Welcome to the National Girls Collaborative Project National Webinar

PLUM LANDING: Digital Support For Exploring Your Local Environment

August 22, 2017
Agenda

• NGCP Vision and Goals
• PLUM LANDING
  – Why do we need PLUM LANDING?
  – Is PLUM LANDING popular?
  – What resources does PLUM LANDING offer?
  – How can you bring PLUM LANDING to your community?
  – What can PLUM LANDING do for you?
• Questions and Closing
The National Girls Collaborative Project (NGCP) brings together organizations that are committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).
NGCP Goals

1. **Maximize access** to shared resources within organizations interested in engaging girls in STEM.

2. **Strengthen the capacity** of programs by sharing exemplary practice research and program models.

3. **Use the leverage of a network** to achieve gender equity in STEM.
National Network of Collaborative Teams
Speaker

Brianne Keith,
Outreach Manager,
WGBH Education
PBS KIDS’ PLUM LANDING
Digital Support for Exploring Your Local Environment
Why would YOU consider PLUM LANDING?
Nature Deficit Disorder and its Effects

Attention Deficit Disorder (ADD)

Depression

Obesity
Why Connect Kids to Nature

- Stimulates kids' imagination and creativity
- Reduces ADHD
- Reduces stress and depression
- Reduces crime in urban communities
Why Connect Kids to Nature

Encourage taking care of planet Earth

Build observation + science inquiry skills

Help train young citizen scientists

Provide real world STEM learning
IS PLUM LANDING POPULAR?
Plum Landing is Popular!

Website garnered 57 million page views

Kids have watched PLUM videos 150 million times

Children have submitted over 183,000 photos and drawings

3,000 Facebook fans

Kids have collected enough points to “buy” over 550,000 virtual stickers.
The Press Loves Plum!

USA TODAY gave PLUM LANDING four out of four stars and said, “PLUM LANDING is a great destination for eco kids.”

Best Pick Website Award and Best Pick App Award - TechwithKids.com

Touted as being “on the cutting edge of children’s programming” - Boston Globe Business Section
What resources does PLUM LANDING offer?
PLUM Gets Kids Outside and Learning
Standards Aligned
Outdoor STEM Curriculum

- Activities to get kids and families outdoors
- Discussion questions, videos, enrichment activities
- Activities in English and Spanish
Digital Games + Stories

to encourage outdoor exploration
Outdoor Science in Action Videos

- Race to Save Water
- Find a Forest in the City
- Go on a Sound Safari
- How to Hike a Mountain
- Build a Watershed

- Exploring Roots and Shoots
- Find a City in the Forest
- Follow the Water Source
- Build an Evaporation Station
- Design an Animal Habitat
iPhone App Sends Kids on Outdoor Missions

Take a photo of:
Signs of animal life

Take a photobomb:
Cooper will be in your photo
12 Outdoor Adventure Badges
Plant Inspector

Draw your plant and label what was interesting about it.

- soft petals
- curly leaves
We took Plum’s Outdoor Adventure!

Plant Inspector

#plumlanding pbskids.org/plumlanding
Exploring your world, one mission at a time

PLUM Family Engagement Toolkit

Making it easy to bring PLUM LANDING to your community
*New Resources in 2017! PLUM goes to the city!

New PLUM LANDING
Explore Outdoors Toolkit for programs serving kids and families – especially in urban areas!
How can you bring PLUM LANDING to your community?
5 Ideas for Bringing PLUM LANDING to Your Community

#1 Plan a PLUM-themed Outdoor Activity

#2 Bring PLUM to a Community Festival or Fair

#3 Bring PLUM to a School or After School

#4 Launch a PLUM Digital Badging Challenge

#5 Send families on a PLUM Photo Hunt
#1 Plan a PLUM-themed Outdoor Activity

**WSIU** Southern Illinois hosted a PLUM-themed digital lake hike on campus

“There was sharing among generations, contrasting and connecting stories about outdoor experiences from one generation to another...” - WSIU Outreach
#2 Bring PLUM to a Community Festival or Fair

Vermont PBS, WTJX, WNET hosted PLUM activity stations at local festivals

Vermont PBS’ 50th Celebration of the Wilderness Act
#3 Bring PLUM to a School or After-School

Wisconsin Public Television partnered with the Girl Scouts, incorporating PLUM LANDING into Journey requirements
#4 Launch a PLUM Digital Badging Challenge

Vermont PBS, WYES New Orleans, and WGBH Boston partnered with public libraries + schools.
#5 Send Families on a PLUM photo hunt

WNEL Channel 13 sent kids on a PLUM LANDING Photo Hunt at the NYC Botanical Gardens Annual Edible Harvest Festival
Questions?

Contact Brianne Keith
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Get Involved with NGCP

• Follow us on social media, @NGCProject
• Attend local events and national webinars
• Join your local Collaborative leadership
• Collaborate to serve more girls in STEM
Webinar Archive…

“Google-Gallup CS Education Data: Further Explorations of Underserved Communities”
and many, many others!

http://ngcproject.org/resources/webinararchive
Thank you for joining us today!