



Science For All:  
Engaging Diverse Populations

2010

Annual Conference  
UT Marine Science Institute  
Port Aransas, Texas



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**Informal Science Education Association**  
**March 3-5, 2010**  
**UT Marine Science Institute**  
**Port Aransas, Texas**

March 3rd

10:00-5:00 p.m. Program and Exhibit Evaluation  
Pre-conference workshop  
12:00-6:00 p.m. Conference Registration  
1:00 p.m. Fieldtrips  
6:00 p.m. Dinner  
7:15 p.m. Icebreaker

March 4th

7:30 a.m. Breakfast  
8:30 a.m. Welcome & Introductions  
9:15 a.m. Keynote Address, Dr. Cecilia  
Garibay

***“Values in Latino Families and Implications for  
Informal Learning Institutions”***

10:30 a.m. Concurrent Sessions  
12:00 p.m. Lunch  
1:30 p.m. Concurrent Sessions  
3:00 p.m. Concurrent Sessions  
5:00 p.m. Silent Auction Viewing/Bidding  
6:00 p.m. Dinner  
7:00 p.m. Silent Auction Closes  
7:00 p.m. Special Presentation, Texas Education Agency  
8:30 p.m. Bonfire

March 5th

7:30 a.m. Breakfast  
8:30 a.m. Concurrent Sessions  
10:00 a.m. Concurrent Sessions  
11:30 a.m. Group Activity/ISEA Business & Closing  
12:00 p.m. Lunch  
1:00 p.m. Fieldtrips

## ***Pre-Conference Workshop, Bob Russell, PhD Program and Exhibit Evaluation***

Bob currently works with Acceso Hispano/Self-Reliance Foundation, developing and directing projects designed to engage the Latino general public—adults and kids—in science and health.

Bob will present a pre-conference session on program and exhibit evaluation. He will focus on exhibit design, interpretation that accompanies exhibits, with hands on evaluation. Bob will place major emphasis on how planning can be as inclusive of underserved and under-represented populations as possible.

## ***Keynote Address, Dr. Cecilia Garibay “Values in Latino Families and Implications for Informal Learning Institutions”***

The decision to participate in specific leisure pastimes, including informal learning activities, involves a number of factors that go beyond simply creating awareness about available leisure options. Recent research suggests that an individual's or group's values play a significant role in the leisure choices they make. Identifying these values allow informal learning organizations to position their offerings based on what is important to Latino families. More importantly, understanding how leisure activities fulfill Latino audiences' agendas and meet their needs can serve as the basis for developing relevant programming and meaningful experiences that can truly engage Latinos. This session discusses research with Latino communities that is helping us better understand access to and participation in informal science learning activities and ways in which this research can inform museum offerings and practices. Among the areas addressed are Latino communities' leisure values, perceptions of science, conceptions of museums (including science centers and zoos), and barriers to visitation and engagement. This session will encourage professionals to examine how they might apply findings in engaging their local communities.



## **Cecilia Garibay**

Cecilia Garibay is principal of Garibay Group, a multicultural audience research and consulting firm that provides research, evaluation, and strategic consulting services to museums and other cultural organizations. Garibay Group helps clients better understand their current and potential audiences and works with them to develop strategies to more effectively reach and serve visitors. A major aspect of Garibay work involves audience development, particularly in reaching diverse audiences. Its research is based on culturally responsive and contextually relevant research approaches and combines a unique blend of methods drawn from psychology, anthropology, communication design, and market research.

Cecilia Garibay regularly consults with institutions on audience development and community inclusion and to develop frameworks and strategic plans for making exhibitions and programming accessible to multiple and diverse audiences. Some of her recent efforts have involved research with Latino and immigrant communities—particularly regarding leisure values and informal learning, conceptions of museums, and perceptions of science. She brings a bicultural/bilingual perspective to her work and specializes in culturally responsive and contextually relevant research and evaluation approaches.

Ms. Garibay has consulted with a wide range of free-choice learning organizations, including the Association of Science and Technology Centers, National History Museum (Smithsonian), the Exploratorium, the Field Museum, Art Institute of Chicago, Monterey Bay Aquarium, Phoenix Zoo, Garfield Park Conservatory, Chicago History Museum, the Palm Springs Art Museum, and the Conservation Trust of Puerto Rico. Her 15 years of research and evaluation experience also include working with a diverse range of non-profit organizations, foundations, and corporations. Ms. Garibay holds PhD in psychology.

Garibay serves on the board of the Visitor Studies Association. She was appointed to the National Academy of Sciences committee on Learning Science in Informal Environments. She is immediate also past Chair of the Latino Network Committee, of the American Association of Museums.

# UT Marine Science Institute Campus Map



The USMSI Visitor's Center houses the Auditorium, and the "Blue Room", two of our session locations.

The Pier Lab is our third session location, and is about a 5-10 minute walk from the Visitor's Center

### WEDNESDAY, MARCH 3RD

10:00-5:00 p.m.	Pre-conference workshop Program and Exhibit Evaluation	UTMSI Visitor's Center Auditorium (See Map)
12:00-6:00 p.m.	<b>Conference Registration</b>	Visitor's Center Entrance
1:00 p.m.	RV Katy Field Trip	
	Kayaking Field Trip	
6:00 p.m.	<b>Dinner</b>	Crazy Cajun Restaurant (See Map)
7:30 p.m.	<b>Icebreaker</b>	Crazy Cajun Restaurant

### THURSDAY, MARCH 4TH

7:30 a.m.	<b>Breakfast</b>	UTMSI Cafeteria
8:30 a.m.	<b>Welcome &amp; Introductions</b>	UTMSI Visitor's Center Auditorium
9:15 a.m.	<b>Keynote Address, Dr. Cecilia Garibay</b>	Auditorium

#### Concurrent Sessions

10:30 a.m.	Christy Youker, PhD THE ART OF SCIENCE: Collaborative ways to bring the beauty of science to schools	How can we bring meaningful art education and science education together to make an impact on students? Hear how an art museum, a school district, and an environmental agency decided to pull this off in a West Texas town....and how it has grown into something never imagined. These 3 institutions have partnered on a federal planning grant, and are on the next phases of implementation. Bring your creative ideas on art/science curriculum too!	Blue Room
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**THURSDAY, MARCH 4TH**

10:30 a.m.	<p>William (Bill) McKenna Leveraging new high school engineering curricula to engage older audiences in science museums and other informal learning locations</p>	<p>In the fall of 2010, high schools across Texas will offer an engineering course that counts as a science credit. The curriculum of this course focuses on learning through six week length design challenges in order to attract a wide variety of students and support high learning goals. In this talk I will present some ideas on how to leverage this curriculum for use in informal situations to engage teenage and adult audiences. These ideas can be viewed as an extension of Tinkering for an older crowd.</p>	Pier Lab
10:30 a.m.	<p>Schelly Corry – Angela Baron – Dave Powell  The Magic of Interpretation</p>	<p>The Heard Natural Science Museum and Wildlife Sanctuary in partnership with the Blackland Prairie Chapter of the Texas Master Naturalists will present this workshop. Just what is interpretation and how can it help you? How you can reach all the people in your audience? As informal educators we all work with the general public, school children and lead a wide variety of education programs. Come and enjoy a truly hands on session, where you will create your own trail kit that you can use to teach with anywhere you go. Learn how interpretation can give you the flexibility you need to meet the needs of (almost) any group. Basic Interpretation techniques and resources for interpretation will be shared. All materials will be provided and door prizes too!</p>	Auditorium
12:00 p.m.	<b>Lunch</b>		UTMSI Cafeteria

**THURSDAY, MARCH 4TH (CONT)**

<p>1:30 p m.</p>	<p>Kerry Lemon and Dr. Cheryl Boyette</p> <p>Taking At-Risk Youth Outside - Where Reality Meets Expectation</p>	<p>Nacogdoches Naturally, funded by a Texas Parks and Wildlife COOP Grant and sponsored through the Stephen F. Austin State University Pineywoods Native Plant Center, provides outdoor education programs for at-risk youth and under-served populations. The program offers an outdoor after-school program to children from the Boys and Girls Club of Nacogdoches and weekend family outdoor adventures once a month. In this workshop, we will use photos and stories to detail how the program has adapted and adjusted in order to better meet the needs of the children being served. The importance of re-evaluating curriculum objectives and outcome expectations has been a critical part of developing a successful program design. We will facilitate a discussion among workshop participants about strategies for engaging these types of communities in outdoor activities which are often unfamiliar and out of context with their day to day life.</p>	<p>Pier Lab</p>
<p>1:30 p m.</p>	<p>Becky Jones and Marcela Ramos</p> <p>¡Bienvenidos! Postcards from the Road</p>	<p>To infuse inclusivity, every facet of our institutions – staff, exhibits, programs and physical environment - must reflect the audiences we hope to attract and serve. That’s the destination, but how do we get there? Austin Children’s Museum will share research mileposts, lessons learned and tips collected along the way to becoming a more linguistically and culturally fluent institution, featuring tales of navigating bilingual signage (watch out for shortcuts!) and cultivating a staff prepared to make Spanish-speaking guests feel welcome. Discussion will provoke thought and invite comments from fellow travelers.</p>	<p>Auditorium</p>

**THURSDAY, MARCH 4TH (CONT)**

1:30 p m.	<p>Dr. Terri Hebert</p> <p>Creating a Win-Win Learning Situation for All – Especially for the Student:</p>	<p>The nation’s educational community is struggling to keep pace with the number of seasoned educators’ retiring. One such attempt is through the non-traditional licensure program (NTLP) found in many states. Because of the method by which they gain certification, many find themselves in a classroom earlier than those in traditional schools of education. This opens the door for the NTL teachers to connect with the informal science educators in their community, and in so doing, create a win-win situation for all, including the student.</p>	Blue Room
3:00 p m.	<p>Dr. Alan Sowards, Dr. Cheryl Boyette and John Boyette</p> <p>Bugs, Bees, Butterflies and Blossoms</p>	<p>10 Years of Partnership to Reach and Train Diverse Populations</p> <p>In this session we will share our research evaluation results and methods, discuss the perks of the partnership, and have a hands-on make &amp; take of some of our favorite activities that our pre-service teachers adapted from Project Learning Tree.</p>	Pier Lab
3:00 p m.	<p>John Williams</p> <p>Explore the UTMSI Wetlands Education Center</p>	<p>This interactive session highlights aspects of curriculum developed for the Wetlands Education Center at the University of Texas Marine Science Institute in Port Aransas. The newest addition to the National Estuarine Research Reserve System, the Mission-Aransas NERR is the third largest at 185,000 acres. The WEC, a 3.5 acre saltwater marsh, opened in August 2008 and provides public education about coastal wetlands. We will go over our wetlands curriculum online and discuss ways that teachers can use these resources both pre and post site visit.</p>	Auditorium

### THURSDAY, MARCH 4TH (CONT)

3:00 p.m.	<p>Chip Lindsey</p> <p>Diversity, are we there yet?</p>	<p>This workshop session examines the eight-year-old Association of Science and Technology presentation "Eric Jolly, Sustainable Diversity in Science Centers." Participants will be given tools to create implications for their institutions by examining national and regional trends. This workshop is designed to create conversations and awareness of diversity and equity issues among our institutions. Participants are encouraged to bring current demographic data for their region and community and will be encouraged to share them.</p>	Blue Room
5:00 p.m.	<b>Silent Auction</b>	Auditorium	
6:00 p.m.	<b>Dinner</b>	Cafeteria	
7:00 p.m.	<b>Silent Auction Closes</b>	Auditorium	
7:00 p.m.	<b>Special Presentation by Texas Education Agency</b>	Auditorium	
8:30 p.m.	<b>Bonfire on the Beach</b>	Nueces County Park (See Map)	
8:30 p.m.	<b>Stargazing with Amy Jackson</b>	Nueces County Park	

### FRIDAY, MARCH 5TH

6:45 a.m.	<p><b>Birding with Linda Fuiman</b></p>	<p>Discover the fantastic diversity of coastal bird species and go birding with UTMSI staff member, Education Chair and Board member of the Coastal Bend Audubon Society, Linda Fuiman.</p>	Meet at Cafeteria
7:30 a.m.	<b>Breakfast</b>	UTMSI Cafeteria	

**FRIDAY, MARCH 5<sup>TH</sup>(CONT)**

<p>8:30 a m.</p>	<p>Martin Hagne  Jennifer Owen-White,  Interpreting Across Cultures with Kids' Nature Club</p>	<p>In today's society kids needs to get outdoors more than ever. The experience of finding nature, becoming one with it, learning to love it, and gaining a need to preserve it through exposure is becoming extinct as pointed out in Richard Louv's book, Last Child in the Woods. The lack of nature interaction affects children's behavior, learning ability, both physical and mental health, and outlook on nature. Children of lower income families and minority cultures often miss out on these opportunities. The Kids' Nature Club is a great cross-cultural program, and it also shows successful partnerships between a State Park, a local NGO, and business sponsors.</p> <p>The lack of nature interaction affects children's behavior, learning ability, both physical and mental health, and outlook on nature, and how will children today ever want to become involved in science if they have no personal knowledge of the subjects.</p>	<p>Pier Lab</p>
<p>8:30 a m.</p>	<p>Tamberly Conway; Pat Stephens Williams  Urban Connection's Latino Legacy: Creating Connections with Latino Audiences in Recreation</p>	<p>Knowing and understanding cultural nuances of diverse audiences can help front-liners, interpreters and managers in their efforts improve communication and to create connections that foster tangible connections for Latino audiences. Research and field-based studies on National Forests in Texas and in surrounding Latino communities reveals cultural content and program activities that will help individuals improve communications and cultivate constituent development with Latino communities.</p>	<p>Auditorium</p>

**FRIDAY, MARCH 5TH (CONT)**

8:30 a m.	<p>Kiki Corry</p> <p>Field Investigations: Real science with real children</p>	<p>Meet the new TEKS recommendations for “classroom and outdoor investigations” using the Association of Fish and Wildlife Agency’s Field Investigations guidelines. We’ll get an overview of the whole document and try our hand at some investigations of our own.</p>	Blue Room
10:00 am	<p>Mike Murphrey</p> <p>“Stop the Spread” Outreach Education to Combat Invasive Species</p>	<p>The Texas Forest Service in cooperation with the Lady Bird Johnson Wildflower Center, US Forest Service, Texas State Aquarium, AgriLife Extension-Master Naturalists/Master Gardeners and numerous other native plant groups and NGO’s recruit Citizen Scientist for our Invaders of Texas Program. Outreach education efforts in the Rockport/Corpus Christi Bay area to locate, identify and track invasive species through the Citizen Scientists Program. Additional efforts to combat the problems of invasive species are being implemented by Moody High School and West Oso Elementary in Corpus Christi. Results and demonstrations of these very successful programs to “Stop the Spread” of Invasive Species in Texas.</p>	Pier Lab
10:00 am	<p>John Williams</p> <p>Explore the UTMSI Wetlands Education Center</p>	<p>This interactive session highlights aspects of curriculum developed for the Wetlands Education Center at the University of Texas Marine Science Institute in Port Aransas. The newest addition to the National Estuarine Research Reserve System, the Mission-Aransas NERR is the third largest at 185,000 acres. The WEC, a 3.5 acre saltwater marsh, opened in August 2008 and provides public education about coastal wetlands. We will go over our wetlands curriculum online and discuss ways that teachers can use these resources both pre and post site visit.</p>	Auditorium

**FRIDAY, MARCH 5<sup>TH</sup> (CONT)**

10:00 a.m.	Richard Gonzalez  Science and Spanish Club Network	The Science and Spanish club program strives to develop youth leadership through teaching stewardship of the Gulf of Mexico and the greater Gulf Stream Ecosystem. The network stretches along the gulf coast, with 13 sites along the Texas Gulf Coast, 2 along the Mexico Gulf Coast and one in Puerto Rico. Participating clubs include public school districts, Boys and Girls Clubs, and Private schools. It is a multi-cultural outreach project working to bring English speaking and Spanish speaking students together through science education.	Blue Room
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**CLOSING AND LOOKING AHEAD TO 2011!**

11:30 a.m.	<b>Group Activity, ISEA Business and Closing</b>		Auditorium
12:00 p.m.	<b>Lunch</b>		Auditorium
1:00 p.m.	RV Katy Field Trip		
	Kayaking Field Trip		

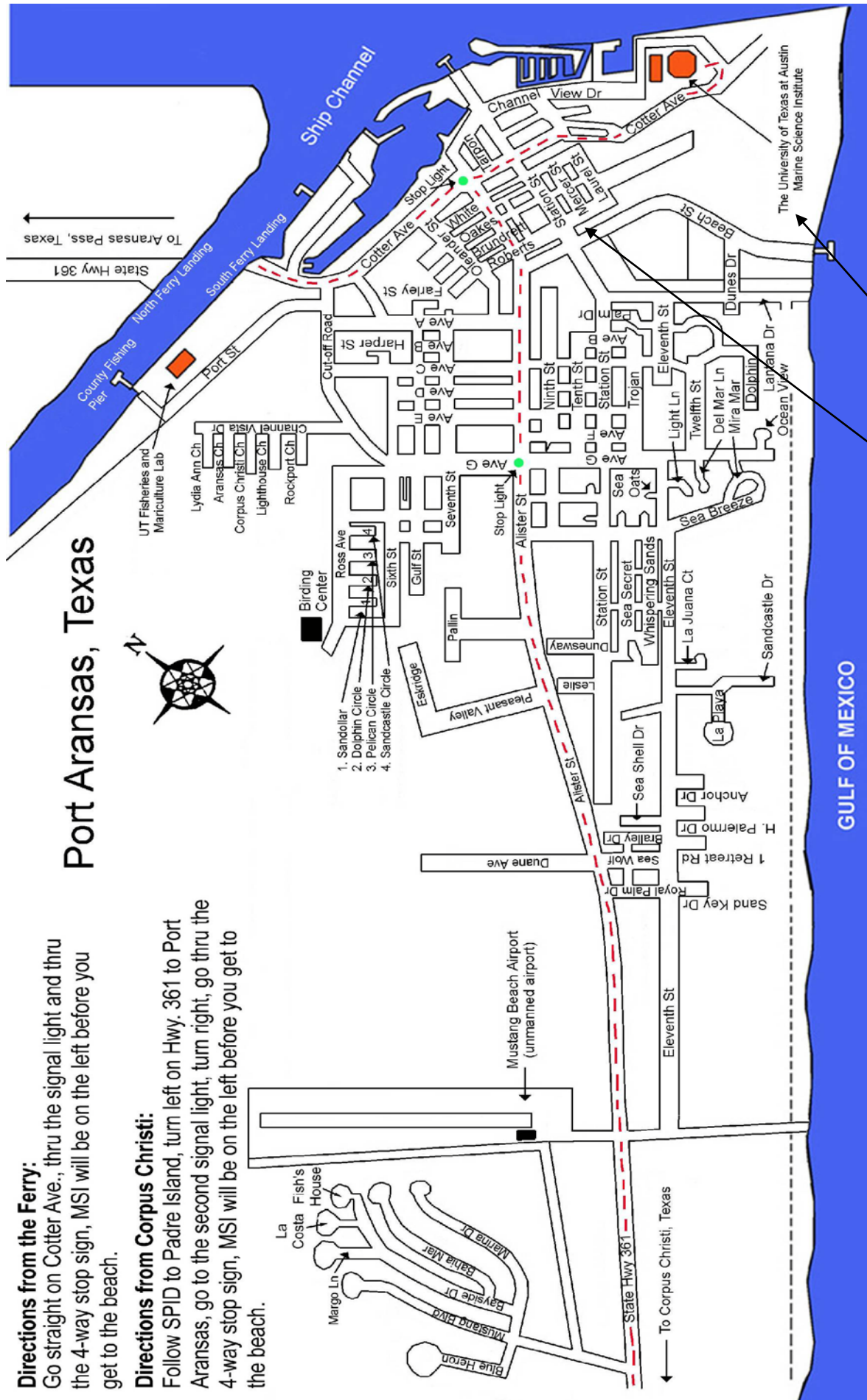
**Directions from the Ferry:**

Go straight on Cotter Ave., thru the signal light and thru the 4-way stop sign, MSI will be on the left before you get to the beach.

**Directions from Corpus Christi:**

Follow SPID to Padre Island, turn left on Hwy. 361 to Port Aransas, go to the second signal light, turn right; go thru the 4-way stop sign, MSI will be on the left before you get to the beach.

# Port Aransas, Texas



- 1. Sandollar
- 2. Dolphin Circle
- 3. Pelican Circle
- 4. Sandcastle Circle

Approximate Site of the Beach Bonfire...

The Crazy Cajun Restaurant







