Everyone’s time is limited and is a highly valuable resource. Here are a few ideas for how to increase your efficiency and extend your impact when engaging in E/PO (education and public outreach) activities.

1. **Work at Higher Levels.**

   Consider if what you are doing can reach more people. Reaching the providers (such as teachers, curators, librarians, museum volunteers, Girl Scout leaders, etc.) can often leverage your time more efficiently. Not all E/PO efforts can be “stepped up” and remain effective, but many can. For example:

   A. If you have one hour to visit one classroom with a presentation on the latest space missions, you reach 30 students. With that same hour you can visit 30 teachers in a professional development setting, and both the teachers and their students will have the opportunity to learn about the latest space missions.

   B. If you speak one time at a star party, you reach whatever general public attend. If you speak one time to those members of the astronomy club that arrange the star parties, you have the potential to reach them, plus the public with whom they engage all year.

2. **Use Existing Materials.**

   You may not need to create your own activities or presentations. There are clearinghouses for vetted, tested materials that meet science education standards. Check these before spending your time creating new products.

   EarthSpace - [http://www.lpi.usra.edu/earthscape/](http://www.lpi.usra.edu/earthscape/)
   Wavelength - [http://nasawavelength.org/](http://nasawavelength.org/)
   comPADRE - [http://www.compadre.org/](http://www.compadre.org/)
3 Become a Part of Existing Programs.

There are a host of ongoing programs that are interested in input from scientists. These may include local speaker’s series, teacher’s workshops, and product reviews. Special events such as a mission launch, spacecraft orbit or landing, Yuri’s Night, and Earth Day will have local, regional, or national events already associated with them. Check with local libraries, schools, your place of employment, and science and astronomy clubs. Further ideas can be found here:

International Observe the Moon Night — http://obervethemoonnight.org
Sun Earth Day — http://sunearthday.nasa.gov
Sky and Telescope Clubs and Organizations —
   http://www.skyandtelescope.com/community/organizations
Year of the Solar System — http://solarsystem.nasa.gov/yss/index.cfm

4 Leverage Media Outlets.

Your E/PO efforts are news. Whenever you are engaged in E/PO, consider what outlets might be interested. These might include your place of business, local papers, and education or science blogs. Students might write articles about it for their own paper. Larger events should have press releases prepared. Check with your home institution about rules and practices for working with media, including waivers for taking pictures of people (especially minors) at your event.

http://www.wikihow.com/Write-a-Press-Release

5 Consider Policy Issues.

If you are interested in seeing large-scale education reform, then concentrate your time on topics and in venues that are engaged with setting policy and generating standards. Work with local schools as they choose textbooks and curricula. Become an advocate for science education by working with state and national government agencies.

6 More Information.

Check http://www.smdep.org/people to find E/PO experts in your local area, at your institution, or working in your subject area. Your professional societies (AAS, DPS, AGU, GSA, etc.) have education and outreach specialists interested in pointing you in the right direction.