



We Are Science.

your science outreach partner



MOREHEAD

PLANETARIUM AND SCIENCE CENTER

> for more information

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1 Located on the northern edge of the UNC campus, Morehead Planetarium and Science Center delivers science education programming to more than 150,000 guests annually. **2** The North Carolina Science Festival, a Morehead initiative, offers opportunities to engage audiences statewide.

“The expertise and dedication of the MPSC staff has been invaluable to the faculty of the physics & astronomy department in developing education and outreach components to their research projects. ... Our partnership with MPSC has helped these faculty members inform the citizens of North Carolina about the exciting science they are engaged in.”

Laurie McNeil, Ph.D.
Professor, Physics & Astronomy



The next time that you find yourself wanting or needing to tell the story of your research, Morehead Planetarium and Science Center invites you to start here. Whether you need a science education outreach project that delivers broad impact or you would just like to share your research with a local group of science enthusiasts, we can provide you with the expertise, support and audience to achieve your science outreach objectives.

Since 1949, Morehead Planetarium and Science Center has educated and inspired more than seven million people with high-quality science outreach programming. While Morehead is still most closely associated with space science, the institution has expanded its reach and mission in recent years. Leveraging years of science education expertise and strong working relationships across North Carolina, Morehead is now committed to the interpretation of current scientific research with a special emphasis on the research conducted at Carolina.

> expertise & support

We have built a successful model for working with researchers to create unique, engaging outreach programs that serve North Carolina well. To help us create that model, we hired an independent consulting firm to analyze the needs of researchers with regards to science education outreach. From that analysis, we created an approach that leverages researchers' scientific knowledge with Morehead's strengths in the areas of developing and delivering content. We also built a team of experts to help researchers meet their science outreach goals while minimizing the demands on researchers' valuable time.

Morehead's expertise begins with its team of educators who have developed programs for a variety of audiences in a variety of settings. Whether you want to create programs for the pre-K set, high school students or senior citizens, Morehead educators have likely worked with your target audience and are ready with countless ideas for ways to help you reach that audience most effectively.



“Morehead Planetarium and Science Center was monumental at helping me plan and implement an educational chemistry program tied to my NSF Career faculty award. Instead of having to go off campus to establish an outreach program, I was able to coordinate my ideas with the Morehead staff right here on campus.”

Mark Schoenfisch
Professor, Chemistry

3 Morehead engaged campus researchers to help facilitate BioBlitz, a citizen science project. **4** The DESTINY Traveling Science Learning Program’s two mobile laboratories allow N.C. high school students to perform experiments in a modern lab. **5** A Morehead exhibit, “Zoom In,” featured the research of Professor Dan Reichart and student Josh Haislip. Photo credits: Dan Sears, Nacho Corbella, MPSC file.



The Morehead team also includes experts in communications, multimedia development, event management, publications, guest services, logistics and business. When it comes time to promote and manage your outreach efforts, we offer seamless integration between program development and program delivery.

> audiences

Morehead Planetarium and Science Center provides a golden opportunity for researchers to engage its 150,000 annual visitors. These diverse visitors hail from around the world and across North Carolina. A recent Morehead study found that 32 percent of all North Carolinians age 18 and older have visited Morehead at least once.

Among those visitors are more than 80,000 schoolchildren on field trips. By closely aligning programming with North Carolina Essential Standards and the national Common Core, Morehead is able to support K-12 education while inspiring all of those children to consider how science might be part of their future. In addition, Morehead reaches thousands more high school students through its DESTINY Traveling Science

Learning Program, which uses two buses equipped with state-of-the-art lab equipment to deliver innovative, hands-on outreach programs to students and teachers across the state.

Also, Morehead can open the doors for researchers to many other museums and science centers through its memberships in the North Carolina Grassroots Science Museums Collaborative and the Association of Science-Technology Centers (ASTC).

> ready to partner

Morehead Planetarium and Science Center can be an incredible partner for UNC researchers. As granting agencies increasingly demand broad impact and the university encourages public engagement, Morehead offers researchers a convenient, quality partner to deliver science outreach. With researchers providing current science and Morehead providing content development and delivery expertise, the result can be powerful and compelling for the researchers, Morehead and the public that we serve. When you think science education outreach ... let us be your partner.



UNC
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outreach opportunities*

PLATFORM	DESCRIPTION	INTENDED AUDIENCE	PROJECT DURATION	TIME COMMIT [†]	NUMBER SERVED	APPROX. COST [‡]
Interactive exhibit	Morehead is pioneering the inclusion of current science research into exhibits and is staffing exhibits with trained facilitators to enhance visitor understanding and engagement.	General public (all ages)	6–36 months	40+ hours/3 hours at opening reception	80,000/year	\$50K
Traveling exhibit	Morehead would lease an interactive exhibit for three to four months from a well-regarded science center or professional organization. Additional related programs connected to UNC research would be implemented.	General public (all ages)	3–4 months	10 hours/3 hours at opening reception	Up to 35,000	\$10K–50K
Standards Aligned Curriculum	Morehead develops and adapts instructional activities so that teachers can readily provide their students with enriched science learning experiences.	HS students, MS students, ES students, and teachers	Indefinite	40+ hours/0 hours	Up to 2000/year directly	\$50K–70K
Teacher workshop (per day)	Hands-on professional development provides an opportunity for educators to develop science and technology skills that are key in educating a new generation.	Teachers, grades K–12	One day	25+ hours/0–8 hours	24	\$3K–5K
Summer science camp	Week-long, themed camps are held on campus and off-site in regional locations. Attention to stimulating content, age-appropriate activities and use of UNC's rich science resources are the foundations of each camp.	Children (grades K–12)	Multiple times each summer	5–10 hours/0–5 hours	100–2,900, depending on specific program	\$3K
Family science event	Held on weekends or evening (on- or off-site), these events engage children and caregivers in hands-on activities about current science topics.	General public (all ages)	1 day	3–5 hours/5 hours	250–500	\$3K
Carolina Science Cafe	Specifically for adult learners, a scientist kicks off a discussion about a current science topic.	Adults	1 day	2–3 hours/2 hours	30–75	\$250
Full dome digital planetarium show (feature length)	With new technology, Morehead is able to go beyond astronomy-themed shows to create a wide range of immersive full-dome feature-length (25–30 minutes) theater experiences.	General public and/or school group focus	Typically 8–10 years	20+ hours/3 hours at opening reception	Up to 25,000/year at Morehead; potentially more if leased	\$300K+
Full dome digital planetarium short	Morehead will develop a 2–3 minute show featuring current scientific research. Show will be presented prior to feature-length planetarium shows.	General public and/or school group focus	Typically 8–10 years	5+ hours/0 hours	Up to 25,000/year at Morehead; potentially more if leased	\$30K
Science LIVE!	Series of live demonstration programs about basic science phenomena.	General public (all ages)	Indefinite	15+ hours/0 hours	25,000/year	\$14K
Keynote speech	Morehead hosts a variety of speakers from local experts to Nobel laureates.	General public (all ages)	1 day	3–5 hours/3 hours	200–1,000	\$2K–25K

* Contact us for a free consultation. We are able to provide language for grant proposals if collaboration results.

[†] First number indicates researcher's time commitment in terms of preparation. The second number indicates time commitment in terms of direct interaction with audience. All times are approximate and will vary based on project design and researcher's desired level of involvement.

[‡] \$1,000 will be added to each proposal to support science communication training for science researchers and their teams (post docs, grad students).



> faculty advisory board

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