high marks.

Top-rated items were AGI classroom activities, ESW e-newsletter, Big Ideas videos, ESW Toolkit ordering information, Focus Days details, USGS material, NASA visualization DVD, National Park Service posters, SSSA soil science material, Howard Hughes Medical Institute posters, UNAVCO material, SME mining resources, Esri GPS information, and Department of Energy climate material.

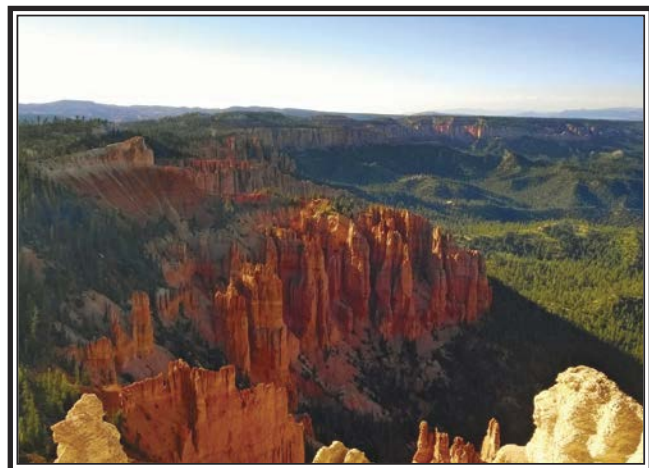
Participants said they were very active during Earth Science Week. Many reported specific activities that were highly active. For example, 92 percent reported activities categorized as "most active" (e.g., field trips and outside lessons), "active" (e.g., external speakers and open house discussions), or "somewhat active" (e.g., lesson plans and kit distribution).

Asked how Earth Science Week might be improved, the largest share of respondents (43 percent) advocated additional program materials and activities. Additional suggestions included increasing promotion, communication, and partnering. AGI uses these evaluation findings to fuel continual improvement of 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  
Society for Mining, Metallurgy, and Exploration  
National Geographic  
Association of American State Geologists  
Geological Society of America  
Archaeological Association of America  
Esri



**Finalist entry to the Earth Science Week 2015 Photography Contest by Orion Martin.**

## Earth Science Week Program Partners

American Association of Petroleum Geologists Foundation	Geological Society of America	Society of Petroleum Engineers
American Geophysical Union	Incorporated Research Institutions for Seismology	Soil Science Society of America
American Geosciences Institute	National Earth Science Teachers Association	U.S. Bureau of Land Management
Archaeological Institute of America	National Energy Education Development Project	U.S. Department of Energy
Association for Women Geoscientists	National Science Teachers Association	U.S. Fish and Wildlife Service
Association of American State Geologists	Paleontological Research Institution	U.S. Geological Survey
Consortium for Ocean Leadership	SEED: Schlumberger Excellence in Educational Development	U.S. National Aeronautics and Space Administration
Critical Zones Observatories	Society for Mining, Metallurgy, and Exploration	U.S. National Oceanographic and Atmospheric Administration
Esri	Society of Exploration Geophysicists	U.S. National Park Service
ExxonMobil		U.S. National Weather Service
		The Virtual High School

## Earth Science Week 2015 Events and Activities by State and Territory

### Alabama

- The Alabama Geological Survey distributed 50 complimentary Earth Science Week Toolkits to science educators for use in the classroom.
- The University of Alabama Museums hosted National Fossil Day events on October 14. Activities included specimen displays, demonstrations on 3-D scanning and printing of fossils, and a lecture about new fossil finds.

### Alaska

- The Alaska Public Lands Information Center arranged fossil resources and hands-on activities for students and teachers.
- The Bureau of Land Management of Alaska celebrated Earth Science Week by encouraging citizens to look out for auroras.
- The governor of Alaska issued a perpetual proclamation of Earth Science Week.
- The Alaska Division of Geological & Geophysical Surveys distributed Earth Science Week Toolkits to science educators.

### Arizona

- The Earth Science Museum and Mesa Community College joined together to celebrate the theme of “Visualizing Earth’s Systems” at their third annual Earth Science Day event. The event included a “Rock, Mineral & Fossil Roadshow,” an opportunity for students to start their own mineral collections, planetarium shows, and lectures.
- Grand Canyon National Park hosted its annual Earth Science Week and National Fossil Day celebration. Activities included ranger-led hikes exploring geologic time and paleontology lectures.

- Arizona State University presented an exhibit titled “Cruisin’ the Fossil Freeway” and hosted a scavenger hunt in honor of National Fossil Day.

### Arkansas

- The Arkansas Geological Survey promoted Earth Science Week among teachers and citizens with the distribution of related instructional materials.
- The Museum of Discovery in Little Rock hosted its second annual celebration of National Fossil Day.

### California

- U.S. Congressman Mike Honda introduced a House resolution to promote Earth Science Week and nationally recognize the event.
- To celebrate National Fossil Day, the Fossil Discovery Center of Chowchilla held museum tours and mock digs. The museum also showcased fossils of saber-tooth cats, petrified wood, and hand hominid skills replicas.
- The La Brea Tar Pits Museum invited junior scientists to investigate the remains of animals discovered in the tar pits.
- The John D. Cooper Center hosted its fourth annual “Prehistoric Day” in Buena Park. Visitors saw and touched real fossils and artifacts from Orange County.
- The California Geological Survey distributed 50 Earth Science Week Toolkits to educators at the National Geoscience Teachers Association’s fall conference.

### Colorado

- The Society for Mining, Metallurgy, and Exploration distributed Earth Science Week Toolkits at the Denver Gem & Mineral Show and

at the Colorado Association of Science Teachers’ Conference.

- The Geological Society of America encouraged geocachers around the world to participate in International EarthCache Day during Earth Science Week.
- Dinosaur Discovery Day at Dinosaur Ridge celebrated Earth Science Week with guides stationed at the 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, and metal detecting.
- Colorado Mountain College hosted a speaker series to celebrate Earth Science Week 2015.
- The Colorado School of Mines Teacher Enhancement program celebrated Earth Science Week by promoting public awareness.
- The Colorado Scientific Society hosted many events during the week, including lectures, geology hikes, field trips, and Earth Science Week Toolkit distribution.
- The Denver Museum of Nature and Science celebrated National Fossil Day with a special free event hosting paleontologists and a “walking” dinosaur.
- Earth Science Week hosted a stakeholder reception in Denver to thank program supporters, promote continuing cooperation, and inspire geoscience awareness.

### Connecticut

- The Connecticut Geological Survey promoted Earth Science Week and distributed kits among educators in the state.
- Central Connecticut State University celebrated Earth Science Week with free family activities. Participants got to touch meteorites, walk along a geologic timeline,



### • EARTH SCIENCE WEEK 2015 EVENTS AND ACTIVITIES BY STATE AND TERRITORY

and learn about the state's geologic history.

- The Connecticut Geological Survey promoted Earth Science Week among teachers and citizens with the distribution of educational materials.

#### Delaware

- The governor of Delaware issued a perpetual proclamation of Earth Science Week.
- The Delaware Geological Survey supported National Fossil Day with information on the state's fossil record and geological formations. The survey also promoted Earth Science Week by distributing informational materials.

#### District of Columbia

- The National Park Service and AGI hosted exhibits at the National Fossil Day celebration at the Smithsonian National Museum of Natural History.
- Numerous federal agencies, including the U.S. Geological Survey, NASA, and the National Park Service, supported Earth Science Week with the provision of teaching materials, distribution of kits, and events and activities.

#### Florida

- The Florida Geological Survey hosted "Scout Night," an event designed to assist local scouts obtain their geology badges.
- The Florida Geological Survey also held an Open House, allowing tours of the Florida State University Antarctic Marine Geology Research Laboratory, views of drill core samples, and demonstrations of geographic information systems (GIS) as applied to geologic mappings and hazards. The survey also promoted Earth Science Week by distributing educational materials.

- The South Florida Museum hosted a National Fossil Day 2015 Family Night. There was a special screening of "Sea Monsters: A Prehistoric Adventure," fossil exhibits, and an outdoor fossil dig. Children earned Junior Paleontologist badges.

#### Georgia

- Anna Lee of Suwanee won first place in the Earth Science Week Visual Arts Contest.
- Georgia College hosted several free lectures covering Georgia's paleontology in honor of National Fossil Day.

#### Hawaii

- The Hawaii Environmental Education Alliance promoted Earth Science Week among educators in Hawaii.
- Hawaii News Now promoted Earth Science Week and NASA's Sky Science.
- The Ka'u Learning Academy hosted a National Fossil Day celebration to honor the many variations of fossils found on the archipelago.

#### Idaho

- The Idaho Mining Association promoted Earth Science Week among citizens statewide.
- Craters of the Moon National Park hosted a hike to celebrate Earth Science Week.
- The Idaho Geological Survey distributed educational materials and debuted its 200th geologic map of the state, coinciding with Geologic Map Day.

#### Illinois

- The governor of Illinois issued a perpetual proclamation of Earth Science Week.
- The Earth Science Club of Northern Illinois hosted its first Best Fossil Competition in celebration of National Fossil Day.

- Walking tours of Chicago's urban paleontology were hosted by local enthusiast Asa Kaplan.
- The Illinois State Geological Survey promoted Earth Science Week and distributed kits among educators in the state.

#### Indiana

- The Monroe County History Center in Bloomington hosted a rock and fossil display in celebration of National Fossil Day.
- The Indiana Geological Survey promoted Earth Science Week among citizens across the state.

#### Iowa

- The BMC Aggregates' Morgan Quarry kicked off Earth Science Week with its annual "Sunday at the Quarry" event. Participants did rock, fossil, and mineral collecting with the Gem and Mineral Society and went on a geology tour of the quarry. BMC Aggregates also distributed Earth Science Week Toolkits to educators.
- The University Of Iowa Museum Of Natural History hosted an Earth Science Week celebration where members of the public inquired about their rock and fossil collection and learned about state geology.

#### Kansas

- The Kansas Geological Survey obtained and distributed 100 Earth Science Week Toolkits for educators.
- The Stenberg Museum of Natural History in Hays at Fort Hays State University hosted many activities throughout October to celebrate Earth Science Week. Festivities included a photography contest, paleontology presentations, geocaching activities, and an informative career lecture.

## Kentucky

- In celebration of National Fossil Day, the Big Bone Lick State Park held an “Ordovician Fossil Roundup.”
- The Kentucky Geological Survey hosted its annual Open House to celebrate Earth Science Week. Attendees were given free kits and were invited to browse the rock and fossil collections.

## Louisiana

- The governor of Louisiana declared October 12-18 to be Earth Science Week.
- The Louisiana Geological Survey distributed Earth Science Week Toolkits to schools across the state.

## Maine

- Students visited the Maine State Museum for Maine Earth Science Day. Activities included demonstrations on Maine’s geology and exhibits featuring various rock and fossil specimens.
- The L.C. Bates Museum held a National Fossil Day tour of the museum. The museum featured a collection of dinosaur fossils on exhibit, and participants created their own “fossils.”

## Maryland

- The Calvert Marine Museum celebrated National Fossil Day with a bone dig, a scavenger hunt, crafts, and presentations.
- The Maryland Geocaching Society took part in International Earth-Caching Day.

## Massachusetts

- The Harvard Museum of Natural History featured curated tours of its gem collection, fossil investigation, and a gallery of geologic maps.
- The Oak Bluffs Library hosted a show-and-tell event for National Fossil Day

## Michigan

- Grand Valley State University encouraged participation in Earth Science Week and promoted the message of Earth science understanding.
- The Michigan Geological Survey promoted Earth Science Week and distributed kits among educators statewide.
- Visitors at the Michigan State University Museum explored its Hall of Evolution and talked with university students about various types of fossils, preservation, and research methods. The museum also hosted guided tours and a Junior Paleontologist Scavenger Hunt.
- The Michigan Mineralogical Society hosted the “Earth Science Event of the Year,” a showcase of minerals, fossils, and rock samples for students and the public to enjoy.
- The Michigan Science Teachers Association promoted Earth Science Week to teachers across the state.
- Mike LeValley of the Isabella Conservation District Environmental Education Program wrote a blog on the geology of Michigan’s Upper Peninsula waterfalls.

## Minnesota

- The Duluth Children’s Museum held activities in celebration of National Fossil Day including fossils digs, making and eating fossil parfaits, playing games, and creating fossil models.
- For National Fossil Day, visitors at the Science Museum of Minnesota learned about Twin Cities fossils, trilobites, Green River Wyoming fossil fish, fossil coprolites, microfossils, and a recently discovered fossil saber-tooth cat from Minnesota.
- The Minnesota Geological Survey promoted Earth Science Week by distributing kits to teachers in the state.

- The Minnesota Department of Education also promoted awareness of Earth Science Week.

## Mississippi

- The Dunn-Seiler Geology Museum at Mississippi State University sponsored an art and creative story contest in conjunction with National Fossil Day. K-12 students were encouraged to creatively represent, either through art or creative writing, a mammoth that used to roam the state.
- The Mississippi Science Teachers Association promoted the Earth Science Week 2015 contests among teachers and students across the state.
- The Mississippi Department of Environmental Quality promoted Earth Science Week and distributed kits among educators in the state.

## Missouri

- The governor of Missouri declared October 11-17 to be Earth Science Week.
- The Great Central U.S. ShakeOut was held on October 15, during Earth Science Week, to promote preparedness and safety during earthquakes.
- The Missouri Geological Survey and Missouri State Parks, Department of Natural Resources, hosted a National Fossil Day event at the Missouri State Capitol. Patrons toured the fossils found in the limestone used to construct building. Missourians also explored the Ed Clark Museum of Missouri Geology and received small Crinoid fossil samples.
- To celebrate Geologic Map Day, special maps were put on public display at the Ed Clark Museum of Missouri Geology.
- The Missouri Geological Survey promoted Earth Science Week among teachers and citizens with the distribution of educational



• EARTH SCIENCE WEEK 2015 EVENTS AND ACTIVITIES BY STATE AND TERRITORY

materials. The survey also hosted a booth at the Rock, Gem, and Mineral Show sponsored by the Ozark Mountain Gem and Mineral Society.

- A staff geologist led a geology hike at Rock Bridge Memorial State Park.

## 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, studied ancient plants and animals, and discovered how they could protect fossils through hands-on activities.
- The University of Montana Paleontology Center hosted more than 125 people for fossil identification, movies, and tours of the facility.

## Nebraska

- Agate Fossil Beds National Monument celebrated National Fossil Day with hands-on activities for students. Dr. Emmett Evanoff presented "Animals, Plants, Volcanoes, and Ancient Climate Change: The Fauna and Flora of the White River Group of the Great Plains."
- Nebraska University State Museum invited children and families to a special paleontology-themed night with paleontological digs and fossil identification.
- The University of Nebraska-Lincoln published a special news article highlighting Geologic Map Day and the importance of mapping in society.

## Nevada

- The Nevada Bureau of Mines and Geology held its 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. The bureau also distributed Earth Science Week kits.

- For National Fossil Day, the Nevada State Museum of Las Vegas hosted a contest to name its Ichthyosaur fossil specimen.
- The governor of Nevada issued a perpetual proclamation of Earth Science Week.

## New Hampshire

- The New Hampshire Geological Survey promoted awareness of Earth Science Week among residents and community members.

## New Jersey

- The New Jersey Geological and Water Survey distributed Earth Science Week Toolkits and Geologic Map Day materials to teachers. Survey staff members celebrated by holding a geo-photo scavenger hunt and a geo-sample identification contest, cleanup of the trash in the parking lot, and a plant swap.
- The governor of New Jersey declared October 12-18 to be Earth Science Week.
- Students at Banyan Elementary School in Fairfield worked with professional geologists and paleontologists on activities and experiments at their celebration.

## New Mexico

- The New Mexico Bureau of Geology hosted its annual public radio spots during Earth Science Week in collaboration with KUNM radio. The broadcasts, which focused on the geology of New Mexico with topics ranging from tree thinning to Capitan Reef, were heard by thousands of citizens.
- The New Mexico Bureau of Geology also opened its offices at New Mexico Tech to the public. There were activities including geologic and aquifer mapping displays; a

photogrammetric machine used to show 3-D features like faults, folds, and rock formations; and a variety of other maps. The bureau also distributed Earth Science Week kits among teachers statewide.

- The Mesalands Community College Dinosaur Museum and Natural Science Laboratory presented a special lecture for National Fossil Day.
- The governor of New Mexico declared October 11-17 Earth Science Week.

## New York

- The American Museum of Natural History in New York City hosted a National Fossil Day celebration.
- The Museum of the Earth and the Paleontological Research Institute hosted a Teacher Resource Day to help teachers meet with scientists, expand their rock and fossil collections, and explore museum exhibits.
- The Great Swamp Conservancy celebrated National Fossil Day with many activities, including construction of fossil replicas, artwork of ancient reptiles, and distribution of Junior Paleontologist Activity Booklets.

## North Carolina

- The Discovery Place's KidScience in Charlotte celebrated National Fossil Day. Visitors discovered the secrets behind the preserved remains of animals, plants, and other organisms from the past from the museum's extensive fossil collection.
- Enviro-Equipment Inc. donated education toolkits to the North Carolina Science Teachers Association.
- Local geocachers celebrated International EarthCache Day, the first day of Earth Science Week.
- Mary Lide Parker of Chapel Hill won first place in the Earth Science Week 2015 Photography Contest.

### North Dakota

- North Dakota's governor issued a perpetual proclamation of Earth Science Week.
- The Fargo Public Library hosted a free, hands-on session presented by a paleontologist from the Geosciences Department of North Dakota State University.
- A team from the North Dakota Geologic Survey examined and identified fossil collections at the North Dakota Heritage Center for National Fossil Day.

### Ohio

- Earth Science Week 2015 posters were included in the fall issue of "The Ohio Earth Scientist" by OESTA, which were distributed to Ohio geoscience teachers.
- 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 (ODNR) Division of Geological Survey. Participants had the opportunity to learn from these experts about the "Building Stones of Capitol Square."
- ODNR Division of Geological Survey staff led hikes at five different state parks, with lectures explaining how geology influenced the area.
- The Cincinnati Museum celebrated "Fossil Fest" for National Fossil Day with lectures, field trips, exhibits, and workshops for visitors.

### Oklahoma

- Oklahoma's governor issued a perpetual proclamation of Earth Science Week.
- The Oklahoma 4-H program promoted Earth Science Week to students statewide.
- Oklahoma citizens participated in Shake Out to prepare for earthquakes.

### Oregon

- The governor of Oregon declared October 11-17 to be Earth Science Week.
- The Oregon Department of Geology and Mineral Industries hosted an Open House featuring maps, tools of the trade, and a question panel. The agency also distributed Earth Science Week kits among teachers in the state.

### Pennsylvania

- The Pennsylvania Earth Science Teacher Association promoted awareness of National Fossil Day among science educators in Pennsylvania.
- The State Museum of Pennsylvania held an event for National Fossil Day. Visitors had the opportunity to learn about the state fossil, the trilobite *Phacops rana*.
- The governor of Pennsylvania declared October 11-17 to be Earth Science Week.

### Puerto Rico

- To celebrate Earth Science Week, the Puerto Rico Seismic Network organized educational activities such as 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 Providence celebrated National Fossil Day with special fossil events and planetarium shows.
- The Rhode Island Geography Education Alliance promoted Earth Science Week to residents and community members.

### South Carolina

- The South Carolina Geological Survey celebrated Earth Science Week and Geologic Map Day by developing two new online maps and distributing Earth Science Week Toolkits to educators.

### South Dakota

- South Dakota's governor issued a perpetual proclamation of Earth Science Week.
- The South Dakota Discovery Center promoted Earth Science Week to citizens.
- The Journey Museum in Rapid City featured Earth science activities and demonstrations in the facility's geodome.
- The Museum of Geology at South Dakota School of Mines and Technology celebrated National Fossil Day by showcasing its specimen of the South Dakota state fossil, the Triceratops.

### Tennessee

- The governor of Tennessee declared October 11-17 to be Earth Science Week.
- The Tennessee Division of Geology distributed 90 Earth Science Week Toolkits to educators.
- The McClung Museum of Natural History and Culture hosted "Can You Dig It?" The event highlighted exploration dig for National Fossil Day and National Archaeology Day.

### Texas

- The Austin Earth Science Week Consortium held a career event for middle school students. Earth science professionals gave presentations about their careers, and students were able to participate in hands-on activities through various exhibits. Students learned about petroleum, solar energy, industrial mining



• EARTH SCIENCE WEEK 2015 EVENTS AND ACTIVITIES BY STATE AND TERRITORY

resources, surface and ground water resources, weather and climate, archeology, astronomy, and environmental science.

- The Mineral Wells Area Chamber of Commerce hosted its 5th Annual Crazy Fossil Dig Event in celebration of National Fossil Day.
- The Houston Geocaching Society celebrated International Earth Cache Day.
- The Houston Geological Society held various events for Earth Science Week with partners in the Houston area, including field trips and a special celebration at the Houston Museum of Natural Science.
- The Houston Museum of Natural Science hosted Energy Day in Houston. The event offered hands-on activities for young people and guided tours of the Wiess Energy Hall and the Paleontology Hall.
- The Downtown Houston Festival by Consumer Energy Alliance hosted Energy Day, providing free tours of downtown building stones.
- The Bureau of Economic Geology at the University of Texas at Austin distributed Earth Science Week Toolkits to Texas teachers.
- The Houston Gem and Mineral Society sponsored a field trip to Whiskey Bridge, a site of the Crockett Formation.
- The Geophysical Society of Houston hosted an activity demonstrating how geologists use acoustics to model the Earth.
- Visitors joined paleontologists at the Texas Memorial Museum to celebrate National Fossil Day and learn about fossils and the science of paleontology.
- Sul Ross State University promoted awareness of National Fossil Day.
- Earth Science Week hosted a stakeholder reception in Houston to thank program supporters, promote continuing cooperation, and inspire geoscience awareness.

## Utah

- Elementary school students visited the Utah Geological Survey for educational activities such as panning for minerals, experimenting with erosion and deposition in a stream, exploration of the rock cycle, identification of minerals and researching fossils.
- Capitol Reef National Park celebrated Earth Science Week with a variety of activities, including a geology talk, hikes around the park, fossil identifications, and hands-on activities.
- Dinosaur National Park celebrated its centennial anniversary and National Fossil Day with events throughout Earth Science Week.
- Canyonlands National Park hosted a National Fossil Day party with paleontology activities.

## Vermont

- The Vermont Geological Survey promoted awareness of Earth science activities and Geologic Map Day among educators.

## Virginia

- The Virginia Department of Mines, Minerals and Energy hosted a Walk Through Geologic Time for visitors in Charlottesville. The agency also distributed Earth Science Week Toolkits to teachers in the state.
- The governor declared October 11-17 to be Earth Science Week.
- The Virginia Tech Society of Exploration Geophysicists hosted an Earth Science Week event with local students.
- Patrick Henry Community College hosted many different events throughout the week both on campus and off. The public was invited to view a display from the Virginia Museum of Natural History, take a hike on a nature walk, attend a lecture by a paleontology curator from the museum, and enter a Recycled Art Sculpture Contest.

- Henry Harris of Virginia Beach won first place in the Earth Science Week Essay Contest with his paper titled "Soil Moisture and Its Importance to Society."
- Earth Science Week program associate Katelyn Murtha visited science classrooms at Mount Eagle elementary school to discuss careers in geoscience.

## Washington

- To honor the Pacific Northwest's geologic and biologic past, the Stonerose Interpretive Center hosted its fourth annual National Fossil Day celebration. Events included an open house, fossil identification courses, presentations, staff-led digs, and tours of the fossil collection.
- The Washington State Department of Natural Resources created a useful visualization to demonstrate how the state was formed.
- Earth Science Week Toolkits were distributed among science teachers statewide.

## West Virginia

- The Clay Center celebrated National Fossil Day by inviting visitors to examine various fossils at the center, showcasing the new exhibit "Be the Dinosaur." Many hands-on activities used computer simulation to show the environments dinosaurs lived in and the excavation methods used to acquire fossils.
- The West Virginia Geological and Economic Survey celebrated National Fossil Day and Geologic Map Day while promoting resources from Earth Science Week.

## Wisconsin

- The Wisconsin Geological and Natural History Survey promoted awareness of Earth Science Week among residents and community members.

• INTERNATIONAL EVENTS

- The Wisconsin Public Television channel encouraged viewers to celebrate Earth Science Week 2015.

### Wyoming

- The University of Wyoming's Geological Museum celebrated National Fossil Day by inviting the public to research bones and fossils and learn about a paleontologist's method for preparing fossil specimens.
- The Tate Geological Museum brought back its "Fossil Road Show," a program encouraging the public to bring in rocks, minerals, and fossils from personal collections to be professionally identified. Other activities included a laboratory tour, crafts, art exhibitions, and free National Park Service Junior Ranger books.
- The Wyoming State Geological Survey collaborated with the University of Wyoming to host a "Passport Earth" program, which included tours of libraries, conservation centers, and museums.



Image credit:

©Shutterstock.com/Israel Hervás Bengochea

---

## International Events

### Australia

- Geoscience Australia's Earth Science Week 2015 celebrated the theme of "Visualising Earth Systems."
- Geoscience Australia hosted its annual Top GeoShot photography competition.
- New to Earth Science Week 2015, Geoscience Australia hosted building and collection tours throughout the weeklong celebration.

### Cameroon

- The Geo-Environmental Research Association hosted the second Earth Science Week celebration in Cameroon. Accomplished scientists mentored early-career teachers and awarded prizes to distinguished students.

### China

- Students at the Concordia International School in Shanghai worked to transform their school's rooftop into a garden and living laboratory. Students incorporated recycling, composting, soil science, and land management into the program to sustain the garden for years to come.

### Grenada

- The Tobago Emergency Management Agency and the University of the West Indies Seismic Research Centre hosted an Earth Science Display and Student Exhibition in celebration of Earth Science Week.

### United Kingdom

- UK Earth Science Week, hosted by the Geological Society of London was celebrated October 10-18, focusing on the theme of "Geological Time" in celebration of the 200th anniversary of the William Smith geologic map.
- The Geological Society of London featured "Ask a Geologist Live," a Twitter question-and-answer segment with five Earth scientists.
- The Royal Society Summer Science Exhibition showcased science institutions across the UK. The exhibition hosted 20 exhibits, where visitors had the opportunity to speak with scientists about their research, attend talks, and hear panel discussions.
- EarthCache events were held throughout the UK as part of Earth Science Week.

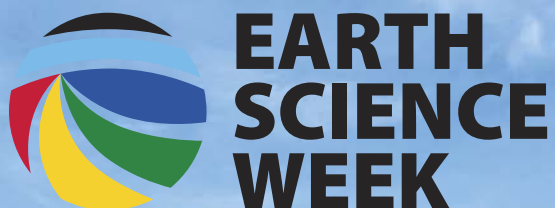
Because of the large and increasing number of news clippings citing Earth Science Week activities and resources, the print edition of the print report no longer includes clippings. To view the hundreds of press releases and news items promoting awareness of Earth Science Week each year, please go online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







Finalist entry to the Earth Science Week 2015 Visual Arts Contest by Akhshith Rengaraju.



American Geosciences Institute  
4220 King Street  
Alexandria, VA 22302 U.S.A.  
phone: 703-379-2480  
[www.americangeosciences.org](http://www.americangeosciences.org)