

Wisconsin Idea National Network – Education and Research Space Sciences
(WINNERSS)

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A WISCONSIN IDEA PROGRAM INITIATIVE

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PROGRESS REPORT (July 1, 2001-June 30, 2002)
BUDGET REQUEST (July 1, 2002-June 30, 2003): \$57,760
Matching Funds: \$32,921

8 March 2002

Progress towards meeting objectives:

WINNERSS is off to a successful implementation with the strong support and interest from its partners, Office of Education Outreach (OEO), Space Place, Center for Sustainability and Global Environment and the Wisconsin Alumni Association, as well as the Speakers Bureau. We have been able to undertake activities in all three areas through visits to schools, presentations at public forums and conferences. A list of the programs undertaken by the WINNERSS Team is attached.

Additionally, following specific activities that deserve mention include:

1. An initiative begun by Co-Leader Rosalyn Pertzborn for a approval of a Certificate Program in Earth and Space Science on the UW-Madison campus through discussions with the Wisconsin Department of Public Instruction and the Office of Education Outreach (B. Emerick).
2. Design and production of a 24 x 36" poster depicting the WINNERSS theme, "Our Home in the Universe - Future Habitability of the Earth". We gratefully acknowledge the support of the University Publications Office (Judy Reed) in the final, printer-ready version of the poster. The poster will be distributed free at the Annual Meeting of the Wisconsin Society of Science Teachers being held in Madison (11-13 April 2002). Afterwards, the poster will be available for purchase for a nominal cost.
3. A tour to Arizona focussing on Astronomy arranged in cooperation with the Wisconsin Alumni Association to be conducted in April 2002. As of March 2002, twenty four persons have paid for participating in the tour.

II. Changes in project objectives, timeline and personnel:

We do not anticipate any changes in project objectives, timeline or personnel.

III. Benefits to date: Describe project outcomes to date and how the intended audience(s) used the information and benefited from your project.

A significant number of students, educators and members of general public (~3000) have been introduced to the earth and space science themes are encompassed by the WINNERSS effort. In particular it is expected that educators will utilize their enhanced capabilities to enrich their classroom activities and more effectively address science education standards.

IV. Fiscal progress and commitments:

Matching Funds

Matching funds for some of the WINNERSS activities have come from NASA grants administered through Space Science and Engineering Center that partially support Education and Public Outreach efforts. WINNERSS will continue to rely on federal grants for matching funds in the near future.

Program Revenue

The program was not expected or required to generate any significant revenue in the first year, our efforts were aimed at developing avenues for future revenue through:

1. Astronomy/Environment Tours within US and overseas in collaboration with the Wisconsin Alumni Association. The first tour will occur in April 2002 and has been a learning process. Sales to date indicate that the expenses for publicity (\$3,000) will be recovered through the tour, but as of the date of this report, "profit" is not likely to be realized.

2. Fee for programs at Space Place have produced a small income through school visits (\$275) and sponsorship (\$1,500, Firststar Eve). It is anticipated that this income will grow somewhat during the second year, but is not expected to be very large.
3. The poster depicting "Our Home in the Universe" is being printed in quantity (10,000) for an anticipated printing cost of \$6,500. Approximately 1,500 copies will be distributed free to teachers attending the WSST Conference in Madison during April 2002 as part of their registration materials. The remaining copies will be sold for a nominal cost (About \$5 each).

Are you fiscally on target so that the project will continue beyond the grant-funding period?

The level of interest in the Arizona tour has given us confidence of the potential of the tours to generate some significant revenue. Future tours are being considered and planned. In Year 2 we hope the tour program will generate a modest profit (\$4,000).

The response to "Our Home In the Universe" poster is extremely positive and may indicate its value in generating revenue through sales in the future through Space Place Store and perhaps the Wisconsin Alumni Association and campus and other local outlets (Memorial Union and Union South).

In the last month a proposal to NASA IDEAS Program for Workshops in Teaching of Astronomy at the High School level has been selected for funding and three or four similar opportunities associated with successful research proposals have been presented.

Areas of Concern

The outcome of marketing of teacher programs (on-line courses and summer workshops) is of some concern as the number of Wisconsin teachers participating in the programs is rather small. In Year 2 we hope to expand the marketing to a larger teacher audience hopefully nationwide through WAA.

An additional concern is the severe competition posed by the financial incentive loaded programs offered by WIMSTE, a program with significantly higher funding (\$2,000,000 in FY2001 and \$1,500,000 in FY2002) that was earmarked by US Congress and apparently being administered by UW-Green Bay from what we have been led to believe. With this funding they have offered large stipends to participants that our programs cannot provide for lack of funding.

Although the development of the concept for required subject matter and content for the Certificate Program initiative has made significant progress, the approval process continues to be much slower than anticipated

V. Year two budget request:

No changes in the funding are requested although the overall operating budget and the expected may be somewhat different from what was originally proposed.