



UNC

MOREHEAD PLANETARIUM
AND SCIENCE CENTER

BIOLOGY
BIOCHEMISTRY & BIOPHYSICS
BIOMEDICAL ENGINEERING
BIostatISTICS
CELL & MOLECULAR PHYSIOLOGY
CELL & DEVELOPMENTAL BIOLOGY
CHEMISTRY
COMPUTER SCIENCE
DERMATOLOGY
EMERGENCY MEDICINE
ENVIRONMENTAL SCIENCES & ENGINEERING
EPIDEMIOLOGY
EXERCISE & SPORT SCIENCE
FAMILY MEDICINE
GENETICS
GEOGRAPHY
GEOLOGICAL SCIENCES
HEALTH BEHAVIOR & HEALTH EDUCATION
HEALTH POLICY & ADMINISTRATION
LINGUISTICS
MARINE SCIENCES
MATERNAL & CHILD HEALTH
MATHEMATICS
MICROBIOLOGY & IMMUNOLOGY
NEUROLOGY
NUTRITION
OBSTETRICS & GYNECOLOGY
ORTHOPAEDICS
PATHOLOGY
PEDIATRICS
PHARMACOLOGY
PHYSICS & ASTRONOMY
PSYCHIATRY
PSYCHOLOGY
SOCIAL MEDICINE
STATISTICS & OPERATIONS RESEARCH
STATISTICS



**WHEN YOU THINK
SCIENCE OUTREACH,
START HERE**



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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 140,000 guests annually. 2 Morehead educators provide hands-on learning experiences. 3 The DESTINY Traveling Science Learning Program's two mobile laboratories allow N.C. high school students to perform experiments in a modern lab. 4 A Morehead exhibit, "Zoom In," features the research of Assistant Professor Dan Reichart and student Josh Haislip.

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

Since 2002, 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.



"THE LEADING SCIENCE AT UNC RIVALS THE WORK OF ANY GREAT RESEARCH UNIVERSITY. MOREHEAD PLANETARIUM AND SCIENCE CENTER PROVIDES THE OPPORTUNITY TO TELL YOUNG PEOPLE NOT JUST THE STRENGTH OF OUR WORK, BUT ALSO HOW WE MAKE DISCOVERIES. THAT'S GOOD FOR CAROLINA AND THE WORLD."

Holden Thorp
Chancellor



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5 Morehead engaged campus researchers to help facilitate BioBlitz, a citizen science project. 6 Nobel laureate James Watson collaborated with Morehead to create a museum movie about DNA. 7 The “Zoom In” exhibit showcases UNC research at the extremes of size and scale. 8 Children, the future of science, form the core of Morehead’s audience. Photo credits (L-R): Dan Sears, Nacho Corbella, MPSC file, Steve Exum, Corbella, Sears, Jim Sink (Studio Displays), Sears. Faculty photos: UNC 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 140,000 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 curriculum standards, 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).

START HERE

Morehead Planetarium and Science Center can be an incredible resource 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 ... start here.



“THE EXPERTISE AND DEDICATION OF THE MPSC STAFF HAVE 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
Chair, Physics & Astronomy



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Todd Boyette, Director

“... MPSC HAS A GROUP OF REALLY DEDICATED AND TALENTED STAFF THAT CAN MAKE THE CONNECTION OF CUTTING EDGE SCIENTIFIC RESEARCH WITH PUBLIC EDUCATION. I WAS DEEPLY STRUCK BY THE EFFECTIVENESS OF THE EXISTING EDUCATION PROGRAMS AFTER WATCHING SOME OF THEM WITH MY OWN KID.”



Conghe Song
Associate Professor, Geography

“WORKING WITH THE MOREHEAD HAS OPENED AVENUES OF OUTREACH THAT WOULD NOT HAVE BEEN POSSIBLE ON MY OWN AND HAS MADE MY EFFORTS MORE EFFECTIVE. BEST OF ALL, THEIR FUN AND ENTHUSIASTIC ATTITUDE IS CONTAGIOUS - THEY ARE A TERRIFIC GROUP WITH WHOM TO WORK.”



Karen Pfennig
Assistant Professor, Biology

“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
Associate Professor, Chemistry

OUTREACH OPPORTUNITIES

PLATFORM/ ACTIVITY	INTENDED AUDIENCE	PROJECT DURATION	TIME COMMIT*	EST. 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	\$25K-225K
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	\$15K-50K
DESTINY module DESTINY develops and adapts instructional modules (sequences of lesson plans) so that teachers can readily provide their students with enriched science learning experiences.	HS students and teachers	Indefinite	+40 hours/ 0 hours	Up to 2000/year directly	\$30-50K
Science 360 program Current science topics are explored in-depth through rich storytelling and facilitated, multimedia presentations.	General public (all ages)	2-3 years	+10 hours/ 0 hours	1500/year	\$25K
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	25	\$5K-10K
Summer science camp Week-long, themed camps are held on campus. Attention to stimulating content, age-appropriate activities and use of UNC's rich science resources are the foundations of each camp.	Children (grades K-8)	Approx. 5 weeks every other summer	5-10 hours/ 0-5 hours	100 campers every other summer	\$3K
Family science event Held on weekends, these events engage children and caregivers in hands-on activities about current science topics.	General public (all ages)	1 day	3-5 hours/ 0-5 hours	250-500	\$3K
Current science forum Specifically for adult learners, a scientist kicks off a discussion about a current science topic.	Adults	1 day	2-3 hours/ 2-3 hours	50-75	\$250
Meet-a-scientist event Educators will work with you to develop a short presentation and activity about your research to share with the public in an exhibit hall.	General public (all ages)	1 day	3-5 hours/ 3 hours	50	\$200
Planetarium show With new technology, Morehead will be able to go beyond astronomy-themed shows to create a wide range of immersive full-dome theater experiences.	General public and/or school group focus	Indefinite	+20 hours/ 3 hours at opening reception	Up to 25,000/year	\$225K
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	200-1000	\$2K-25K

* 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.