

Event Planning and Promotion Guide



FRANKENSTEIN 200

frankenstein200.org

Credits and Rights

FRANKENSTEIN²⁰⁰

The Frankenstein200 kit was developed by a national team led by Arizona State University, and is distributed in collaboration with the National Informal STEM Education Network (NISE Network). This guide was produced by the Science Museum of Minnesota, with contributions from The Bakken Museum and Arizona State University.



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Table of Contents

Credits and Rights	2
Table of Contents	3
Introduction	4
<i>Frankenstein200 Project</i>	4
<i>Mary Shelley's Frankenstein</i>	4
<i>Responsible Innovation</i>	5
<i>Frankenstein200 Kits</i>	5
<i>Physical Kits</i>	6
Planning Your Frankenstein200 Event	7
<i>Event Planning Timeline</i>	7
<i>Ways to Use Your Kit</i>	9
<i>Finding Volunteers and Collaborators</i>	11
<i>Questions and Assistance</i>	12
Training Staff and Volunteers	13
<i>Training Resources</i>	13
<i>Suggested Reading List</i>	13
<i>Additional Professional Development Tools</i>	16
<i>Additional Project Resources</i>	16
<i>Websites</i>	16
Evaluating Your Event	17
<i>Evaluation Template</i>	17
<i>Team-Based Inquiry</i>	17
<i>Additional Resources</i>	17
Staying in Touch	18
<i>NISE Network Monthly E-Newsletter</i>	18
<i>NISE Network Social Networking</i>	18
<i>NISE Network Regional Hub Leaders</i>	18
Promotional and Marketing Materials	19
<i>Logos</i>	19
<i>Fonts</i>	20
<i>Colors</i>	21
<i>Banner</i>	22
<i>Customizable Ads and Posters</i>	23
<i>Social Media</i>	23
<i>Sample Press Release</i>	24
<i>Photo Release Form</i>	26
<i>Press Photos</i>	27

Introduction

Frankenstein200 Project

Thank you for joining Arizona State University (ASU), the National Informal STEM Education Network (NISE Net), and our project partners across the country to celebrate the 200th anniversary of Mary Shelley's *Frankenstein!*

Mary Shelley's *Frankenstein* is a modern myth: a 200-year-old story that explores themes of human creativity, societal responsibility, and scientific ethics. These themes continue to resonate today. As citizens with access to incredible tools for creation and transformation, we need to understand the fundamentals of science and technology, and develop the skills to actively participate in civic and policy discussions.

Frankenstein200 takes on the challenge of helping people consider creativity and responsible innovation, using themes from *Frankenstein* as lenses to examine emerging technologies like artificial intelligence, robotics, synthetic biology, and human enhancement while promoting the development of 21st century skills related to creative collaboration and critical thinking. The project explores three important questions:

- *What is life?*
- *Why do we create?*
- *What are our responsibilities as creators, scientists, and engineers?*

Frankenstein200 is a transmedia project, studying the learning that occurs when people participate in a combination of hands-on activities and digital experiences. The Frankenstein200 kit includes seven hands-on activities that encourage creativity and reflection about responsible innovation.

We have also developed an online alternate reality game that immerses players in the modern-day Laboratory for Innovation and Fantastic Explorations (or L.I.F.E.). This interactive fictional story imagines what might happen if a character named Tori Frankenstein picked up where her ancestor Victor left off. The L.I.F.E. game can be accessed at Frankenstein200.org.

Mary Shelley's *Frankenstein*

Victor Frankenstein and the "monster" he created first appeared 200 years ago in Mary Shelley's novel *Frankenstein*. Since Shelley published her novel, the *Frankenstein* characters have appeared in plays, movies, TV shows, comic books, and many other places. You may recognize Frankenstein's creature as a Halloween costume, a classic Hollywood monster, or the complex character in Shelley's story.

Mary Wollstonecraft Shelley (1797–1851) was an English writer. She is best known for her novel *Frankenstein: Or, The Modern Prometheus*, published in 1818.

Plot of Mary Shelley's *Frankenstein*

Victor Frankenstein is a science student who has a secret project. He builds a creature out of dead body parts, and brings it to life. Because his creature is big and ugly, Victor is scared of it and thinks it is a monster.

The creature runs away and has to learn to take care of himself. Other people are also scared of the creature and are cruel to him. The creature retaliates and does some very bad things. For example, he murders Victor's brother and an innocent young woman is executed for the crime. Victor feels guilty but doesn't tell anyone what really happened. He is ashamed of his creature and doesn't take responsibility for the creature or his actions.

Eventually, the creature and Victor meet. The creature confesses to the murder. He says he has been miserable and asks Victor to create a mate for him so he isn't all alone. Victor starts to build a female companion for his creature, but then decides it is a bad idea and destroys his work. In revenge, the creature kills Victor's friend and his bride.

Victor decides he must find and kill the creature. He chases it all over the world but dies without catching it. When the creature learns that Victor has died, he disappears and is never heard from again.

Responsible Innovation

Responsible innovation takes into account the needs and values of a society, and uses them as guideposts as new research, products, and services are designed, developed, and integrated. As citizens with access to incredible tools for creation and transformation, we not only need to understand the fundamentals of science and technology, but also to develop the skills to actively participate in civic and policy discussions that surround these fields. An aim of the Frankenstein200 project is to promote the development of 21st century skills related to creative collaboration and critical thinking. The themes from *Frankenstein* illustrate the importance of these skills and this pursuit.

Frankenstein200 Kits

Frankenstein200 kits—including educational materials and professional resources—have been developed by Arizona State University in partnership with The Bakken Museum, The Rosenbach, and the Science Museum of Minnesota. Educational and scientific advisement was provided by Arizona Science Center, Children's Museum of Pittsburgh, Illinois Institute of Technology, J. Craig Venter Institute, Keats-Shelley Association of America, Museum of Science (Boston), and New York Public Library. Frankenstein200 kits are distributed in collaboration with the National Informal STEM Education Network (NISE Net), a community of informal educators and scientists dedicated to supporting learning about science, technology, engineering, and math (STEM) across the United States.

Kit activities are designed for family audiences including children, and work particularly well for ages 6 and up. These activities are suitable for use in museums and other informal learning settings such as libraries and afterschool programs. They do not require special lab facilities or equipment.

All kit materials are available online for free download from:
<http://www.nisenet.org/frankensteinkit>.

Kit contents include:

- A set of hands-on activities that use the Frankenstein story to inspire deeper conversations about scientific and technological creativity and social responsibility. The activities have been tested with public audiences and reviewed by experts.
- Professional development and training materials including guides and videos.
- Promotional and marketing materials.

Physical Kits

A select number of physical Frankenstein200 kits have been sent out to museums and libraries across the country that will be holding events to celebrate the bicentennial of the publication of Mary Shelley's *Frankenstein*.

Recipients of physical kits are required to:

- Celebrate the 200th anniversary of Frankenstein: Host at least one dedicated event featuring Frankenstein200 kit activities with public audiences in January 2018. This month marks the 200th anniversary of publication of Mary Shelley's novel *Frankenstein*.
- Utilize in seasonal programming: Use Frankenstein200 kit activities and related materials in on-site or offsite public programming in October 2018. This can be as simple as incorporating kit activities into Halloween or other seasonal programming your organization already offers for the month of October. It does not require another public event dedicated to this activity kit.
- Reach underserved audiences: Partner with a local library or community organization (e.g. Boys and Girls Clubs, YMCA, Big Brothers/Big Sisters, afterschool programs) to reach audiences that are traditionally underserved by cultural and informal learning institutions. This requirement can be met as part of the seasonal programming described above.
- Report on your activities: Submit an online report by March 1, 2018 detailing the January event and participate in a phone interview with a member of the ASU team in November 2018 to discuss the Halloween programming.

Timeline

- April 20, 2017: Application opens online for free Frankenstein200 kits
- June 1, 2017: Deadline to submit application for physical kit
- July 1, 2017: Notification of award decisions
- October, 2017: Physical kits delivered to successful applicants
- October 19, 2017: Professional development workshops for recipients of physical kits
- November, 2017: Digital kits available for download
- January 2018: Host required public event in conjunction with 200th anniversary of the publication of Frankenstein
- March 1, 2017: Reports due online (template will be made available for review in early 2018)
- October 2018: Integrate kit activities into established on-site or off-site seasonal programming

Planning Your Frankenstein200 Event

Recipients of the physical Frankenstein200 kit are required to host an event in January 2018, celebrating the bicentennial of the publication of *Frankenstein*, as well as to utilize the kit materials in seasonal programming already offered by the organization during the month of October 2018 (such as during a Halloween event). Each of these events will require some advance preparation. We've created a checklist to help with your planning, which includes many of the important elements you'll want to consider.

Event Planning Timeline

One to three months before your event

- Make contact with individuals and institutions that might be interested in organizing a Frankenstein200 event in your community. Please see the sections in this guide on collaborating and finding volunteers.
- Schedule a kickoff meeting to organize your event. Include both museum staff and collaborators. Topics for the agenda include:
 - What are your goals for holding a Frankenstein200 event?
 - Who is your target audience?
 - What kinds of events and activities would reach this audience and meet your goals?
 - Who will lead the planning of the event? Who else will be involved?
 - How will you communicate with your collaborators?
 - What dates will you hold your event?
 - Do you need funding to support the event? If so, where will it come from?
- Choose a date and add your event to your institutional calendars.
- Plan your event. Your planning process might include creating:
 - A brief description of the event (type of activities, dates, times, location, collaborators)
 - A budget (and local fundraising plan, if necessary)
 - An outline of the event goals (and a plan for evaluating how well the event meets the goals)
 - A list of tasks and notes of who is responsible for each task
 - A schedule with the major milestones for preparation
 - A marketing strategy
- Become familiar with the materials in the Frankenstein200 kit.
- Begin promoting your event. Coordinate efforts between your own institution and your collaborators.
- Talk with collaborators about potential sources of staff and volunteers for the event.
- Choose a date and location for your training session(s) for staff, volunteers, and collaborators, and invite all appropriate event participants. You may want to hold a training session roughly a week in advance and offer another session immediately before your event for volunteers who may only be able to attend that day.
- Let volunteers and collaborators know in advance about available training materials, such as online activity training videos. A summary email including a list of all resources can be a valuable reference for participants leading up to and immediately before the event.

At least one month before your event

- Review your plans with your facility manager and/or health and safety officer. Many facilities have guidelines or restrictions that could affect the logistics of your event or the demonstrations and activities you can include. You might ask about:
 - Restrictions related to any materials in the kits or to hanging or suspended objects
 - Parking for visitors and your volunteers/collaborators
 - Cleaning and sanitation service schedules
 - Security needs
 - Outdoor activity needs
- Ensure you have adequate staff and volunteers for your event.
- Draft an activity floor plan. Keep in mind that some activities need water, some can be messy, and some are better with a place for visitors to sit down.

A few weeks before your event

- Continue to promote your event.
- Consider creating signs or handouts listing the activities you're offering, as well as their times and locations.
- Create additional tabletop signs for activities that you may offer in addition to the activities contained in the kit.
- Do a test run of the activities.
- Prepare for staff and volunteer training session(s).
- Make final preparations for your event (staffing, supplies, floor plan, schedule, and evaluation). Some activities may require advance preparation, so be sure to allow enough time to prepare materials prior to your event.

The week of your event

- Hold staff/volunteer training session(s).
- Continue to promote your event.
- Hold your Frankenstein200 event!

After your event

- Debrief on your event with your planning team. Identify elements of your event that were successful, as well as things you might want to change next time.
- Document your event for your future use. Save copies of programs, posters, and any newspaper or media coverage of your event.
- Thank your collaborators, sponsors, and volunteers.
- Discuss future plans with collaborators and colleagues. Choose an event date for next year and get the date on relevant community and organizational calendars.

Ways to Use Your Kit

Your Frankenstein200 kit activities can be used throughout the year in a variety of programming. This includes annual events, drop-in gallery programming, summer camp programs, afterschool programs, and family workshops. Here, we provide brief overviews of just a few of these formats.

Annual Events

Winter

- Winter break programming
- Bicentennial of publication of *Frankenstein* (January 2018)
<http://www.frankenstein200.org>
- National Book Month (January)
- National Engineers Week (February)
<http://www.discovere.org>
- Introduce a Girl to Engineering Day (February)
<http://www.discovere.org/our-programs/girl-day>

Spring

- Women's History Month (March)
<http://www.womenshistorymonth.gov>
- National Library Week (April)
<http://www.ala.org>
- National Robotics Week (April)
<http://www.nationalroboticsweek.org>
- DNA Day (April)
www.genome.gov/dnaday

Summer

- Summer camp programming
- International Women in Engineering Day (June)
<http://www.inwed.org.uk>
- Comic Con International (July)
<https://www.comic-con.org>
- National Monster Day (August)
- Frankenstein Day (August)

Fall

- National Frankenstein Friday (Last Friday in October)
- Halloween

Drop-in Programs

Drop-in programming is offered for a fixed amount of time, during which participants are welcome to participate at any point and come and go as they please. This casual atmosphere seems to make participants comfortable. Drop-in programming works well for engaging a large number of participants in a short amount of time. It is also a good opportunity to utilize volunteers and student facilitators.

On the other hand, with this kind of programming it can be challenging to create context for the activities. Depending on the setting, this format may not encourage in-depth discussion of the technical, historical, or cultural connections to the activity. And finally, large numbers of visitors at one time can make it more difficult to give full attention to each visitor or to help out immediately.

Camps and Afterschool Programs

Camps, afterschool programming, and similar program formats are a great way to engage learners more deeply. The longer formats (45-60 minutes) encourage participants to immerse themselves in the activity and contextual information and ideas. This allows them the opportunity to develop a richer understanding of the concepts and connections provided by the activity materials and facilitator.

Camps and workshops can begin with a discussion of Mary Shelley's novel *Frankenstein*, exploring what participants already know about it, a brief summary of the story, and major themes that emerge. Facilitators can also introduce modern or historical technologies that relate to the activities and connect to the Frankenstein story (through artifacts, videos or images). When participants do the activities, they can also reflect further on technologies and issues related to responsible innovation.

In-depth programs do have more constraints, however, and will require more resources for planning, promotion, preparation, and delivery. They work best in a separate space, require a specific start and end time, and often can accommodate fewer participants.

Making and Tinkering Workshops

A making and tinkering workshop also involves a relatively long engagement (45-60 minutes) and begins with an introduction and discussion of the themes from the *Frankenstein* novel. Instead of following step-by-step instructions toward a specific end product, participants are given a goal to achieve, provided with enough supplies to experiment, and encouraged to test lots of different ideas and make careful observations.

During a making and tinkering workshop, the facilitator's role is primarily to guide rather than to instruct. The facilitator should ask lots of open-ended and guiding questions to help participants make their own connections and expand their possibilities. Participants exercise their creativity and problem-solving skills, and decide for themselves when they have successfully achieved their goals.

This kind of in-depth program can allow for greater personal engagement since individuals have greater creative freedom and customize their creations. Again, the longer engagement period encourages a deeper dive into the ideas and concepts related to the activities.

Similar to camps and afterschool programs, these workshops can be resource-intensive to plan, prepare for, promote, and deliver. They also require the facilitator to have a good understanding of the Frankenstein story and how it connects to relevant technologies and ideas about responsible innovation. The number of participants is limited by available space and facilitators. Finally, this format is not well-suited for participants under age 7.

Finding Volunteers and Collaborators

If you need volunteers and collaborators to work with you on your programming, one of the best ways to find them is to look for people and organizations in your community that are already involved in and committed to this topic. Prospective volunteers may offer their expertise and time, and some of them may have their own educational activities and information that are appropriate for your program. Some examples of potential partners for your Frankenstein200 programming are listed below.

Local colleges: Many colleges and universities have scientists and researchers in fields related to biological engineering, artificial intelligence, responsible innovation, biology, anatomy, and library studies. Faculty and staff may also be able to suggest undergraduate and graduate students who could volunteer at your program.

Professional societies: Your community may have regional chapters of professional societies in fields like biological engineering, robotics, biology, anatomy, or electrical engineering.

Local library: Local libraries would be a great place to highlight the novel *Frankenstein* and collaborate on a local event.

Energy providers: Local electricity and power utility companies typically have education programs and demonstrations on electricity that may energize your event.

Hospitals and healthcare providers: Doctors or nurses may be able to bring an Automated External Defibrillator (AED) demonstration, or talk about topics like organ donation, prosthetics, limb reattachment, and other topics related to the novel and Frankenstein200 activities.

High school and college drama and theater clubs: You may be able to find volunteers willing to help with the activities. They may even show up in costume!

Questions and Assistance

Arizona State University

The primary contact for this project is Bob Beard at Arizona State University (bob.beard@asu.edu). Bob can provide assistance related to project implementation, reporting, and many other issues. If your status changes or you have additional questions, feel free to contact him.

NISE Network Regional Hub Leaders

The NISE Network community within the United States is organized around four "Regional Hubs" based on geographic proximity. Regional hubs facilitate partner interaction in the Network, and provide support to institutions in their region. To find your region and contact your Regional Hub Leader, please see below.

NORTHEAST

Northeast: NY, VT, NH, ME, RI, CT, and MA
Mid-Atlantic: PA, NJ, MD, DC, DE, OH, and WV
Ali Jackson, ajackson@sciencenter.org
Sciencenter, Ithaca, NY
607-272-0600x144

SOUTHEAST

Southeast: VA, NC, SC, KY, TN, LA, MS, AL, GA, FL, and Puerto Rico
South: TX, AR, and OK
Brad Herring, bradh@ncmls.org
Museum of Life and Science, Durham, NC
919-220-5429x360

MIDWEST

ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, and IN
Christina Leavell, cleavell@smm.org
Science Museum of Minnesota, St. Paul, MN
651-221-9434

WEST

Southwest: CA, NV, AZ, and HI
West: AK, WA, OR, ID, MT, WY, CO, UT, and NM
Frank Kusiak, frank_kusiak@berkeley.edu
Lawrence Hall of Science, Berkeley, CA
510-643-7827

Training Staff and Volunteers

Training Resources

The Frankenstein200 kit includes many training resources that will help your staff and volunteers feel comfortable engaging public audiences in the themes of human creativity and responsible innovation. All of the resources listed below are also available online at <http://www.nisenet.org/frankensteinkit>:

- Frankenstein200 overview slides and notes printout
- Activity booklets and facilitator guides for each activity
- Training videos for each activity
- Tips for conversations + Project overview

Suggested Reading List

Adults

The Age of Wonder: How the Romantic Generation Discovered the Beauty and Terror of Science

Author: Richard Holmes

Publisher: HarperPress, 2009

ISBN: 9780007149520

Frankenstein (Second Norton Critical Edition)

Author: Mary Shelley

Editor: J. Paul Hunter

Publisher: W.W. Norton & Company, 2011

ISBN: 9780393927931

Frankenstein: Annotated for Scientists, Engineers, and Creators of All Kinds

Author: Mary Shelley

Editors: David H. Guston, Ed Finn, Jason Scott Robert

Publisher: MIT Press, 2017

ISBN: 9780262533287

Frankenstein: Penetrating the Secrets of Nature

Author: National Library of Medicine, Susan E. Lederer, and Elizabeth Fee

Publisher: Rutgers University Press, 2002

ISBN: 9780813532004

The Journals of Mary Shelley

Author: Paula R. Feldman and Diana Scott-Kilvert

Publisher: Clarendon Press, 1987

ISBN: 9780801850882

Mary Shelley: Her Life, Her Fiction, Her Monsters

Author: Anne K. Mellor

Publisher: Routledge, 1990

ISBN: 9780415901475

Monstrous Progeny: A History of the Frankenstein Narratives

Author: Lester D. Friedman and Allison Kavey

Publisher: Rutgers University Press, 2016

ISBN: 9780813564241

Original stories from real life; with conversations, calculated to regulate the affections, and form the mind to truth and goodness

Author: Mary Wollstonecraft

Publisher: Gale Ecco, Print Editions

ISBN: 9781170511237

The Romantic Revolution: A History

Author: Timothy C.W. Blanning

Publisher: Modern Library, 2011

ISBN: 9780679643593

Selected Letters of Mary Wollstonecraft Shelley

Author: Mary Wollstonecraft Shelley

Editor: Betty T. Bennett

Publisher: Johns Hopkins University Press, 1994

ISBN: 9780801848865

Older Children

Ada Byron Lovelace and the Thinking Machine

Author: Laurie Wallmark

Publisher: Creston Books, 2015

ISBN: 9781939547200

Case of the Missing Moonstone (The Wollstonecraft Detective Agency #1)

Author: Jordan Stratford

Illustrator: Kelly Murphy

Publisher: Knopf Books for Young Readers, 2015

ISBN: 9780385754415

The Diary of Victor Frankenstein

Author: Roscoe Cooper

Publisher: DK Publishing, 1997

ISBN: 9780789424563

Frankenstein

Author: Mary Wollstonecraft Shelley

Adapted by: Larry Weinberg

Publisher: Random House Books for Young Readers, 1982

ISBN: 9780394848273

Frankenstein (Great Illustrated Classics)

Author: Mary Wollstonecraft Shelley

Adapted by: Malvina Vogel

Publisher: Waldman Publishing Corporation, 2008

ISBN: 9781603400497

Frankenstein (Illustrated Classics)

Retold by: Emily Hutchinson

Publisher: Saddleback Educational Publishing, 2010

ISBN: 9781562548988

Frankenstein (Wishbone Classics #7)

Author: Michael Burgan

Illustrators: Ed Parker and Kathryn Yingling

Publisher: HarperEntertainment, 1996

ISBN: 9780061064173

Frankenstein: A Pop-up Book

Author: Sam Ita

Publisher: Sterling, 2008

ISBN: 9781402758652

Frankenstein The Graphic Novel: Original Text

Author: Mary Wollstonecraft Shelley

Adapted by: Jason Cobley and Joe Sutliff Sanders

Publisher: Classical Comics, 2009

ISBN: 9781906332495

Frankenstein: The Whole Story

Author: Mary Shelley

Illustrator: Philippe Munch

Publisher: Viking Juvenile, 1998

ISBN: 9780670878017

Through the Tempests Dark and Wild: A Story of Mary Shelley, Creator of Frankenstein

Author: Sharon Darrow

Illustrator: Angela Barrett

Publisher: Candlewick Press, 2003

ISBN: 9780763608354

Young Children

Creolé

Author: Stephen Cosgrove

Illustrator: Robin James

Publisher: Price Stern Sloan, 2001

ISBN: 9780843176315

Do Not Build a Frankenstein

Author: Neil Numberman

Publisher: Greenwillow Books, 2009

ISBN: 9780061568169

Frankenstein: A BabyLit® Anatomy Primer

Author: Jennifer Adams

Illustrator: Alison Oliver

Publisher: Gibbs Smith, 2004

ISBN13:9781423637417

Frankenstein Makes a Sandwich

Author: Adam Rex

Publisher: HMH Books for Young Readers, 2006

ISBN: 9780152057664

The Monsters' Monster

Author: Patrick McDonnell

Publisher: Little, Brown Books for Young Readers, 2012

ISBN: 9780316045476

Monster Museum

Author: Marilyn Singer

Publisher: Disney-Hyperion Books, 2009

ISBN: 9780786805204

Additional Professional Development Tools

The NISE Network has created a wide variety of professional development tools, guides, workshops, and training materials as resources designed for educators and scientists to improve their capacity to engage the public in current science and technology. These can be accessed online at: http://www.nisenet.org/About_Professional_Development

Additional Project Resources

Websites

For a Frankenstein200 project overview, as well as other initiatives and resources related to the 200th anniversary of the publication of Mary Shelley's *Frankenstein*: <http://www.frankenstein200.org>

To download digital versions of all the materials found in the kit, access links to reports, and find the names of other organizations holding Frankenstein200 events: <http://www.nisenet.org/frankensteinkit>

Alternate Reality Game

The Frankenstein200 team has also developed an online alternate reality game that immerses players in the modern-day Laboratory for Innovation and Fantastic Explorations (or L.I.F.E.). This interactive fictional story imagines what might happen if a character named Tori Frankenstein picked up where her ancestor Victor left off. The L.I.F.E. game can be accessed at: <http://www.frankenstein200.org>

Evaluating Your Event

The activities and materials included in your Frankenstein200 kit have been evaluated with public audiences, and reviewed by scientists and informal educators. Arizona State University is also doing research on the learning that occurs when people participate in a combination of hands-on activities and digital experiences, and evaluating the national impact of Frankenstein200 events.

In addition to these project-wide efforts, you may want to evaluate your local Frankenstein200 programming against your own goals. Creating an evaluation plan for your local programs have several benefits. It can help clarify your goals, provide information that you can use to improve your event next year, gain funding or sponsorship for projects, and inform your understanding of your audience and the impact of your work. If you're interested in learning more about evaluation, below you'll find a selection of resources to help you get started.

Evaluation Template

NISE Net has some simple program evaluation tools available at: <http://www.nisenet.org/catalog/nise-network-program-evaluation-tools-package>

Team-Based Inquiry

Team-Based Inquiry (TBI) is a practical approach to empowering education professionals to get the data they need, when they need it, to improve their products and practices and, ultimately, more effectively engage public and professional audiences. The TBI process involves an ongoing cycle of inquiry: question, investigate, reflect, and improve. The Team-Based Inquiry guide explains each step of the TBI process and features ways TBI is used in the NISE Network to improve educational experiences and professional practice. Resources include templates, forms, training materials, and training videos. Resources are available at: <http://www.nisenet.org/catalog/team-based-inquiry-guide>

Additional Resources

Informal Science

Informal education resources:
<http://www.informalscience.org>

The National Science Foundation

Guidebook on project evaluation for researchers:
http://www.nsf.gov/pubs/2002/nsf02057/nsf02057_1.pdf

The University of Wisconsin Extension

Guides to planning and implementing evaluation:
<http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>
learningstore.uwex.edu/Planning-a-Program-Evaluation—P1033Co.aspx

Staying in Touch

NISE Network Monthly E-Newsletter

The NISE Network sends a monthly electronic newsletter. Subscribe here: <http://www.nisenet.org/newsletter>

If you have subscribed to the newsletter, but you are not receiving it via email, please see our FAQ page for assistance: <http://www.nisenet.org/faqs>

NISE Network Social Networking

In addition to the monthly NISE Network electronic monthly newsletter, the NISE Network has many ways to get updates and connect with other professionals in the NISE Network through social networking sites that you already use: <http://www.nisenet.org/social>

If you are posting about your events and experiences, we encourage you to use these hashtags on your social network platforms:

#nisenet
#frankenstein200
#cometolife

NISE Network Regional Hub Leaders

The NISE Network community within the United States is organized around four “Regional Hubs” based on geographic proximity. Regional hubs facilitate partner interaction in the Network, help museum educators connect with scientists and each other, and provide support to institutions in their region. To find your region and contact your Regional Hub Leader, please see the section on regional hub leaders earlier in this guide, or visit: <http://www.nisenet.org/contact>

Promotional and Marketing Materials

We've put together a collection of resources to help you promote and market your Frankenstein200 event. We've designed everything to be as easy to use as possible by creating templates, using common software platforms, and providing simple instructions for adding your information and logos to generate attractive posters, banners, and other marketing materials.

All of the artwork and images shown on the following pages are available in electronic format on the USB thumb drive included in your kit, or online. You can find materials online at: <http://www.nisenet.org/frankensteinkit>

Logos

Frankenstein200 logos

You are welcome to use the Frankenstein200 logos on your press release or event promotional materials. There are many variations and formats for the Frankenstein200 logos available for use in graphic materials. All Frankenstein200 logos are included on the USB thumb drive, and all the promotional materials are available on the website at: <http://www.nisenet.org/frankensteinkit>

The logo features the word "FRANKENSTEIN" in a stylized, textured font with a green-to-yellow gradient, followed by "200" in a smaller, plain font.The logo features the word "FRANKENSTEIN" in a stylized, textured font in a solid green color, followed by "200" in a smaller, plain font.The logo features the word "FRANKENSTEIN" in a stylized, textured font in black, followed by "200" in a smaller, plain font, all set against a solid yellow background.The logo features the word "FRANKENSTEIN" in a stylized, textured font in black, followed by "200" in a smaller, plain font, all set against a solid light blue background.The logo features the word "FRANKENSTEIN" in a stylized, textured font in white, followed by "200" in a smaller, plain font, all set against a solid black background.The logo features the word "FRANKENSTEIN" in a stylized, textured font in white, followed by "200" in a smaller, plain font, all set against a solid orange background.The logo features the word "FRANKENSTEIN" in a stylized, textured font in white, followed by "200" in a smaller, plain font, all set against a solid green background.

ASU logo



NISE Network logos

You can find logos and promotional materials for all the NISE Network projects here: <http://nisenet.org/PRmaterials>



Fonts

Available at the links listed below.

Superclarendon

Available through Adobe Creative Suite or Typekit for paid plans:
<https://typekit.com/fonts/superclarendon/>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzAd

Georgia Bold

Suitable Microsoft default font substitute: Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzAd

Suitable (free) web substitutes for SuperClarendon:
Domine <https://fonts.google.com/specimen/Domine>
Trocchi <https://www.fontsquirrel.com/fonts/trocchi>

Raleway

Available here: <https://fonts.google.com/specimen/>

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana

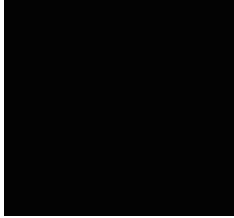
Suitable Microsoft default font substitute:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

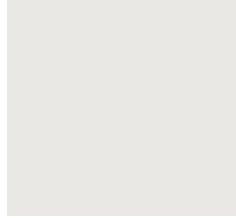
Colors

NEUTRALS



RICH BLACK

C-75 M-68 Y-67 K-90
R-10 G-10 B-10
0A0A0A



GHOST WHITE

C-3 M-2 Y-100 K-12
R-232 G-231 B-226
E8E7E2

CENTRAL COLORS



MONSTER GREEN

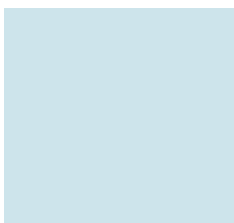
C-30 M-3 Y-100 K-12
R-43 G-186 B-169
AgBA2B



LAKESIDE GREEN

C-66 M-0 Y-147 K-56
R-80 G-189 B-147
50Bd93

SECONDARY COLORS



MORNING BLUE

C-16 M-5 Y-25 K-0
R-211 G-226 B-233
D3E2E9



FIRE RED

C-0 M-80 Y-100 K-14
R-211 G-79 B-29
D34F1D



PUMPKIN ORANGE

C-14 M-28 Y-87 K-0
R-233 G-179 B-67
DEB343

Banner

A large Frankenstein200 promotional banner is included in your kit. You can use adhesive vinyl lettering to customize the banner with your event date, times, location, and other information.

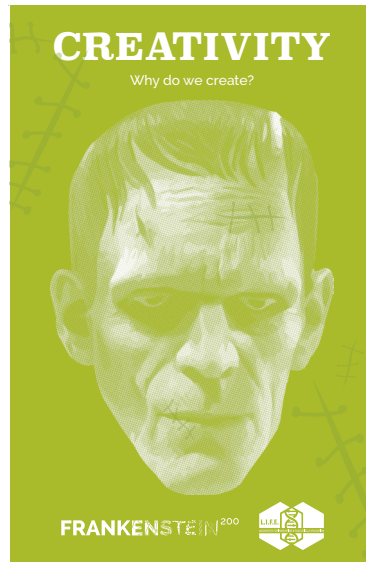
If you would like to print additional banners with your customized event information, it's easy to do. Use the banner template on the USB thumb drive, then send your art to one of the many online banner-printing companies or take it to your local printer. A similar large vinyl banner with grommets should cost about \$100.

58" x 24"



Customizable Ads and Posters

11" x 17"



Social Media

If you are posting about your events and experiences, we encourage you to use these hashtags on your social network platforms:

#nisenet

#frankenstein200

#cometolife

Sample Press Release

Your logo here

FRANKENSTEIN²⁰⁰

Date:

Contact:

Phone:

Email:

FRANKENSTEIN COMES TO LIFE AT **[name of your organization]**

Guests will participate in hands-on science activities that explore Frankenstein's legacy in the 21st century.

[Your City] Mary Shelley's Frankenstein is rapidly approaching **[alternatively, depending on send date, currently celebrating]** its 200th anniversary, but its themes continue to resonate in our technological age and raise new, complex questions about the nature of life, our role as creators, and our responsibilities to the things we bring into the world. Now, **[name of your organization]**, in partnership with the National Science Foundation and Arizona State University, will present **[Name of your event]** on **[local event date]** to engage audiences in using their creativity, exploring current and emerging topics in science and technology, and considering what it means to be a responsible innovator.

[Name of your event], on **[Date]** at **[Time]** will include exciting maker activities related to robotics, genetic engineering, and electricity. By teaching a robot how to draw, experimenting with simple machines, or even bringing their own "creature" to life, guests will confront the same questions and ideas that bedeviled the fictional Victor Frankenstein on a dark and stormy night two centuries ago. **[Name of your organization]** believes that these activities provide today's science learners with important tools for exploration, discovery, and critical thinking.

"*Frankenstein* emerged in a moment of great social and technological change," said **[name of organization spokesperson]**. "Similarly, through today's incredible scientific advances, we all have the power to create and transform the world around us. **[name of your event]** demonstrates the power of Mary Shelley's original vision, and gives our guests a fresh perspective on emerging technologies such as artificial intelligence, synthetic biology, and human enhancement."

[Name of your event] is part of the nationwide Frankenstein200 project, led by Arizona State University and distributed in collaboration with the National Informal STEM Education Network (NISE Network). Throughout 2018, events like those hosted by **[name of your organization]** will be paired with an interactive digital narrative and a set of at-home maker activities that reimagine *Frankenstein* for 21st-century audiences. More information can be found at **[your website]** and Frankenstein200.org.

ABOUT FRANKENSTEIN200

Frankenstein200 is a national research project led by Arizona State University and funded by the National Science Foundation that uses Mary Shelley's enduring tale of creation and responsibility to foster interest in science, technology, engineering, and mathematics (STEM) in informal settings. Through an original digital narrative, hands-on activities at over 50 museums and science centers nationwide, and the expertise of a community of makers, tinkerers, and citizen scientists from around the globe, Frankenstein200 is an integrated transmedia experience designed to inspire deeper understanding, ability, and engagement with science-in-society topics. Learn more at Frankenstein200.org.

ABOUT MARY SHELLEY'S *FRANKENSTEIN*

Through classic movies, a Halloween costumes, comic book adaptations, or breakfast cereals, Mary Shelley's *Frankenstein* has endured in the popular imagination for two hundred years. The idea for the novel was sparked by a ghost story competition among famous authors in 1816, when Shelley was just 18 years old. Published on January 1, 1818, the thrilling tale of Victor Frankenstein and his stitched-together creature has never been out of print, and is currently the most-assigned novel in university courses. Its themes of innovation and its consequences remain relevant in our technological age, as we grapple with the effects of stunning advances in medicine, computing, and engineering.



The National Informal STEM Education Network (NISE Net) is a community of informal educators and scientists dedicated to supporting learning about science, technology, engineering, and math (STEM) across the United States. For more information about NISE Net and to download a digital Frankenstein200 kit please visit nisenet.org.



This project was supported by the National Science Foundation under Grant Number 1516684. Any opinions, findings, conclusions, or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the Foundation. Learn more at nsf.gov.

Science Museum of Minnesota and NISE Network

Photo Consent and Release

I, _____, hereby authorize the Science Museum of Minnesota and Arizona State University (the "Organizations") as agents acting for and on behalf of the Frankenstein200 project and National Informal STEM Education Network (NISE Network), and its agents, representatives, assigns, successors in interest and licensees, to photograph, audiotape, and/or videotape me and grant the Organizations and the Frankenstein200 project the irrevocable right to use my photograph, audio recording, video recording, or any reproduction or modification thereof (the "Photograph", "Audio, and/or "Video"), in any manner or medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose.

I understand that I will not receive any monetary compensation for the permissions I am granting herein. I hereby waive any right of inspection or approval of the uses to which the Organizations and the Frankenstein200 project may put the Photograph, Audio, and/or Video. I acknowledge the Organizations and the Frankenstein200 project will rely on this permission and hereby release and discharge the Organizations and the Frankenstein200 project from any and all claims and demands arising out of or in connection with the Photograph or the exercise of the permissions granted here, including any and all claims for libel, invasion of privacy or emotional distress.

I understand that I cannot withdraw my consent after I sign this form and that this consent and release is binding on me and my heirs, legal representatives and assigns.

- | YES | NO | (please check) |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | I grant permission for Photographs to be collected and used by the Organizations and Frankenstein200 project |
| <input type="checkbox"/> | <input type="checkbox"/> | I grant permission for Audio be collected and used by the Organizations and Frankenstein200 project |
| <input type="checkbox"/> | <input type="checkbox"/> | I grant permission for Video to be collected and used by the Organizations and Frankenstein200 project. |

Date: _____ Signature: _____

Address: _____

Telephone Number: _____

If the individual named above is under 18 years of age, please complete the following:

I am the parent or legal guardian of the individual named above, and I hereby sign this Media Consent and Release on behalf of such individual in accordance with the statements above.

Name: _____

Date: _____ Signature: _____

Address: _____

Telephone Number: _____

Press Photos

We have provided a selection of press photos that you can use to promote your Frankenstein200 events. These photos are free for use under a *Creative Commons Attribution-NonCommercial-ShareAlike* license, creativecommons.org/licenses/by-nc-sa/3.0/us/. All press photographs credit: Science Museum of Minnesota.



Frankenstein200_Photo 1



Frankenstein200_Photo 2



Frankenstein200_Photo 3



Frankenstein200_Photo 4



Frankenstein200_Photo 5



Frankenstein200_Photo 6



Frankenstein200_Photo 7



Frankenstein200_Photo 8



Frankenstein200_Photo 9