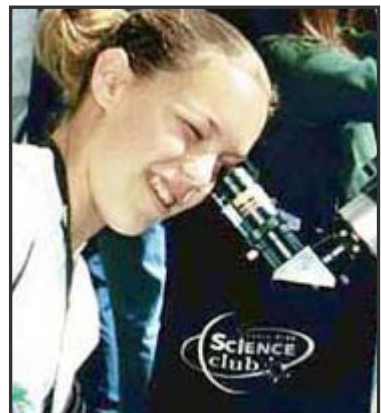


Sally Ride Science Festivals

Project Officer's Guide

Civil Air Patrol

CAPP 52-11 August 2003



CAPP 52-11 ♦ August 2003
SALLY RIDE SCIENCE FESTIVALS
Project Officer's Guide

PREFACE

The Sally Ride Science Festivals, hosted by America's first woman astronaut, encourages and supports girls interested in science, math, and technology.

This guide is designed to help project officers plan and conduct successful aerospace education events and targeted outreach during the festival when it is held in their local area.

This pamphlet is governed by CAPR 52-16, *Cadet Program Management*.

The festivals enable Civil Air Patrol and CAP members to

- Help fulfill CAP's aerospace education mission and perform a community service in the process
- Meet Dr. Ride and hear her speak on why aerospace is important to youth and America
- Increase CAP's visibility locally and in the aerospace community
- Associate CAP with one of America's most recognized and respected aerospace leaders
- Conduct targeted outreach, introducing CAP opportunities to aerospace-minded girls. Nationally, only 17% of CAP cadets are female.

CONTENTS

| | |
|------------------------|---|
| Talking Paper | 3 |
| Mission Overview | 4 |
| Best Practices | 5 |



Headquarters Civil Air Patrol
105 South Hansell Street
Maxwell AFB AL 36112-6332
www.cap.gov

Cover photo: Courtesy of Sally Ride Science Camps

TALKING PAPER

THE SALLY RIDE SCIENCE FESTIVALS

Dr. Sally Ride was America's first woman astronaut and continues to serve our nation as one of its most recognized and respected aerospace leaders.

The mission of Dr. Ride's organization, Imaginary Lines Inc., is to increase the number of girls who are technically literate and who have the foundation they need to advance their capabilities in science, math, or technology.

Women comprise only 19% of the science, engineering, and technology workforce.

Jobs requiring skills in math and science are on the rise - technical literacy is a must for today's youth.

Each festival brings together 600 - 1,000 middle school aged girls for a fun day of science and socializing. Many parents also attend.

Each festival features:

A well-known female astronaut, oceanographer, engineer or zoologist who kicks off the day with a presentation describing her work.

A variety of workshops for girls given by local professionals - physicists, microbiologists, veterinarians, astronomers, engineers, and ecologists.

Special workshops for parents and teachers about ways to support girls' interests in science, math and computers.

A lively street fair with hands-on activities, sponsor booths, science demonstrations, music and food.

Girls experience science as a natural outgrowth of their own curiosity during the festivals.

The Sally Ride Science Club hosts the festivals. It is the first national club with a mission of supporting girls in the exploration of the universe of science and technology.

Web Resources:

Imaginary Lines, the parent company of Dr. Ride's organization: www.imaginarylinesinc.com

The Sally Ride Science Festival: www.sallyridefestivals.com

The Sally Ride Science Club: www.sallyrideclub.com

MISSION OVERVIEW

SUPPORTING THE SALLY RIDE SCIENCE FESTIVALS

Scope

The Sally Ride Science Club has invited Civil Air Patrol to participate at their festivals because both organizations share a mutual goal of promoting aerospace education. Girls in Dr. Ride's club are excited about the aerospace sciences and are looking for a way to pursue that interest on a regular basis. CAP's Cadet Program provides girls with the aerospace opportunities they are looking for.

Mission Components

For the wings that support the festivals, there are two mission components:

Aerospace Education Event. Festivals include several hands-on, exciting aerospace education activities. Girls attending the festival want to be involved and make or do something that helps them learn about aerospace. Most of all, they want to be engaged and have fun.

Targeted Outreach. Each festival includes a "street fair" where various aerospace companies, youth groups, educational programs, etc., provide a booth to promote their organization and champion aerospace education in the process.

The Festival Environment

The festival can be described as a pep-rally, club convention, interactive lecture series for young girls, and hands-on aerospace jamboree infused with a pop-rock soundtrack, all rolled into one activity held on a single day. Between 600 and 1,000 girls attend each festival, and most are accompanied by a parent. Festivals are usually co-sponsored by a college and held on campus.

Points of Contact

HQ CAP: Wing project officers may contact the Cadet & Senior Member Professional Development Division for festival dates and general questions about the CAP / Sally Ride Science Festival partnership, and to provide feedback after a festival.

Email: cpca@cap.gov *Phone:* 334.953.4304 *Fax:* 334.953.6699

Sally Ride Science Festival: Dr. Bear Ride (Dr. Sally Ride's sister) is the point of contact for wing project officers with logistical issues such as where and when to arrive, booth space, opportunities to host aerospace education events at the festival, and other details concerning the festival. *Email:* bears@usc.edu

Fees

The festival waives its fee for exhibitors, allowing CAP space for one booth. Also, CAP members supporting the booth or an aerospace education event are not required to pay an entrance fee.

Aerospace Education Event

People

When hosting an aerospace education event at the festival, it is crucial that the person leading the event be an experienced aerospace educator with exceptional communications skills and an easy ability to interact with 10-14 year old girls.

- If a qualified local CAP volunteer is not available to host an aerospace education event at the festival, check with your region director of aerospace education for help in finding one. Depending on their availability, the RDAE may be able to host the aerospace event.
- If an experienced aerospace educator is not available to lead the event, do not offer to host one. Advise Dr. Bear Ride that CAP can provide a booth, but is unable to host an aerospace education event during the workshop session.
- Cadets may assist with the aerospace event, but should not lead it on their own.

Activities

Girls attending the festival want to participate in fun activities. Give them an opportunity to use their hands and their minds and to interact with the other participants. Keep the activity simple, easy to understand, and capable of being concluded in the time allotted.

The *AEX II* booklet is an excellent resource. It includes several fantastic hands-on activities appropriate to the festival's age group. Most of the activities in the *AEX II* booklet can be completed with ordinary household items that are very inexpensive. The wing or squadron hosting the activity is responsible for providing the materials necessary for about 30 girls to participate. Units supporting the festival may obtain a free *AEX II* booklet by emailing cpca@cap.gov.

Targeted Outreach

Outreach

"Outreach," in the context of the Sally Ride Science Festivals, is the process of introducing girls and their parents to CAP programs that promote girls' involvement in aerospace and technology.

The festival does not permit direct recruiting, but organizations may provide information about their programs. Therefore, *use the CAP display booth to encourage aerospace in general*. For example, use the national cadet special activity videos to make festival participants aware of aerospace career opportunities that cadets explore each summer. Or, cadets might briefly discuss what they have

learned about aerospace through CAP, and how they developed self-confidence in the process. When speaking with parents, mention CAP's external aerospace education mission and explain how CAP can provide their child's teacher with valuable aerospace education resources.

Do not bring membership applications, and never pressure any participant to join CAP. If a festival participant expresses interest in taking advantage of CAP programs, provide them with the information they need -- a local contact number, meeting time and location, website, etc. - and then let them take the next step on their own. Respect the festival's distinction between *recruiting* and *outreach*.

Who to Involve

Because the festival aims to reach girls, make every effort to staff CAP's booth with female cadets. Include a high school aged female cadet officer to serve as a role model, and a couple female cadets aged 12-14. Bring one or two male cadets aged 12-14 to show that CAP is open to boys and girls.

As with any CAP activity, at least one senior member must be present at the festival (see CAPR 52-10, *CAP Cadet Protection Policy* for details). It is best to have two or three seniors participate, enough to help plan for the festival, talk with parents of girls interested in CAP, and supervise the cadets. If at all possible, involve female senior members.

What to Bring

Brochures: Bring cadet, senior member, and teacher recruiting pamphlets*.

Local Contact Information: Provide a simple handout with information about nearby squadrons. Include the commander or PAO's name, their phone number, meeting location and time, website, etc.

Cadet Aerospace Textbooks: Display the texts for prospective cadets and their parents to see.

Videos: Bring a TV/VCR or computer with a CD-ROM and play one of the following videos at the booth:

The *Where Imagination Takes Flight** video provides a good introduction to CAP.

The *National Cadet Special Activity Videos* show cadets in action. The videos highlighting aviation and aerospace are especially suitable for the festival's target audience. Download NCSA videos by visiting www.cap.gov, and clicking "Cadet Programs" and "NCSAs."

Display Booth: The wing PAO or DDR officer may have a booth prepared for events like the festival. If not, display board (heavy foam or cardboard) is available at most office supply stores. Include pictures of cadets participating in aerospace activities (especially girls), or CAP posters*. Most venues provide a folding table and some chairs for each booth; check with Dr. Bear Ride for availability.

Give-Aways: Bring a flyer/paper airplane*, pieces of candy, Air Force pencils (see local recruiter), etc.

* Denotes items that may be available through the "E-Services" section at www.capnhq.gov.

Uniforms of the Day

Cadets supporting the festival should wear the Air Force-style blue uniform. Try to have each cadet wear the same combination (ie: with or without service coat, with or without ribbons, etc.).

Senior members should wear any CAP uniform other than the jumpsuit, flight suit, or BDU uniforms.

All CAP members must be neat in appearance and meet the standards required for the uniform they wear (see CAPM 39-1, *CAP Uniform Manual* for details). Remind all participants that they are in the public spotlight and represent Civil Air Patrol.

What to Promote Through Targeted Outreach

The festival champions aerospace education, therefore “sell” prospective cadets on the opportunities to fly, build model rockets, tour local aerospace facilities, and participate in aerospace activities at summer encampments.

Leadership training boosts self-confidence and includes training in problem-solving, public speaking, and teamwork. Those traits are especially relevant to girls aged 10-14.

With parents, stress that CAP is a drug-free, wholesome, positive environment, and that the adults who mentor cadets are screened by the FBI.

Do not focus on promoting activities that do not relate to the festival’s aerospace science theme, or activities that middle school youth could not participate in during their first year as a cadet.