

CloudSat/CALIPSO Education and Public Outreach

Todd Ellis, CloudSat

Jessica Taylor, CALIPSO

Celebrating 10 Years of Supporting Students, Teachers, and the Public

*You Can Observe
You Can Analyze
You Can Be A Scientist*




Earth-Observing Mission EPO Collaborations

Clouds and Aerosols

Clouds and aerosols are two of the most important, but least understood, aspects of climate change. How much do you know about them?

START

 **KNOW YOUR EARTH**

Clouds and Aerosols

April 1



Jeanine Murphy Morris
Salisbury, MD

April 2



Josh Willis
Culver City, CA

April 3



Anne Ritger Douglass
Verona, NJ

April 4



Brooke Thornton
Gig Harbor, WA

April 5



Alexandra Chau
Roswell, GA

April 8



Michael Ramsey
Pittsburgh, PA

April 9



Byron Tapley
Austin, TX

April 10



Ed Zipser
Salt Lake City, UT

April 11



Nathan Kurtz
Ft. Madison, IA

April 12



Dalia Bach Kirschbaum
Minneapolis, MN

April 15



Mark Vaughan
Newport News, VA

April 16



Claire Parkinson
Montpelier, VT

Status of EPO (Education & Public Outreach)

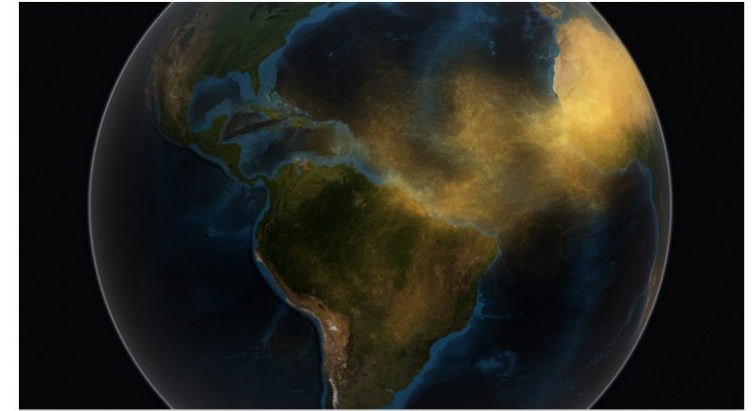
- NASA Science Mission Directorate restructured funding for EPO
- No longer have 1% funding set-aside requirement
- Moving towards thematic messages and content versus mission-specific

Continuing Resources

- **Communications**
- Earth Right Now
- Earth Observatory
- Science Visualization Studio
- **Education**
- Funded Projects from 2015 CAN Awards
- The GLOBE Program
- MY NASA DATA
- S'COOL
- Office of Education Efforts: NIFS, Educator Professional Development, STEM Engagement activities, and Outreach Events

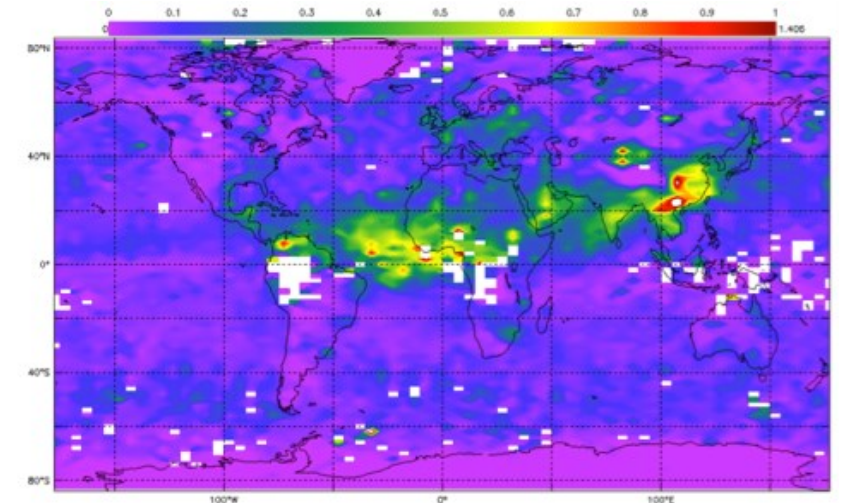
Dust Crossing

Story by Ellen T. Gray | Visualizations by Brian Monroe and Kel Elkins on February 26, 2015

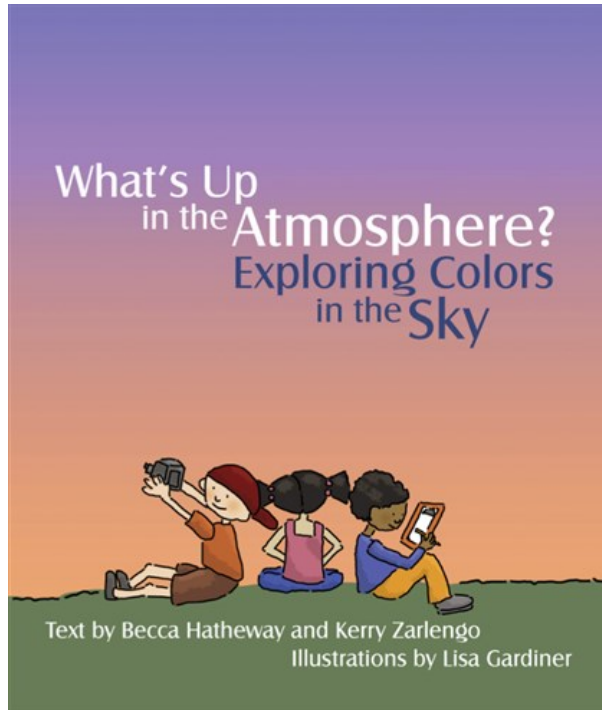


What connects Earth's largest, hottest desert to its largest tropical rain forest?

Download ▾



New Elementary GLOBE Book



<http://science-edu.larc.nasa.gov/skycolor/>

NASA Communications

Agency Communications Priorities



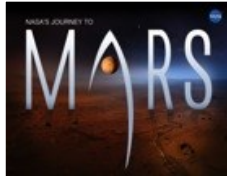
Earth Right Now. *Your planet is changing. We're on it.* #EarthRightNow

NASA's fleet of satellites, its airborne missions and researchers address some of the critical challenges facing our planet today and in the future: climate change, sea level rise, freshwater resources, and extreme weather events.



ISS. *Off the Earth, for the Earth.* #ISS

The International Space Station is a blueprint for global cooperation and scientific advancements, a destination for growing a commercial marketplace in low-Earth orbit, and a test bed for demonstrating new technologies. The space station is the springboard to NASA's next great leap in exploration, including future missions to an asteroid and Mars.



Mars. *Join us on the journey.* #JourneytoMars

We are on a journey to Mars. Today our robotic scientific explorers are blazing the trail. Together, humans and robotics will pioneer the next giant leap in exploration.



Technology. *Technology drives exploration.* #NASATech

We develop, test and fly transformative capabilities and cutting edge exploration technologies. Our technology development provides the onramp for new ideas, maturing them from early stage through flight and giving wings to the innovation economy.



Aeronautics. *NASA is with you when you fly.* #FlyNASA

Every U.S. aircraft and air traffic control tower uses NASA-developed technology. We're committed to transforming aviation by reducing its environmental impact, maintaining safety, and revolutionizing aircraft shapes and propulsion.

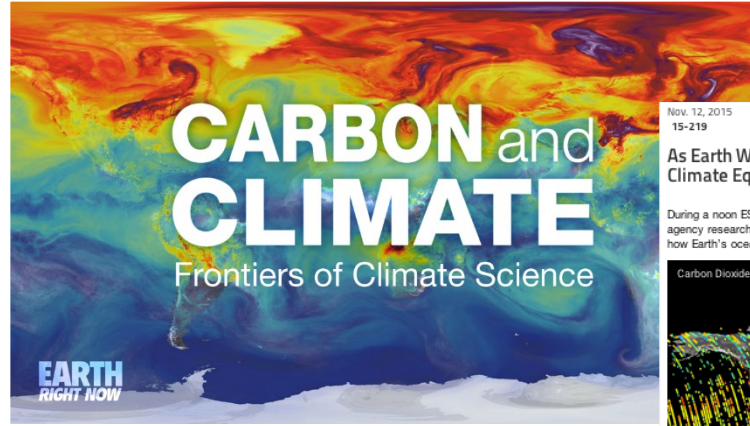


Solar System and Beyond. *NASA: We're Out There.* #NASABeyond

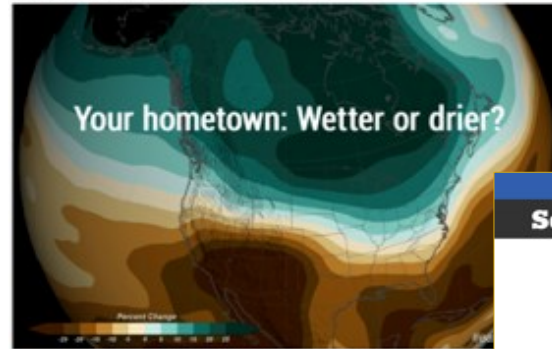
NASA's exploration spans the universe. Observing the sun and its effects on Earth. Delving deep into our solar system. Looking beyond to worlds around other stars. Probing the mysterious structures and origins of our universe. Everywhere imaginable, NASA is out there.

NASA Communications

Earth Right Now

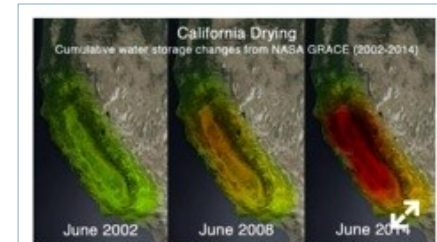


National Climate Assessment: Precipitation Changes



If carbon dioxide emissions continue current trends, precipitation patterns across the U.S. could change significantly by the end of the 21st century, according to the National Climate Assessment.

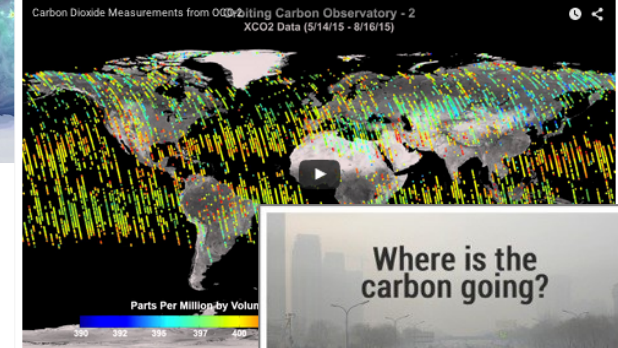
NASA EARTH RIGHT NOW



This series of satellite images reflects the huge loss of groundwater in California. (UC Irvine, NASA)

Nov. 12, 2015 15-219 As Earth Warms, NASA Targets 'Other Half' of Carbon, Climate Equation

During a noon EST media teleconference today, NASA and university scientists will discuss new insights, tools and agency research into key carbon and climate change questions, as the agency ramps up its efforts to understand how Earth's ocean, forest, and land ecosystems absorb nearly half of emitted carbon dioxide today.



EVENTS | INTERNET

How Earth Day Spread Through Social Media

14 SHARES [Facebook icon] [Twitter icon] [More icon]

By Kimberlee Morrison on Apr. 24, 2015 - 3:10 PM

This week, we celebrated **Earth Day** and for the 45th anniversary, the Earth Day network challenged others to lead the way. While there were events and initiatives around the globe, social media was abuzz with love for the Earth.

Brandwatch monitored the social chatter around the day, also **publishing its list of top 100 eco-influencers on Twitter** (in conjunction with **Corporate Knights**).



Messaging Tips

- Communication is your responsibility
- Make it Understandable – Think about the So What
- Tell a Story about You or the Science
- Talk about Challenges
- Talk about Rewards
- Science Career Reminders
 - Working Hard (growth mind set)
 - Working with People – Team work
 - What Can Student Do – Take Math and Science Classes, Internships

We Are Still Available to Help

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- Jessica: jessica.e.taylor@nasa.gov