



TRANSFORM HOW THE GLOBAL COMMUNITY ENGAGES WITH BIOTECH

A YEAR OF ▶ SCIENCE FESTIVALS ▶ SCIENCE CAFES
▶ BIOTECH SCAVENGER HUNTS ▶ LAB-IN-A-BOX KITS
▶ SCHOOL PROGRAMS ▶ COMMUNITY OUTREACH ▶ FREE RESOURCES
▶ AMBASSADOR PROGRAMS ▶ EVALUATIONS

The Association of Science-Technology Centers (ASTC) is a global organization providing collective voice, professional support, and programming opportunities for science centers, museums, and related institutions, whose innovative approaches to science learning inspire people of all ages about the wonders and the meaning of science in their lives.

The Biogen Foundation provides access to scientific education and essential human services to children and their families in the communities in which Biogen operates. We are committed to raising a passion for science and research by supporting effective science education initiatives and strengthening efforts to make science education and scientific careers accessible to diverse populations.



The **ambassador program** enlists secondary school students, 13-19 years old, to give presentations on dynamic biotechnology topics in their schools & communities – inspiring others to engage in science. Ambassadors train in science communication & interact with international students through online exchanges. The program allows youths a unique view into STEM careers & access to scientists & industry leaders from around the world.



RECRUITMENT

- 13 -19 years old
- Open call
- Classrooms & teachers
- Gifted programs
- Applications & camps



BIOTECH RESEARCH

- Scientist & industry mentors
- Laboratory and/or communication topics
- Hands-on experience in labs
- Discussions with peers & experts



SCIENCE COMMUNICATION

- Communication workshops & virtual exchanges
- Festival booths and tables
- Presentations for judges & media



EVALUATION

- Local 3rd party evaluators at each site
- Science center reports
- Final project report (2018)

TEENS AND SCIENCE COMMUNICATION

“ A powerful way for teens to learn about science is to communicate it. In communicating about science with different audiences, teens can experience the beneficial role of science in society and our everyday lives, and participate in evidence-based dialogue and decision making. ”

Cristin Dorgelo, President and CEO of ASTC, former White House Office of Science and Technology Policy Chief of Staff

LESSONS LEARNED & CHALLENGES

- Science centers were able to increase the local impact of the WBT
- Ambassadors often credit the program in helping them make decisions about their study choices & careers

- Ambassadors are effective in engaging non-traditional science center audiences
- Language barrier
- Fostering communication
- School schedules and commitments