



## ANNOUNCEMENT OF OPPORTUNITY NASA Earth Ambassador Program



### **What are Climate Day and Climate Day Events?**

Global climate change is a significant phenomenon that humans have impacted to varying degrees around the globe. A hot topic scientifically, politically, and socially, people of all ages and socioeconomic backgrounds need to be engaged in the dialogue surrounding these issues. In order for the general public to be able to address and make informed decisions and choices, they must be able to separate fact from fiction and should understand their individual role in global change. Climate Day events, which target schools and communities to educate and raise awareness of climate change and NASA's contributions to the body of knowledge on this topic, is the mechanism by which we expect to improve climate literacy in the U.S. These events will be implemented through a network of carefully selected and trained Earth Ambassadors who will make use of an electronic Climate Day 'Kit' comprised of NASA resources related directly to climate science that are suited for education and public outreach on climate and climate change.

### **What are Earth Ambassadors and How Do We Train for Climate Day?**

An Earth Ambassador is someone who is committed to the support of a series of nation-wide NASA Climate Day Events hosted at their own institutions using NASA Climate Day Kits containing educational and public outreach resources. In preparation for their Climate Day events, the selected Ambassadors will be trained in the use of Climate Day Kit resources via two-week, virtual workshop, June 4-15, 2012. To sustain the engagement of Ambassadors, quarterly online webinars and monthly telecons will provide up-to-date information on Climate Day Kit resources and the latest scientific research. Ambassadors will be able to collaborate with each other, the proposers, and the general public through listservs, social media networks, and online collaborative spaces.

### **What commitment is expected of an Earth Ambassador?**

Earth Ambassadors will be expected to attend 1) Climate Day Kit trainings, 2) telecon updates, 3) webinar updates, and 4) conduct a Climate Day event in 2013.

### **If selected as an Earth Ambassador, what is our commitment to you?**

We will provide the training for the Climate Day Kit resources during a cost-free (to you) two-week, virtual workshop, June 4-15, 2012 from 11:00am-12:00pm EDT and 1:00pm – 2:30pm EDT each day. In addition, we will host all telecon and webinar updates, maintain the Climate Day Kit's resources as they are produced, and address any and all concerns you may have related to your Climate Day event and resources.

### **How will the Earth Ambassador be selected?**

This Announcement of Opportunity is intended to recruit Earth Ambassadors capable of committing one year to the program from 2012-2013. In order to maximize the scope of the program, Ambassadors will be chosen to reflect a geographically and institutionally diverse cohort of individuals from a variety of settings—science centers, planetaria, museums, universities, educational organizations, etc. An Earth Ambassador candidate must be a legal U.S. resident actively involved in science education and outreach. Experience and work with the general public is not required but is highly desirable.

**The application submission requirements can be found on the application and include (the application information is also online at <http://bit.ly/NCDapp>):**

- ✓ Contact and Organization Information
- ✓ A current resume or curriculum vitae.
- ✓ A letter of commitment from your host institution (current employer or sponsoring organization) to provide you release time to conduct Earth Ambassador training workshops and other commitments listed above.
- ✓ Two letters of reference from individuals or institutions familiar with your education and public outreach style and commitment, and who can speak to your success as a presenter.
- ✓ A proposal, no longer than two pages, outlining an implementation plan for the Climate Day event(s) you will conduct, including possible venues, audiences, and goals.