



Education and Outreach in the U.S. International Ocean Discovery Program (IODP) community: a review and looking forward

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The International Ocean Discovery Program in the U.S. has been conducting outreach activities in a more organized manner alongside its ambitious scientific goals for at least 15 years. During that time, educational and outreach activities have ranged from traditional press releases to public-facing websites, classroom activities for teachers, live ship-to-shore events, new social media channels, workshops for educators and young scientists, art and video projects, and much more. The definitions of outreach and education have been discussed and debated over the years and the pendulum swings from one to another in different contexts regarding the amount of effort that could or should be devoted to either – and whether they can even be separated at all. Additionally, different audiences have been the targets of different kinds of outreach and educational tools. The presentation will examine the various types of outreach and educational tools that have been used by the U.S. office of IODP in the U.S. over the years, measures of effectiveness and ways to evaluate their responses from the public and the audiences they have been designed to reach. It will share the results of a thorough review of recent educational and outreach efforts, including methods, percent effort and metrics. It will also share results of a U.S. community survey regarding the importance of various forms of outreach/education and how community members define and differentiate between the two. Examples, lessons learned and best practices will be shared.