



**What is the number of the parking space containing the car?**





USRA

# Sharing Planetary Science

## Engaging Culturally Diverse Audiences

*Welcome!*

*This webinar will be recorded and live-streamed on YouTube.*





Research indicates that people learn more when they actively participate in discussion rather than passively listening.

Discussion helps people process the information.

*Sharing Planetary Science* seminars include discussion through the chat function and question and answer, to enable all participants to share their knowledge and process what they are learning.



# Communication Styles

- What was Christine doing that might have looked or felt different?
- How do you think Grace might have felt?
- How would you have felt?
- What does this have to do with culture?



# Participating in Discussion

Please share your thoughts and responses throughout the session in the **chat** box.





# Panelists



**Liliana (Lily) Alonso**, a Librarian at Pasadena Public Library, conducts programming and outreach for the youth department at this Texas library which serves a predominantly Hispanic community.



**Kathryn (Kat) Gardner-Vandy**, a Choctaw Native and Assistant Professor at Oklahoma State University, is leading the NASA Science Activation *Native Earth | Native Sky* program.



**Betzaida (Beth) Aponte Hernandez**, Researcher at the Lunar and Planetary Institute. Beth has conducted STEM programs for students at Arecibo Observatory in Puerto Rico.



**Christine Shupla**, Manager of Education and Public Engagement at the LPI, has extensive experience at facilitating programs for diverse educators and audiences



# Authentic Partnerships: Arecibo Observatory Space Academy

- Program: Research Experience for High School students interested in STEM
- Goal: Prepare students for careers in STEM  
- increase LatinX representation
- Partnerships: Teachers, community, Arecibo Observatory Staff, Students, Parents
- Cultural approach: Attachment and a cultural identity impostor syndrome

95%

STEM field

70%

Space & Planetary Science



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**Together**



**Working for a common goal**



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# Kat GV: Relationships with Indigenous communities

## Built on the foundation of reciprocity:

- Mutual understanding of each other's strengths and needs
- Co-creation of programming
- Wise practices for relationship building
  - Initial self reflection and research
  - Going with an open mind and open ears
  - Spend time (TIME!) building trust
  - Be consistent (not a one and done "ask")



# Discussion: Partnerships

How have you chosen partners to approach for your engagement efforts?

How have you initiated partnerships?

How can we ensure that partnerships are authentic?





# Partnership Benefits in Libraries

- Partnerships like these open up opportunities for events and programs our patrons may not be aware of or have access to.
- We promote each other!
- Partnership with LPI brings in STEAM programming

## Ways we reach out:

- Outreach events
- School Visits
- Storytimes
- Career Day
- Partner with city departments and Community orgs.
- Social Media



# Strategies to Sustain Partnerships

- Include and listen to people familiar with the culture
- Frequent, meaningful communications
- Clear roles and reasonable expectations
- Mutual respect—not just about my science or my goals





# Be Engaged by the Community

- Listen to the audience
- Attend, watch, join important community events
- Learn more about cultural norms
- Establish a strong relationship with the community
- Speak the culture (learning how to pronounce words and names)





# Discussion: Learning about Cultures

What are some ways you have learned about another culture?

What are some aspects about another culture's norms or communications that surprised you?

How do you demonstrate your respect for another culture?



# Possible Partners

- *Chat Storm:* Who might you reach out to, in order to engage a different audience in planetary science?
- *Quick write:* what are your first steps? What would you offer? What would you ask?



# Learning about the Culture

*Chat storm:* What steps would you take to learn more about this culture?



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# Resources

We have posted a list of resources on these topics at

[www.lpi.usra.edu/education/scientist-engagement/Resources.pdf](http://www.lpi.usra.edu/education/scientist-engagement/Resources.pdf)

*Please send your recommendations for additions to this list to [education@lpi.usra.edu](mailto:education@lpi.usra.edu).*



# Thanks!

We have a very short evaluation form; we would greatly appreciate your feedback!

Contact us with your thoughts and questions!

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