**Breakout Session 2-- Group 2—1 pm Reaching out**

Target Audiences

(In reach versus outreach)

Researchers (In-reach)

K12

Academic (UG education)

Policy Makers

Collections managers

Digitizers

Undergraduate (research)

Citizen science

Natural resources managers

Field biologists/ecologists

Environmental researchers/consultants

Ecosystem services ($ value on resources)

Data miners

Lifelong learners (curious public)

Potential private donors (e.g., foundations)

Corporations (like Google)

Why do we want to reach out?

Sustainability

Intellectual relevance

Conservation of biodiversity; saving the planet

Opportunities for data improvement

Training the next generation & maintaining the motivation for digitization

What is the relative development and importance of in-reach versus outreach?

CPET workshop—iDigBio (Pam) niche modelling, etc.

We have a spot on the web site for lesson plans.

National NSTA Meeting in Orlando—we should get organized

Quantification of lesson plans for iDigBio and outcomes.

Need to develop a strategy rather than opportunistic, but not coordinated. Would be good to do this.

Blitz Kits, on-line engagement. Austin Mast

Should we invest more in Outreach? Problems with previous search. Increase salary for E&O coordinator.

More senior versus younger tech saavy person. Perfect person in Pullman WA!

Is K12 in our scope? Should it be, next 2 years and then next 5 years. Need to find additional funding.

Needs to be better coordinated.