



## **New Collaborative Strategies for Bringing the Geosciences to Students, Teachers, and the Public: Progress and Opportunities from the National Earth Science Teachers Association and Windows to the Universe**

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The geoscience research and education community is interested in developing scalable and effective user-friendly strategies for reaching the public, students and educators with information about the Earth and space sciences. Based on experience developed over the past decade with education and outreach programs seeking to reach these populations, there is a growing consensus that this will be best achieved through collaboration, leveraging the resources and networks already in existence. While it is clear that gifted researchers and developers can create wonderful online educational resources, many programs have been stymied by the difficulty of attracting an audience to these resources. The National Earth Science Teachers Association (NESTA) has undertaken an exciting new project, with support from the William and Flora Hewlett Foundation, that provides a new platform for the geoscience education and research community to share their research, resources, programs, products and services with a wider audience. In April 2010, the Windows to the Universe project (<http://windows2universe.org>) moved from the University Corporation for Atmospheric Research to NESTA. Windows to the Universe, which started in 1995 at the University of Michigan, is one of the most popular Earth and space science education websites globally, with over 15 million visits annually. The objective of this move is to develop a suite of new opportunities and capabilities on the website that will allow it become a sustainable education and outreach platform for the geoscience research and education community hosting open educational resources. This presentation will provide an update on our progress, highlighting our new strategies, synergies with community needs, and opportunities for collaboration.