

TOOLIK FIELD STATION

2021-2022 OUTREACH

HALEY DUNLEAVY



K-12 + PUBLIC OUTREACH

- 6 Skype-a-Scientist sessions + 1 virtual Girl Scouts of Alaska STEMapalooza, reaching 125 students
- 2 outreach presentation to educators, 40 educators & outreach coordinators
- UAF Arctic Research Open House, 100+ visitors
- Co-wrote Battelle Education award with Upward Bound & Juneau Icefield Research Project to fund low-income high school students at Toolik
- Coordinating with Arctic LTER Education Specialist Amanda Morrison



Skype-a-Scientist session with an environmental science class at an all girls high school in Japan



Toolik graduate student Jackson Drew sharing his research at UAF's Arctic Research Open House.

SCIENCE COMMUNICATION



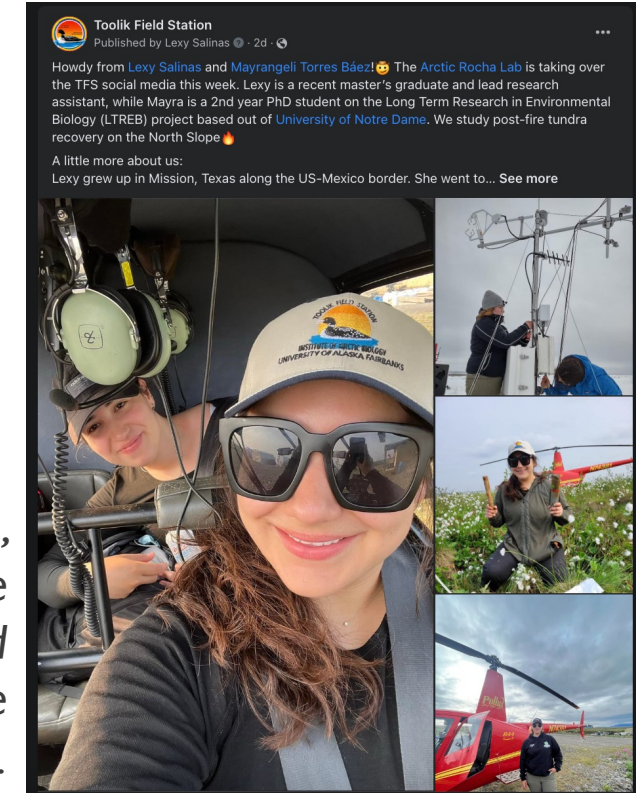
- One Toolik quarterly newsletter (more coming!)
- One article in Audubon Alaska newsletter (reaches 3k subscribers)
- 3 press releases (link 1, 2, 3) + 5 other articles on Toolik & UAF website
- Media coverage in the Alaska Beacon, Arctic Today, Fairbanks Daily News Miner, CBC radio, Fox Weather, and more.
- Connected with Alaska science reporters & continued coordinating with UAF public info officers to highlight Toolik's role in research support.

SCIENCE COMMUNICATION



- Toolik community members participated in social media takeovers. Received lots of positive traffic.
- Twitter – Nearly doubled the engagement rate on tweets
- Instagram – increased the average monthly reach by more than 7x
- Facebook – made 1.5x more posts than 2020-21 & slightly increased average monthly reach
- Created a Tiktok but no posts...yet!

*Community liaison, Lexy Salinas,
and her Rocha lab mate
Mayrangeli Torres Báez posted
about their journeys into science
as Latinas in STEM.*



SOCIAL MEDIA ANALYTICS

	Total Tweets	New Followers	Page Views	Mentions	Tweet Views	Total Engagements	Average Engagement Rate
Twitter	214	278	27,194	286	147,129	4,832	2.5%

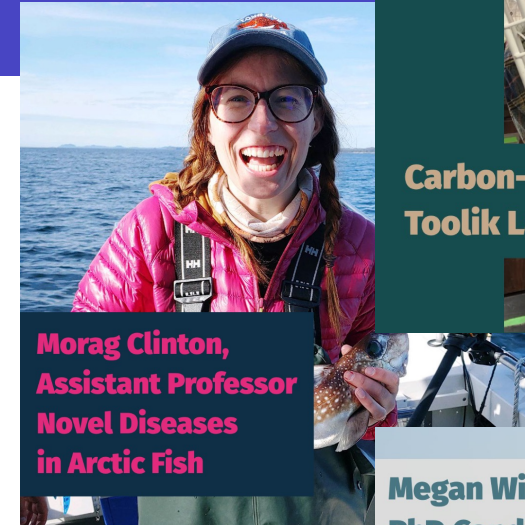
	Total Posts	New Followers	Page Reach	Post Reach	Post Interactions	Average Interaction Rate
Facebook	56	100	30,665	34,847	4,477	11.3%
Instagram	81	201	21,223	58,983	9,864	12.1%

BUILDING RELATIONSHIPS WITH ALASKA NATIVE COMMUNITIES

- Amanda & Haley participated in UAF's Indigenous Author's Book Club, led by Professor Tia Tidwell
- Connected one Toolik researcher with the Alaska Native Science and Engineering Program (ANSEP)'s Middle School Academy
- Amanda continued to request that summer Talking Shop presenters give land acknowledgements
- EDC tech organized a fun run on their personal time to solicit donations for the Simon Paneak Memorial Museum – over \$200 donated
- Amanda & Haley continuing to discuss a potential Toolik – Anaktuvuk Pass connection with professors Tia Tidwell & Debbie Mekiana.

OTHER ACTIVITIES

- Led a Science Communication workshop in camp at Talking Shop
- Supported 4 TUNDRA awardees
 - PhD candidates Chelsea Smith & Megan Wilcots, early career professor Morag Clinton, & research scientist Alex Michaud (2020 awardee)
 - 2023 application deadline is 15 February. Encourage students/recent graduates/postdocs to apply!
- Partnered with BLM Interagency Center in Coldfoot to sponsor one Artist-in-Residence
 - Writer & Arctic historian Bathsheba Demuth
 - Demuth presented her work at Talking Shop



**Morag Clinton,
Assistant Professor
Novel Diseases
in Arctic Fish**



**Chelsea Smith
PhD Candidate**

**Carbon-Iron Dynamics in
Toolik Lake Sediments**



**Alex Michaud, Research Scientist
Microbial Activity in Thermokarsts**



**Megan Wilcots,
PhD Candidate**

**Ecosystem Carbon Flux
Along Nutrient Gradients**

HAVE QUESTIONS, COMMENTS, CONCERNS, GREAT IDEAS?



LTER Network Office Photo Contest:
Ruby An, First Place
Abigail Rec, Grad winner (L)
Jansen Nipko, Undergrad winner (R)

Please reach out!

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Schedule a chat:
calendly.com/hdunleavy

