



Chandra Education & Public Outreach Update

-Kathy Lestition

Chandra Users Committee Presentation

Wednesday, April 25, 2007

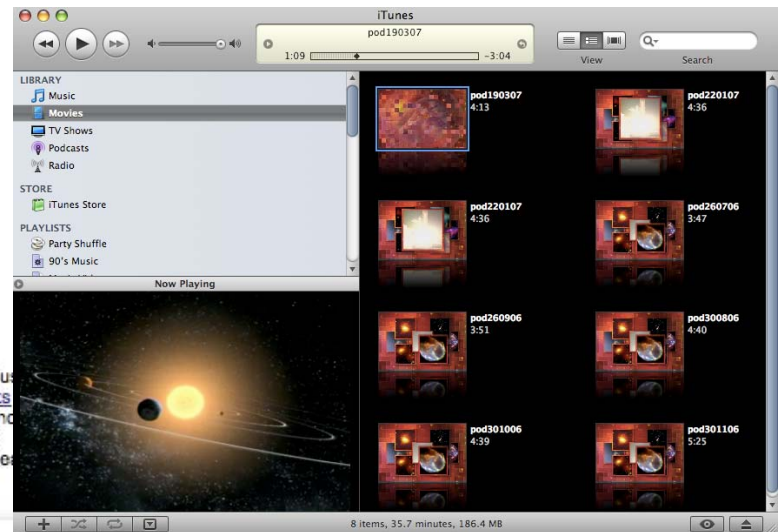
PUBLIC RELATIONS: RECENT HIGHLIGHTS

- Continue to produce press or image release approximately every two weeks. 5 press releases, 10 images releases since Oct. 2006.
- Continued good coverage from the Bullet Cluster Media telecon (Aug. 21). Story cited in several lists of top science stories of the year, including Discover Mag. (cover), New Scientist, USA Today.
- NASA Science Update (NSU) scheduled for May 7
With entirely new management and press staff at NASA HQ, NASA-level press emphasis has been in flux.
- Increasing collaborations with Hubble and Spitzer on multi-wavelength images (M82, Cas A etc.).
- At least one press conference at each AAS meeting.
Jan. 2007: Steve Reynolds on Kepler, Mike Muno on galactic light echo. Used occasion to present large Kepler image and background materials to Pacific Science Center.



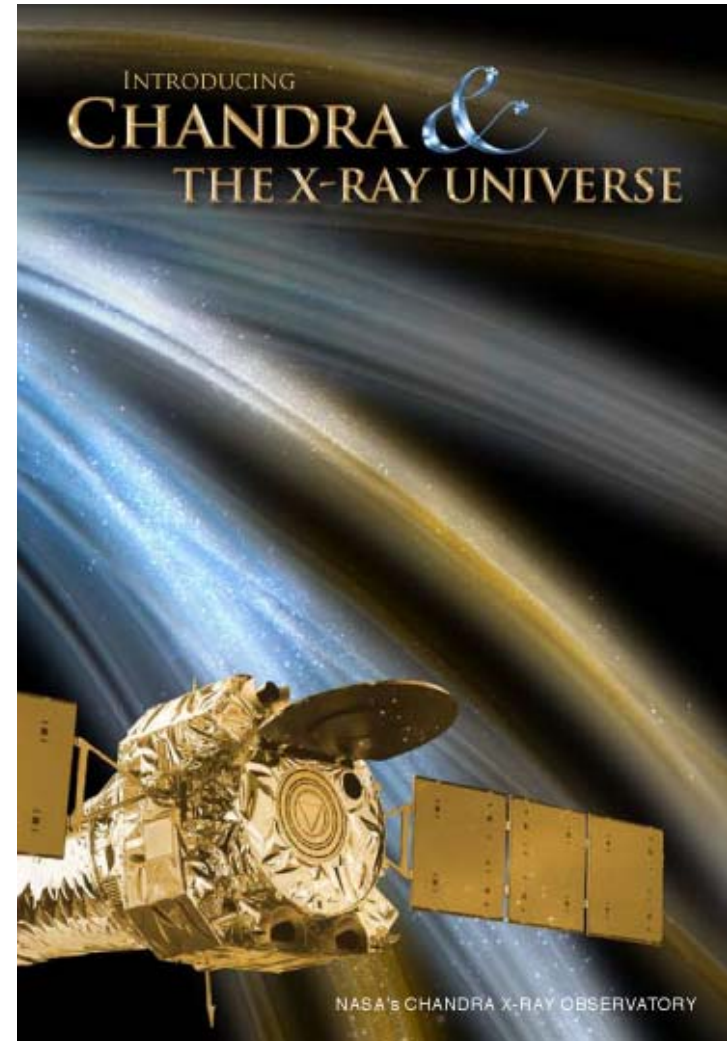
PUBLIC OUTREACH: RECENT HIGHLIGHTS

- Public web site improvements
 - [Redesign of top public web page](#)
 - Improved search engine
- Initiated many technical upgrades to web site for ease of maintenance.
- Development of Chandra podcasts (vodcasts with both audio & video).
 - First episode May 2006, now up to installment 11
 - The Chandra podcast RSS feed became the #1 page on our public site in Jan. 2007
 - Chandra podcast has been listed in the upper 50 of the top 100 Science Podcasts on iTunes (Apple's iTunes Music Store, the definitive podcast resource, and has continually maintained its spot in the top 50 (typically #25-30) Natural Sciences Podcasts on iTunes
 - Both NASA and Smithsonian carry the Chandra podcasts in their iTunes listings, and on their portals.
 - Posted to YouTube
 - Early episodes available on DVD
 - Science-themed podcast episodes are being recycled into short feature segments (static images with text) for HST's ViewSpace for dissemination to the museum circuit



PUBLIC OUTREACH: RECENT HIGHLIGHTS (cont.)

- Podcast DVD and stellar evolution poster requested by NASA HQ for dissemination to VIPs.
- Product dissemination: Since August 2006, 326 requests for over 60,000 items.
- Since August, 84 permissions to use content and images.
- Metrics database implemented to track material requests, permissions, other stats for reporting purposes.
- Multi-wavelength Braille book (*Touch the Invisible Universe*) revised and in printing. Expect book launch at DC event with National Federation for the Blind, this summer.
- Eli Bressert (U. Hawaii) joined the EPO group as our in-house image processor. Look for poster papers on some interesting image processing techniques at Hawaii AAS and 8 years with Chandra meetings.



EDUCATION: RECENT HIGHLIGHTS

- Continue vigorous schedule of workshops.
 - 40 workshops reaching 1644 educators, 30 amateur astronomers, 217 students
 - Presented multiple events at all regional NSTA meetings
 - National NSTA: Short course "Decoding Starlight: From Pixels to Images" selected as one of five short courses to be highlighted as a part of the Technology: Research and Practical Applications (ISTE) strand.
- Continue to support National Science Olympiad coaches clinics and competition events.
- Longer term summer workshops planned at:
 - Taylor Observatory, Kelseyville CA (June 18-22)
 - McDonald Observatory, Ft. Davis TX (June 25-29)
 - Crown of the Continent Learning Center (July 13-18)
 - University of New Orleans (with AAVSO) (July 23-27)
- Schoolzone reviewed public site for educational relevance and usefulness; teacher reviewer panel awarded our site a "Highly Recommended" rating. Schoolzone is the UK's leading evaluation service for online educational resources.

CYCLE 8 EPO RESULTS

- Received 13 proposals, funded 9 (3 individual, 6 institutional).
Results on line by Cycle at <http://www.chandra.harvard.edu/edu>
- Number of proposals received increased. 9 of 13 proposers were new.
Will continue to pro-actively recruit.
- Quality of proposals has improved.
- NASA requiring increased follow up and insight into resulting products and activities.
- NASA has changed guidelines. No longer requires all proposals to address minority/diversity issues. Will affect Cycle 9.
- Adding a small (\$5k) education opportunity to Chandra Fellow grants.
May be applied for in year 2 for work in year 3.
- Revised proposer software will include automated password notification.