

Outreach Activities

Some of our efforts to recruit additional people to enter a teaching career had the effect of informing the general public (young and old) about science and math teaching, and about STEM careers in general. We had a presence at general career fairs and events. Our K-12 Sci/Math Clubs promoted STEM careers to K-12 students, and as a spinoff, often educated parents about the need for STEM professionals and for teachers.

We formed a partnership with TV Channel 11 in San Jose, California, to share weather data being collected at local participating K-12 schools. Each school had a MASTEP electronic weather station that was used for student projects and as part of regular science courses. Real time weather data from these sites was accessible from either the MASTEP website or from the Channel 11 website. The station's weather forecasters regularly reported weather conditions from our school sites, which were referred to as MASTEP school sites. Our logo and website were prominently featured on the newscasts. This exposure on TV led a large number of people in the San Francisco Bay Area to become aware of MASTEP and its objectives.

Part of the K-12 Sci/Math Club activities were science fair projects by interested students. A MASTEP industry partner, Intel Corporation, provided MASTEP with funds to support such science fair projects. Many of our participating K-12 students went to local science fairs, which receive considerable attention in our region. Local media cover such fairs, and parents become involved with their children for these activities, all of which highlight STEM careers and activities.