

NanoDays™

The Biggest Event for the Smallest Science!



**2011
NanoDays
Planning
Guide**

Acknowledgements



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Introduction

What is NanoDays?

NanoDays is a nationwide festival of educational programs about nanoscale science and engineering and its potential impact on the future. NanoDays events are organized by participants in the Nanoscale Informal Science Education Network (NISE Net), and take place at over 200 science museums, research centers, and universities across the country from Puerto Rico to Hawaii. NanoDays engages people of all ages in learning about this emerging field of science, which holds the promise of developing revolutionary materials and technologies.

While several communities conducted NanoDays events in prior years, the first nationwide week of events took place in 2008 with more than 100 institutions participating. This has grown to more than 200 events over the past years.

What is the NISE Network?

The Nanoscale Informal Science Education Network (NISE Net) is a national community of researchers and informal science educators dedicated to fostering public awareness, engagement, and understanding of nanoscale science, engineering, and technology.

In 2005, the Network was funded for an initial five-year period through a cooperative agreement from the National Science Foundation (NSF). In 2010, NSF funding was renewed for a second five-year term. During the first five years, the NISE Network built a nationwide collaborative network of informal science educators and research outreach specialists that successfully work together to raise public awareness, understanding, and engagement about nano. The Network has created a range of educational products including: programs for a diverse range of audiences; exhibits; multimedia resources (videos, posters, books and theater pieces); a website with an online catalog of freely downloadable activities; and NanoDays, an annual public outreach event that reaches hundreds of thousands of people each year.

In the next five years, the Network will continue to support the informal science education community to increase its capacity to engage the public in nanoscale science, engineering, and technology, and to form partnerships with research centers. At the same time, NISE Network will continue to develop and distribute educational products designed to raise public awareness and understanding of nano.¹

¹ We use the term *nano* as shorthand for nanoscale science, engineering, and technology.

How to Participate in NanoDays 2011

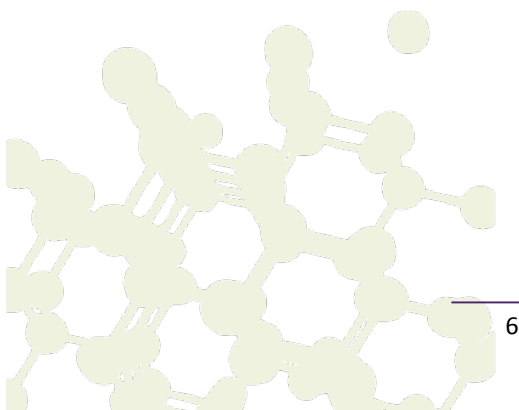
(MARCH 26-APRIL 3, 2011)

Being part of NanoDays is easy: all you need to do is host a day or a week of activities on the theme of nanoscale science, engineering, and technology during NanoDays, March 26 - April 3, 2011. The NISE Network has developed a variety of resources to help you, including NanoDays kits and other products in our online catalog.

Every year, over 200 NanoDays events are held across the country, including hands-on activities and demos, speaker events, theater presentations, art shows, lab tours, lectures, deliberative forums, and science cafes. Through NanoDays, the NISE Network reaches audiences across a diverse geographic distribution as well as people with disabilities and under-represented audiences in STEM (science, technology, engineering, and math).

Many NanoDays celebrations combine simple hands-on activities with events exploring current research. One popular activity involves visitors working together to build a giant balloon model of a carbon nanotube. Other NanoDays activities demonstrate different, unexpected properties of materials at the nanoscale: sand that won't get wet even under water, water that won't spill from a teacup, and a liquid that acts like a magnetic solid.

Some NanoDays participants host science cafés or public forums with discussions about the risks and benefits of particular applications of nanotechnology. Some participating universities host public tours of their laboratories that work with nanoscale science and technology. For lots of ideas about what you could do for NanoDays, please read through this guide and browse our online catalog.



NanoDays Kits

Each year, the NISE Net develops and distributes kits that contain high-quality activities designed to introduce the public to basic concepts of nanoscale science, engineering, and technology. NanoDays kits contain everything needed for immediate use, including all materials and documentation. Kits distributed for NanoDays 2008, 2009, and 2010 have included slightly different inventories of activities, based on the same ready-to-use model. Continuing collaborators and new partners alike can look forward to new sets of activities in future kits.

Physical and Digital Kits: The NISE Network has produce two kinds of NanoDays kits: the physical kit and the digital kit. Both kits provide the same information about hands-on activities, and include guides and tips to help you stage your NanoDays events. The physical kit contains all materials and supplies for each activity and includes physical signage; digital kits include downloadable guides and printable graphic files.

Physical Kit Eligibility: These kits are designed for informal science educational institutions (such as museums and research center outreach programs) within the United States.

Digital Kit Eligibility: Free online download is available to anyone who registers on nisenet.org. The digital kit is designed particularly for international locations outside the United States, K-12 educators, libraries, and other educational organizations. Most of the activities use inexpensive, readily-available supplies.

A total of 200 physical kits are distributed annually on an application basis to informal science educators and research education specialists within the United States who deliver these programs and activities to public audiences. Kit recipients are expected to provide feedback about their NanoDays events using an online report. Kit recipients also receive support and advice from regional coordinators that are located at key institutions, or hubs, across the country.

This planning guide prescribes very little about the exact nature of your NanoDays event—for a good reason. NanoDays events reflect the unique complement of capacity and resources in each community. There is no one kind of event that is most successful, and each community is encouraged to discover what is best for its own situation and public. Enjoy these materials as you help to celebrate the biggest event for the smallest science!



Big Ideas about Nano: Public Awareness and Understanding

When you begin to think about introducing your audience to nano, it can quickly get overwhelming—there's so much to tell! NISE Net has identified four key messages that we focus on in our exhibits, programs, public forums, and other experiences for the public. These are presented in our content map.

Content Map

The NISE Network content map articulates key ideas for engaging visitors in learning about the emerging fields of nanoscale science, engineering and technology. The map is organized around four main ideas:

1. Nanometer-sized things are very small, and often behave differently than larger things do.
2. Scientists and engineers have formed the interdisciplinary field of nanotechnology by investigating properties and manipulating matter at the nanoscale.
3. Nanoscience, nanotechnology, and nanoengineering lead to new knowledge and innovations that weren't possible before.
4. Nanotechnologies have costs, risks, and benefits that affect our lives in ways we cannot always predict.

For each of these four main ideas, the content map provides key supporting information, allowing educators and learners to connect different concepts and explore single ideas more deeply. It also includes specific examples that illustrate or demonstrate some of the supporting knowledge concepts.

More Resources

- The complete content map is available here:
http://www.nisenet.org/catalog/tools_guides/content_map



Nano Terminology

- **Nano** is the scientific term meaning one-billionth ($1/1,000,000,000$). It comes from a Greek word meaning dwarf.
- A **nanometer** is one billionth of a meter. At this size, the size of atoms and molecules, materials take on new properties. Nanoscientists study and make very tiny, nanometer-sized things making possible new applications that could alter everyday items, from the clothes we wear to the cars we drive. Nanotechnology is already influencing medical treatments, energy efficiency, and more. Like any new technology, nanotechnology has risks and benefits.
- **Nanoscale** refers to measurements of 1 – 100 nanometers. A virus is about 70 nm long. A cell membrane is about 9 nm thick. Ten hydrogen atoms are about 1 nm. At the nanoscale, many common materials exhibit unusual properties, such as remarkably lower resistance to electricity, or faster chemical reactions.
- **Nanotechnology** is the manipulation of material at the nanoscale to take advantage of these properties. This often means working with individual molecules. Nanoscience, nanoengineering and other such terms refer to those activities applied to the nanoscale. "Nano," by itself, is often used as short-hand to refer to any or all of these activities.



Planning Timeline

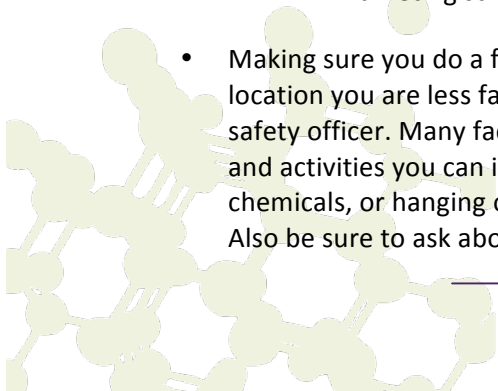
Here is a general timeline to help you plan your NanoDays event.

Fall (or earlier)

- Award of NanoDays physical kits is typically made in December. You should expect to hear about the status of your kit application toward the end of the calendar year.
- Subscribe to the monthly *Nano Bite* electronic newsletter
<http://www.nisenet.org/community/nanobite>
- Find your regional hub contact (<http://www.nisenet.org/community>) and introduce yourself.
- Make contact with the individuals and institutions that might be interested in organizing a NanoDays event in your community.
- Schedule a kickoff meeting to organize your event; here are some topics for the agenda:
 - What are your goals for holding a NanoDays 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 the collaborators communicate?
 - If funding is needed to support the event, where will it come from?
- Choose a date and add your NanoDays event to your institutions' calendars.

January

- Your NanoDays kit will arrive in January. Explore the materials in the kit with your staff and your collaborators.
- Finalize the decision about the type of event to be conducted, and create a plan; this can include:
 - A brief description of the event (type of activities, dates, times, location)
 - A budget (and local fund-raising 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 identification of who is responsible for what
 - A schedule with the major milestones for preparation
 - A marketing strategy
- Making sure you do a facility check-in is a key step, particularly if you are holding the event in a location you are less familiar with. Review your plans with the facility manager and/or health and safety officer. Many facilities have guidelines or restrictions that might affect the demonstrations and activities you can include in your event (be sure to check if your plans include open flames, chemicals, or hanging or suspended objects such as the giant carbon nanotube balloon display). Also be sure to ask about parking availability, cleaning/sanitation service schedules, and security.



February

- Talk with collaborators about potential sources of volunteers to help staff the event.
- Draft an activity floor plan. Consider that some activities need water, some can be messy, and some are better with a place to sit down
- Identify, invite, and finalize speakers and presenters.
- Work with your colleagues to create final marketing materials. Customize sample press materials, flyers, and ads with your information.
- Implement your marketing plan and begin promoting your event (working with your own institution and collaborators' marketing or promotional staff).

March

- Continue to implement your marketing plan.
- Do a test run of any activities you are uncertain about.
- Hold a volunteer training event in advance or on the day of the event. Include: an overview of the schedule; any health and safety guidelines; any other logistical or operational issues; an intro to nano; and a chance to become familiar with the facility and their role during the event.
- Meet with guest speakers about your audience and expectations.
- Create additional tabletop signs (if you are adding activities beyond those provided in the kit).
- Consider creating signs or handouts listing activities by time or location.
- Make final preparations for evaluation of your event (staffing, supplies, floor plan, schedule)

NanoDays week

- Conduct your NanoDays event!

After NanoDays

- Celebrate your work and get some rest!



April

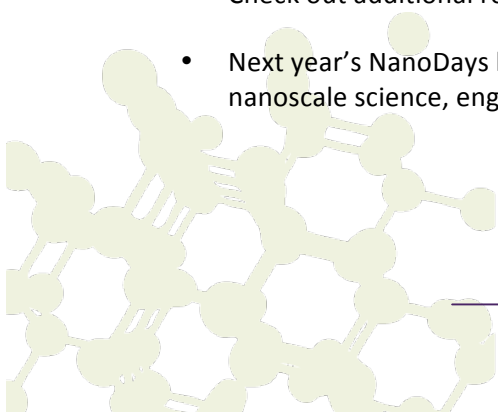
- Debrief about your event with your planning team. Identify elements of your event that were successful, as well as things you might want to change
- Fill out your NanoDays event report form (<http://www.nisenet.org/nanodays>). The Network uses this information to report back to NSF about project activities and to inform the development of future materials and activities.
- Document your event for your future use. Save copies of programs, posters, and any newspaper or media coverage of your event.
- Share information and images using the NISE Net links on social networking outlets, such as your regional Facebook page (<http://www.nisenet.org/community>); other ways to share are described on <http://www.nisenet.org/nanodays>
- Write a short thank you note with a summary of your successes and send it to your collaborators, as well as sponsors and volunteers.

May

- Discuss future plans with collaborators and colleagues. Choose an event date for next year and get the date on relevant community and organizational calendars.

Summer – Fall

- Incorporate the NanoDays materials into additional events. Many NISE Net partners use the kit materials year-round in seasonal camps, afterschool clubs, science festivals, and other outreach activities.
- Contact your regional hub coordinator to find out about any additional professional development opportunities that may be happening in your region.
- Leverage new collaborations you have made through NanoDays for other purposes.
- Check out additional resources in the online catalog to try.
- Next year's NanoDays kit will again have new activities for you to help engage the public in nanoscale science, engineering, and technology. Look for the kit application in the Fall.



Finding Collaborators

We strongly encourage you to collaborate with at least one other institution in your community to plan and conduct your event. We encourage partnerships among informal science educators, scientists, and engineers because these relationships can form a potent combination: a sophisticated understanding of how to engage the public, paired with a deep background in the science and technology of nano. Even if you already have some collaborators in your area, it is a good opportunity to make some new friends and long-term relationships.

Possible collaborators for your NanoDays event:

- Museums
- Nano research centers
- Individual nanoscientists at a local college or university
- High school science teachers
- Local technology or nanotechnology businesses
- Libraries
- Community organizations involved in youth development and out-of-school programs for the public (Boys and Girls Clubs, Girl Scouts, 4H, afterschool programs)
- Schools
- Local government agencies

Potential sources of volunteers:

- College students classes or clubs with community service requirements
- High school science clubs, or students suggested by local high school science teachers
- Local chapters of professional science and engineering groups such as:
 - American Chemical Society (ACS) (<http://www.acs.org>)
 - Materials Research Society (MRS) (<http://www.mrs.org>)
 - National Society of Black Engineers (NSBE) (<http://www.nsbe.org>)
 - Society for Advancement of Chicanos and Native Americans in Science (SACNAS) (<http://www.sacnas.org>)
 - Society of Women Engineers (SWE) (<http://www.swe.org>)
- Drama and theater students who might be interested in presenting one of the plays
- Local industry staff and retirees

More Resources:

- Regional Hub Contacts can help suggest collaborators:
<http://www.nisenet.org/community>
- *Small Steps, Big Impact: A Guide for Science Museum Leaders Developing Education Outreach Partnerships with University-Based Research Centers:*
http://www.nisenet.org/catalog/tools_guides/small_steps_big_impact
- *Bringing Nano to the Public: A Collaboration Opportunity for Researchers and Museums:*
http://www.nisenet.org/catalog/tools_guides/bringing_nano_public_collaboration_opportunity_researchers_museums
- More resources for researchers:
<http://www.nisenet.org/rise>

Preparing and Training Volunteers

Many NISE Network museum partners use NanoDays as an opportunity to involve local research labs, scientists, and graduate and undergraduate students in public outreach. Volunteer scientists and college students can greatly enrich the public's experience at NanoDays, help you staff your event, and build ongoing local relationships.

Take some time to get to know your collaborators and their level of comfort and experience with the public. Some scientists and students are new to informal science education, and need extra support and preparation to ensure that both they and your visitors have good interactions at your NanoDays event. Other scientists have extensive experience with the public and are already well-prepared to participate in NanoDays.

You may also involve volunteers and staff who are used to working with the public but may be unfamiliar with nano and need some introductory training. Below are some simple suggestions that may help ensure a good experience for all your NanoDays staff and volunteers.

Intro to Nano Training

Some of the volunteers and staff for your event may be unfamiliar with nanoscience and engineering, and would benefit from a basic introduction to nano. There are many training resources available through <http://www.nisenet.org>, including some that may be more appropriate for existing museum staff and volunteers who may be unfamiliar with nano content:

- *Nano 101 for Staff* slide presentation:
http://www.nisenet.org/catalog/tools-guides/training_materials
- A collection of videos, cart and stage presentations, and articles introducing nano (scroll to the bottom of the page for a whole set of short articles on different nano topics):
<http://www.nisenet.org/catalog/tools-guides/intro-to-nano>
- Guidelines for creating accessible programming:
<http://www.nisenet.org/catalog/tools-guides/universal-design-guidelines-programs>
- The National Science Teachers' Association archived web seminar on nanoscale science, led by Dr. Lisa Regalla:
http://learningcenter.nsta.org/products/symposia_seminars/NSDL4/webseminar2.aspx
- DECIDE discussion game, which can be used to train staff to talk about controversial topics:
<http://www.playdecide.eu/play/topics/nanotechnology>



Working with Guest Speakers

Expert speakers can be a wonderful addition to your NanoDays event. With extra preparation and support, guest presentations can be a great experience for both the speaker and the audience.

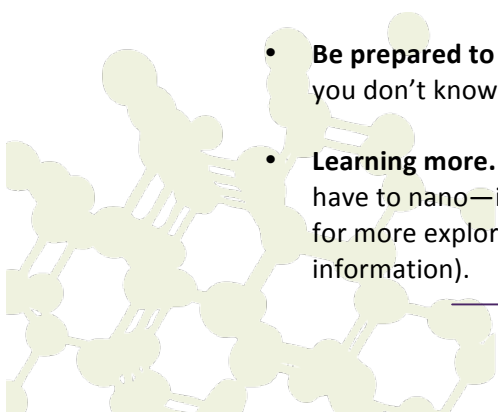
- When inviting a scientist to participate, be clear about their role and type of experience you're seeking.
- Familiarize your invited guest speaker with your expected audience, including anticipated ages, level of background knowledge, and expectations about audience involvement.
- Discuss the content and length of the planned presentation.
- Encourage your invited speaker to use plain language, and avoid jargon and technical expressions.
- Discuss details about your facility, including room size, seating style, and AV equipment.
- If possible ask to review a draft slideshow in advance and discuss it together.
- Schedule time before the actual presentation to work out any audio visual and technical issues.
- Prepare some questions that may help stimulate audience discussion.



Engaging the Public in Nano

Public audiences find emerging science and technology interesting. Keep in mind, however, that only a small percentage of the population knows much about this topic. Here are a few pointers for communicating with the public about such an unfamiliar topic:

- **Know your audience.** The more you know about your audience, the better you can adapt your presentation to their interests. Keep in mind the diversity of your audience's experience and backgrounds. Remember that many people attend events in family groups, which can include a wide range of ages.
- **Keep the message simple.** Define your terms, and avoid jargon and acronyms. Check in with your audience periodically to see if they are following you.
- **Use familiar analogies.** Use comparisons to everyday experiences. Explain how the topic relates to something that's been in the news or in popular culture.
- **Relative size and scale:** Focus on relative size and scale rather than exact measurements. Consider using parts of the human body to explain relative scale:
http://www.nisenet.org/catalog/media/how_small_nano_book_poster
http://www.nisenet.org/catalog/media/how_small_nano_video
- **Use simple visuals,** images, and models that reinforce and clarify your message.
- **Use several modes of presentation:** In addition to talking, you can include demonstrations, videos, and pictures. You can involve the audience by providing objects to pass around, asking questions, doing brief experiments, providing hands-on activities, and playing games.
- **Involve the audience in the processes of science.** Encourage your audience to observe, predict, and explore by asking them questions. *What do you think will happen when . . . ? , Were you surprised? Why do you think that happened? What if you tried . . . ? Can you think of any practical uses for this? Do you think there might be any risks involved with this?*
- **Be yourself.** The audience really wants to know you, the presenter, as well as the nano content you're covering in your presentation. Remember to make eye contact, smile, and let the audience know who you are. If appropriate, include personal stories about your work life and your career decisions.
- **Prepare** the audience for any surprises, such as unexpected loud noises or bright lights.
- **Be prepared to answer some common questions.** Don't be afraid to let your audience know you don't know the answer to their question.
- **Learning more.** Remember that your outreach event is only one exposure that people will have to nano—it's not the end of their learning. Help them connect to other opportunities for more exploration (<http://www.whatisnano.org> is a good place to refer people for more information).



Ideas for your NanoDays event

Here is a list of ideas to spark your thinking about your NanoDays event. The more you can tailor your event to the unique strengths and resources of your community, the more compelling it will be to the public.

- **Offer a day or week of activities:** In addition to the materials contained in your NanoDays kit, ideas for programs and demonstrations can be found online:
<http://www.nisenet.org/catalog>
- **Host a public presentation or demonstration by a nanoscientist:** If you don't already have a local connection, your regional hub leader can help you find appropriate scientists or student groups:
<http://www.nisenet.org/community>
- **Host a theater presentation:** Work with local actors or theater students to do a creative performance addressing nano themes. NISE Net has theater programs designed for families, as well as programs that focus on issues suitable for adult audiences. Scripts and videos are available online:
http://www.nisenet.org/catalog/programs/museum_theater
- **Host a science café:** A science café is an event that brings scientists and an adult audience together in an informal setting like a restaurant, pub, or coffee shop:
<http://www.nisenet.org/catalog/tools-guides/science-cafe-guide>
- **Host a forum:** Invite an adult audience to learn about nanoscale science and engineering, and then participate in small-group discussions about the societal implications of nanotechnology:
<http://www.nisenet.org/forums>
- **Set up a magnification station:** Set out interesting objects for visitors to explore with magnifying glasses and microscopes. Share images of a world too small to see with just our eyes. A collection of images is available here:
http://www.nisenet.org/viz_lab/image-collection
- **Create a reading area:** Create a small quiet spot at your event displaying books for children and adults on nano topics; some children's books are suitable for read-aloud storytime presentations. A list of suggested books is available here:
http://www.nisenet.org/category/catalog/tools_guides
- **Make imaginary "nanobots" from scrap materials:** Encourage visitors to create models of future nano inventions. Supply discarded or recycled materials (cardboard, paper, containers) along with craft materials (scissors, glue, string, tape) and let visitors imagine the possibilities. You can use the following program to help guide the activity:
http://www.nisenet.org/catalog/programs/shrinking_robots

- **Show fun, educational videos:** There are many great videos available for public audiences:
<http://www.nisenet.org/catalog/media>
<http://pbskids.org/dragonflytv/nano>
- **Host an open house at a nano research center:** This event could include tours of laboratories, demonstrations and lectures by research faculty, and group activities led by students and faculty.
- **Display images of the nano world created by nanoscientists:** Many scientists have created beautiful images of the nano world. You can invite a scientist or a lab to display their artistic imagery.
- **Sit with a scientist:** Create a space at your event where visitors can talk informally with a real nanoscientist and ask questions. Prepare some signage and questions to help get discussions started.
- **Create a collaborative nano stained glass artwork:** Create a collaborative stained glass window with pre-made nanoparticle solutions containing silver or gold and have visitors create a take-away stained glass card. The program is available as both a cart program or group program formats, also listed below is an example of a large collaborative project:
http://www.nisenet.org/catalog/programs/nanoparticle_stained_glass_cart_program
http://www.nisenet.org/catalog/programs/nanoparticle_stained_glass_classroom_program
http://www.nisenet.org/blogs/network_news/nano_stained_glass_collaboration_madison_wi



More Resources

The NISE Network website features a catalog of online resources designed for professionals. The catalog includes educational experiences for you to implement with the public, as well as resources to prepare you and your staff. We also have a web portal page (<http://www.whatisnano.org>) with direct-to-public resources created by the NISE Network and other institutions, which we encourage you to give to your public audiences.

NISE Network online Catalog of educational resources for professionals

- **Programs and activities:**
<http://www.nisenet.org/catalog/programs>
- **Training materials:**
http://www.nisenet.org/catalog/tools-guides/training_materials
- **Intro to nano for educators:**
<http://www.nisenet.org/catalog/tools-guides/intro-to-nano>
- **Tools and guides:**
http://www.nisenet.org/category/catalog/tools_guides
- **Spanish translations of NanoDays and other educational products:**
<http://www.nisenet.org/catalog/spanish>
- **Guide for museums partnering with researchers:**
http://www.nisenet.org/catalog/tools_guides/small_steps_big_impact
- **Adult programs:**
<http://www.nisenet.org/catalog/forums>
- **Resources for K-12 teachers:**
<http://www.nisenet.org/community/k-12-teachers>
- **Promotional materials:**
http://www.nisenet.org/catalog/tools-guides/promotional_materials
- **Media (videos, images, print materials, podcasts):**
<http://www.nisenet.org/catalog/media>
- **Vendors for additional NanoDays supplies:**
http://www.nisenet.org/catalog/programs/vendor_info_nanodays_physical_resources
- **Frequently Asked Questions** about the online catalog:
<http://www.nisenet.org/faq>

NISE Network public portal (www.whatisnano.org)

- The NISE Network portal of materials for public audiences is a great place to send your visitors for more information about nano they can explore after attending your event:
<http://www.whatisnano.org>

More resources

- **Power of Small:** This television series and online forum explores the ethical issues surrounding the applications of nanotechnology:
<http://www.powerofsmall.org>
- **DragonflyTV Nano:** This kid-friendly site includes online television episodes, interviews with nanoscientists, online games, and activities to try at home:
<http://pbskids.org/dragonflytv/nano>

Evaluating Your Event

The activities and materials included in your NanoDays kit have already been evaluated with public audiences and reviewed by scientists and informal science educators.

The NISE Network also evaluates the impact of NanoDays as a national event. The evaluation team examines the reach of NanoDays nationally, and studies the impact of NanoDays on public awareness and understanding of nano. Findings from NISE Network evaluation studies are used to improve NanoDays materials, and to inform the Network of its impact on the public. Full reports are available online at <http://www.nisenet.org/catalog/eval>.

You may want to evaluate your local NanoDays event against your own event goals. Evaluating your local NanoDays event has 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.

More Resources

If you're interested in learning more about evaluation, here is a selection of resources to help you get started:

- The NISE Network-developed Program Evaluation Tools Package includes guidelines and templates to facilitate in program evaluation:
http://www.nisenet.org/catalog/tools_guides/nise_network_program_evaluation_tools_package
- Informalscience.org has a variety of useful resources, including a searchable annotated bibliography and museum-related evaluation reports:
<http://www.informalscience.org/knowledge/index.html>
http://www.informalscience.org/tools/case_studies.html
- The National Science Foundation also has created a guidebook on project evaluation for researchers called *The User-Friendly Handbook for Project Evaluation*:
http://www.nsf.gov/pubs/2002/nsf02057/nsf02057_1.pdf
- The University of Wisconsin-Extension created a number of guides designed to help their faculty better plan and implement useful evaluations:
<http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>

The *Planning a Program Evaluation* guide in particular may be useful:
<http://learningstore.uwex.edu/Planning-a-Program-Evaluation--P1033C0.aspx>

- More about the NISE Network evaluation efforts:
<http://www.nisenet.org/evaluation>



NanoDays Reporting

If you host a NanoDays event, we require you to provide a brief report about your event and your experience. There will be a link to an online reporting form on <http://www.nisenet.org/nanodays>. You usually have a month following NanoDays to fill out your report form.

Both the evaluation team and the NanoDays development teams use the NanoDays report to assess the current year's event, and to plan for NanoDays in coming years. Information from past NanoDays evaluations have led to changes in the kit activities, supporting materials such as banners and signs, and the kinds of additional resources that the NISE Net provides. If you've participated in NanoDays before, you may have filled out a NanoDays report in the past. A new report is required each year you participate.

Only one report needs to be submitted per NanoDays event. If you co-hosted an event with another organization, using a single kit, only one organization needs to fill out the online report.

While the NanoDays report changes slightly from year to year, we are generally interested in learning what your NanoDays event was like, whom you collaborated with to plan and host the event, and how we might improve NanoDays in the future. In past years, questions have included: which activities you included in your event (including those from the kit, from other sources, and those you developed yourself), how long your event lasted, which other organization you worked with to host NanoDays, and what goals your institution had for NanoDays 2010 and how the NISE Net might help you meet those goals.

If you have more information about an event that you think was particularly successful, or a lesson learned, we're always interested in sharing those stories with the wider Network. Please contact your regional hub leader or info@nisenet.org to let us know more about your event.



Promotional and Marketing Materials

We've put together a collection of resources to help you promote and market your NanoDays event and other nano educational activities. We've designed everything to be as easy to use as possible, by creating templates, common software platforms, and simple instructions for adding your information and logos to generate attractive posters, banners, T-shirts, and other marketing materials.

We hope that you will use these resources so that your event helps us build toward a national awareness and a common "brand" for NanoDays and nano public outreach that we can all benefit from. However, if you'd rather use your own established materials and logos, that's fine, too.

All of the artwork and images shown on the following pages is available in electronic format in your kit, or online at nisenet.org/nanodays. For questions regarding the usage of the NanoDays logo or other marketing materials, please send an email to nanodays@nisenet.org.

Writing Guidelines

We use "NanoDays" courtesy of the North Carolina State University, which owns the trademark for this term. When referring to NanoDays in writing, please use the capital "N" and the capital "D," with other letters lower-case, and include the "TM" as appropriate.

If you refer to the Nanoscale Informal Science Education Network (NISE Net) in writing, please capitalize the "NISE" and the "N" in Net: NISE Network, or NISE Net.

Color Specifications

Green, purple, and white are the primary colors of the NanoDays color palette. Tints from 100% to 10% work well, and give you a range of design options.



PMS 2627

C	77	R	73
M	100	G	23
Y	0	B	109
K	31		



PMS 390

C	22	R	193
M	0	G	205
Y	100	B	35
K	8		



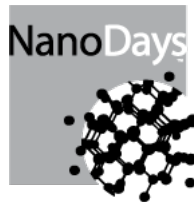
Logos

We have created a new set of logos, which we prefer you use when creating new materials of your own. If you already have existing materials with the old logos, please feel free to continue to use them as-is.

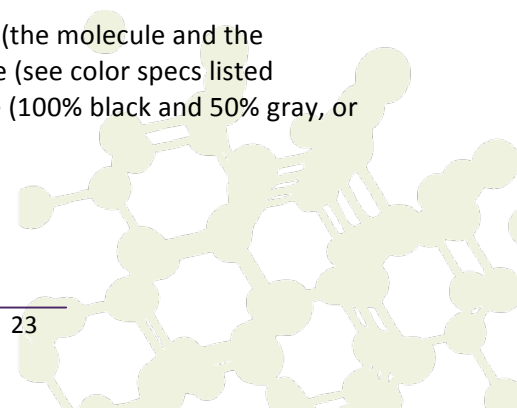
New Logos



Old Logos



If you use the old version of the NanoDays logo, please keep the elements (the molecule and the “NanoDays” text) together as a unit, and try to match the green and purple (see color specs listed above). For black-and-white printing, the logo reproduces well in grayscale (100% black and 50% gray, or 100% black).



Sample Tag Lines

Here are some examples of tag lines you may want to use to promote your events and activities:

- Hey, Wait a Nanosecond!
- Big Nano Fun!
- The Next Big Thing is Super Small!
- To Understand Nano, Be Prepared to Think Small
- Celebrating the Science of the Small!
- Small is Different. Small is Beautiful. Small is Surprising.
- Imagine, Discover, and Explore a World That's Too Small to See
- Small, Smaller, Nano!
- Size Matters!
- Zoom into Nano!
- The Biggest Event for the Smallest Science (specific to NanoDays)

Fonts

The NanoDays font is Calibri; Arial is a suggested alternative.

Calibri (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

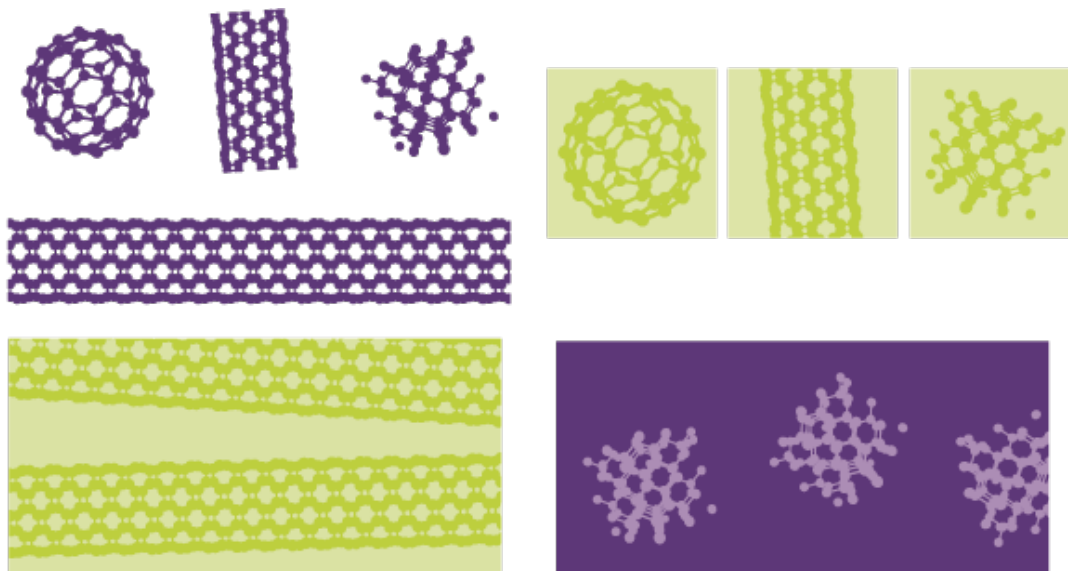
Arial (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz



Additional Graphic Elements

These buckyball, carbon nanotube, and silicon molecule line art elements can be used in many ways. They can add visual interest to backgrounds, headers, and layout templates. When using these elements, use the NanoDays color palette where possible. Other molecules or molecular structures can be rendered in a similar manner.



Banners

A NanoDays banner is included in your NanoDays kit. If you would like to print additional banners with your customized event information, it's easy to do. Use the banner template on the CD, then send your art to one of the many online banner-printing companies or take it to your local printer. A 3' x 5' banner (plastic, with grommets) could cost about \$150.



NSF Acknowledgement of Support

The NISE Network, NanoDays, and the creation of this kit are all funded by the National Science Foundation under award numbers 0532536 and 0940143. Although your event might not receive direct NSF funding, if you use our kit materials or produce deliverables based on the kit materials, you should follow NSF guidelines for acknowledging NSF support.

Statement for deliverables:

This project [report, lecture series, video] was based on work supported by the National Science Foundation under Award Nos. 05322536 and 0940143.

Additional statement for publications:

Any opinions, findings, and conclusions or recommendations expressed in this [project] are those of the authors and do not necessarily reflect the views of the Foundation.

The NSF logos are available in a variety of colors and file formats that can be downloaded from: <http://www.nsf.gov/policies/logos.jsp>. Here are two basic NSF logos:



Sample Press Release

Here's a template for a press release for your NanoDays event.



Date:

Contact:

Phone:

Email:

Celebrate NanoDays at [Name of your organization]

Celebrate NanoDays™ 2011

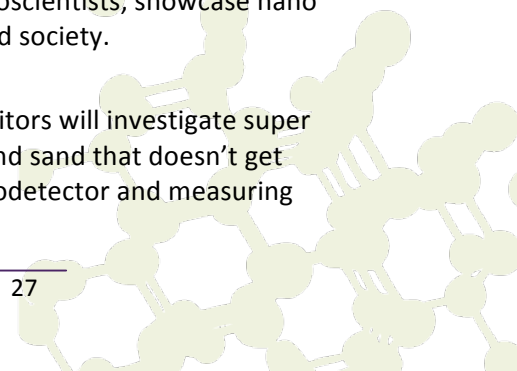
[Insert your local NanoDays location, dates, and specific activity information here].

NanoDays at [name of your organization] is part of a nationwide festival of educational programs about nanoscale science and engineering.

NanoDays is organized by the Nanoscale Informal Science Education Network (NISE Net), and takes place nationally from March 26 through April 3, 2011. This community-based event is the largest public outreach effort in nanoscale informal science education and involves science museums, research centers, and universities from Puerto Rico to Alaska.

NanoDays celebrations bring university researchers together with science educators to create unique new learning experiences for both children and adults to explore the miniscule world of atoms, molecules, and nanoscale forces. Most NanoDays events combine fun hands-on activities with presentations on current research. A range of exciting NanoDays programs demonstrate the special and unexpected properties found at the nanoscale, examine tools used by nanoscientists, showcase nano materials with spectacular promise, and invite discussion of technology and society.

The local community can experience many of these activities firsthand. Visitors will investigate super thin materials used in solar cell technology, forces stronger than gravity, and sand that doesn't get wet—even under water! Other activities include using your nose as a nanodetector and measuring yourself in nanometers. [Edit for your institution]



More about Nano and NISE Network

Many scientists and engineers believe that advances in nanotechnology have the potential to bolster the U.S. economy through innovations providing clean, secure, affordable energy, techniques to clean up hazardous chemicals in the environment, and medical devices and drugs to detect and treat diseases more effectively and with fewer side effects. Despite this promise, the public knows little about research and development being carried out today by 25 departments and agencies of the federal government and by universities and corporations in their own communities.

Originally launched by the Museum of Science in Boston, the Science Museum of Minnesota, and San Francisco's Exploratorium, the NISE Network is now led by 14 museums and universities across the nation. In 2005, an initial grant funded formation of NISE Network to collaboratively develop and distribute innovative approaches to engaging Americans in nanoscale science and engineering. The NISE Network has won its second five-year \$21 million grant from the National Science Foundation allowing partners to continue the work of the NISE Net into the next decade.

Through activities like NanoDays, the NISE Network is actively building partnerships between science museums and research centers to increase their capacity to engage the public in learning about nanoscale science and engineering. In addition to the individual museums and research centers, two major professional organizations—the Materials Research Society and the Association of Science-Technology Centers—support the NISE Network and annual NanoDays activities.

For more information about NISE Net or to download a digital NanoDays kit please visit <http://www.nisenet.org/nanodays>. For more information about Nano please visit <http://www.whatisnano.org>

This project is based on work supported by the NSF under Award Numbers ESI-05322536 and 0940143. NanoDays™ is trademarked by North Carolina State University and used by NISE Net with permission.



Photo Release Form

Most institutions require that some kind of photo release form be signed in order for you to circulate photos from your event in any way. Whether or not this is a formal policy in your institution, you should always ask for permission before photographing participants, especially children. Getting signed releases gives you the flexibility to use your photos in newsletters, reports, and other settings.

We welcome you to share photos from your event with the network, with the following caveat: in order to be able to use and share photos of local NanoDays events, we must have a signed release form from each person in the photo. In the NISE Network, photos are often shared and used by multiple institutions, so we need permission for not just your institution to use the image, but also for other institutions in the NISE Network to use the image. We understand that for many of our partners, it is not possible to get release forms from every person photographed or recorded. For this reason, the NISE Net does not require or expect photographs of your events.

The NISE Net photo release form is included on the next page. Fill in your organization's name in the second blank on the first line, then copy the form to use at your event. When you are asking visitors to fill out the form, be sure to explain that they can choose **not** to have their photograph or their child's photograph taken and still participate in the activity.

How do I make sure we have releases from every person? Here are a few tips:

- If you are using a photographer for your NanoDays event, be sure to explain to them that they will need to get consent before taking photographs.
- In larger settings, or spaces with a lot of activity, consider assigning a staff person to join the photographer and ask visitors to sign the release before the photographer takes pictures. This person can ensure that no photographs are taken without consent, and can also ask the photographer to delete any pictures from their camera of visitors who did not consent.
- Jotting down a neutral description of the person on their release form (for example, "young girl, brown hair, yellow-striped shirt") can help you match releases to photos later on.
- It's helpful to have the releases and pens on a clipboard or two that you can hand to the visitor.
- If you are hosting an event with nametags and registration, you can ask visitors to fill out the release when they register. If they have consented to have their photo taken, give them a sticker for their nametag. Then the photographer can take photos only of people with the stickers.

If you are able to get signed releases for your photos, please share them with us! You may send a CD with photos along with a scan of the releases to the Museum of Science at:

NISE Network
Museum of Science
1 Science Park
Boston, MA 02114

Questions regarding acknowledgements or credits can be directed to info@nisenet.org

Museum of Science and NISE Network Photo Consent and Release

I, _____, hereby authorize _____ and the Museum of Science, Boston, MA (the "Museum") as agents acting for and on behalf of the Nanoscale Informal Science Education (NISE) Network, and its agents, representatives, assigns, successors in interest and licensees, to photograph, audiotape, and/or videotape me and grant the Museum and the NISE Network 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 Museum and the NISE Network may put the Photograph, Audio, and/or Video. I acknowledge the Museum and the NISE Network will rely on this permission and hereby release and discharge the Museum and the NISE Network 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)

☐ ☐ I grant permission for Photographs to be collected and used by NISE Network

☐ ☐ I grant permission for Audio be collected and used by NISE Network

☐ ☐ I grant permission for Video to be collected and used by NISE Network.

Date: _____ Signature: _____

Address: _____

Telephone Number: _____

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

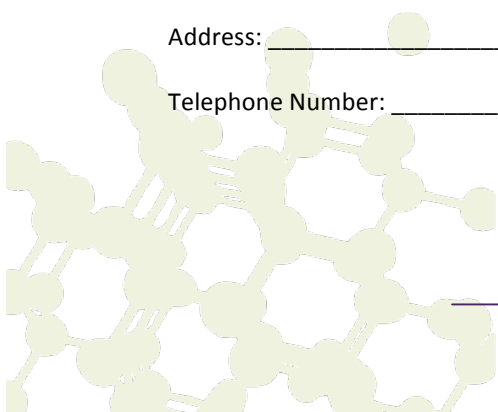
I am the parent or legal guardian of the individual named above, and I hereby sign this Media Consent and Release on behalf of such individual in accordance with the statements above.

Name: _____

Date: _____ Signature: _____

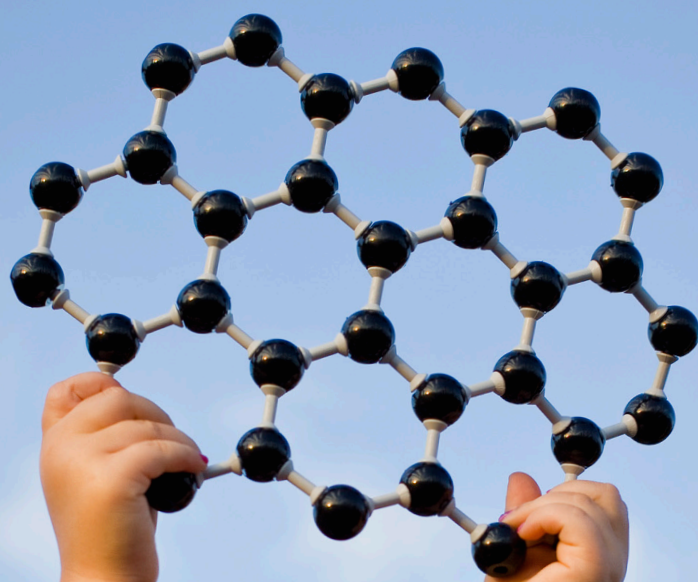
Address: _____

Telephone Number: _____

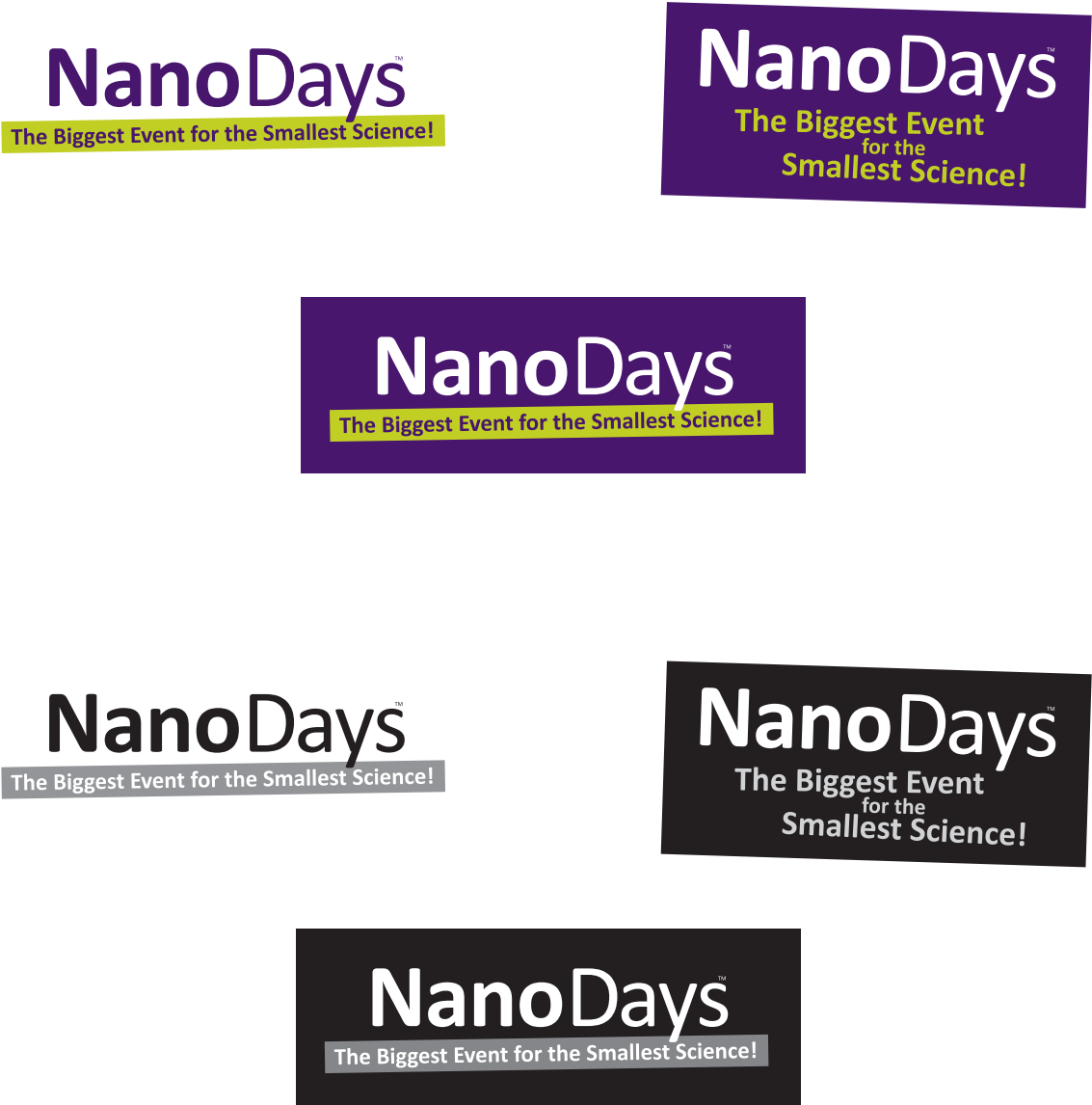


NanoDaysTM

The Biggest Event for the Smallest Science!



**2011 NanoDays
Marketing Materials
Appendix**



PMS 2627

C	77	R	73
M	100	G	23
Y	0	B	109
K	31		



PMS 390

C	22	R	193
M	0	G	205
Y	100	B	35
K	8		

NanoDays Customizable Ads

horizontal, 7" x 3", color, pdf and Illustrator CS4 files provided



NanoDays

Your Museum Name
123 Science Drive, City
www.yourmuseum.org

March 26-April 3

The Biggest Event for the Smallest Science!

NISE Network Grant No. 0940143 www.whatsnano.org



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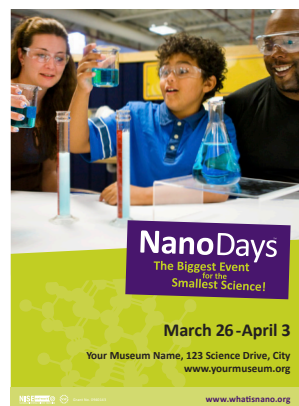
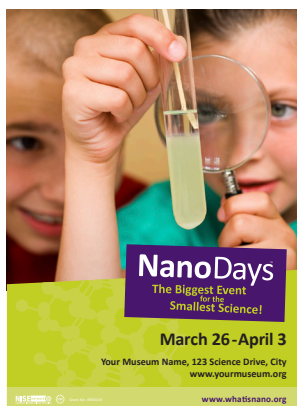
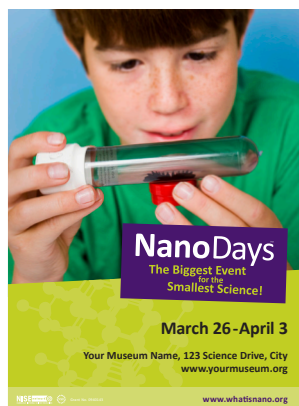
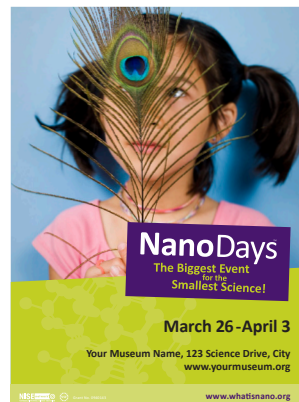
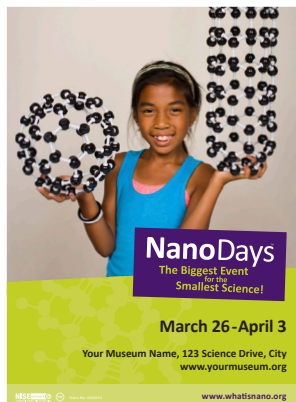
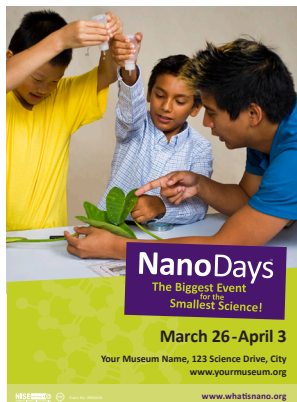
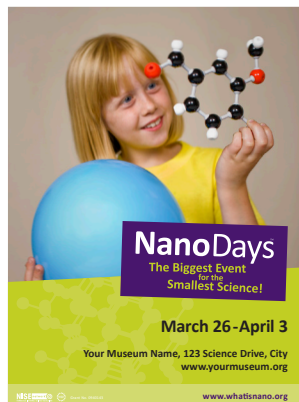
March 26-April 3

The Biggest Event for the Smallest Science!

NISE Network Grant No. 0940143 www.whatsnano.org

NanoDays Customizable Ads

vertical, 4" x 5.5", color, pdf and Illustrator CS4 files provided




NanoDays Customizable Ads

vertical, 3.5" x 8.5", color, pdf and Illustrator CS4 files provided



NanoDays Customizable Ads

various sizes, black and white, pdf and Illustrator CS4 files provided



NanoDays

Your Museum Name
123 Science Drive, City
www.yourmuseum.org

March 26-April 3

The Biggest Event for the Smallest Science!

NISE Network Grant No. 0901033 www.whatsnano.org



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Your Museum Name
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www.yourmuseum.org

March 26-April 3

The Biggest Event for the Smallest Science!

NISE Network Grant No. 0901033 www.whatsnano.org



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March 26-April 3

Your Museum Name, 123 Science Drive, City
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NISE Network Grant No. 0901033 www.whatsnano.org



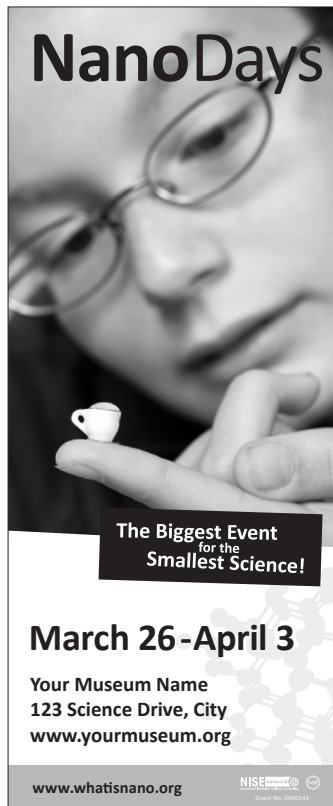
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Your Museum Name
123 Science Drive, City
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www.whatsnano.org NISE Network Grant No. 0901033



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www.whatsnano.org NISE Network Grant No. 0901033



NanoDays

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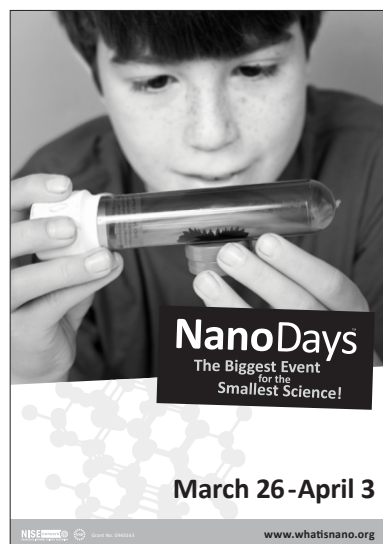
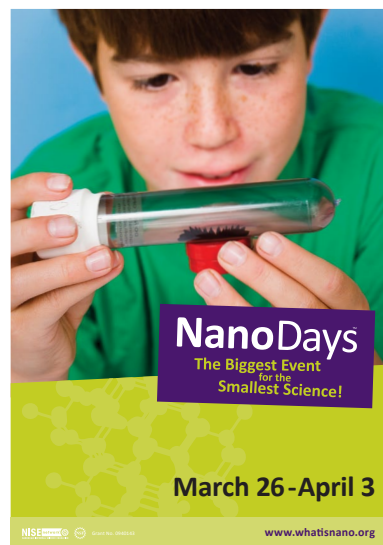
March 26-April 3

Your Museum Name, 123 Science Drive, City
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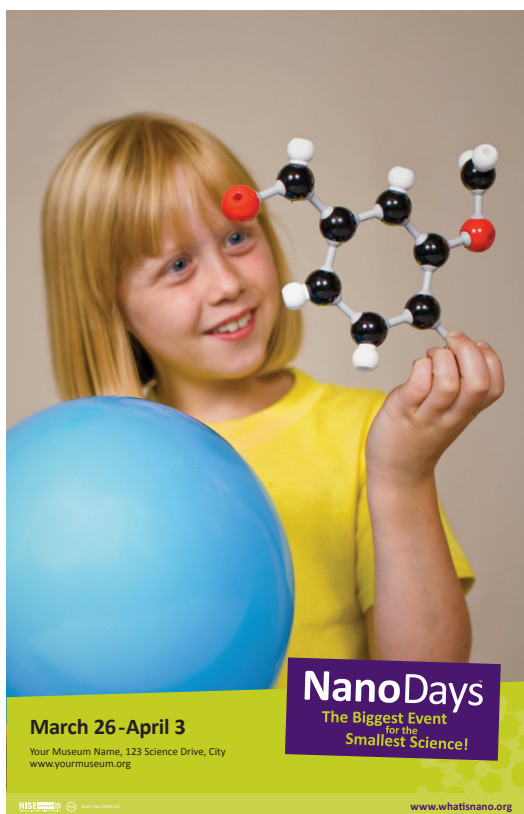
NanoDays Ready-to-go Ads

various sizes, color and black and white, jpeg and pdf files provided



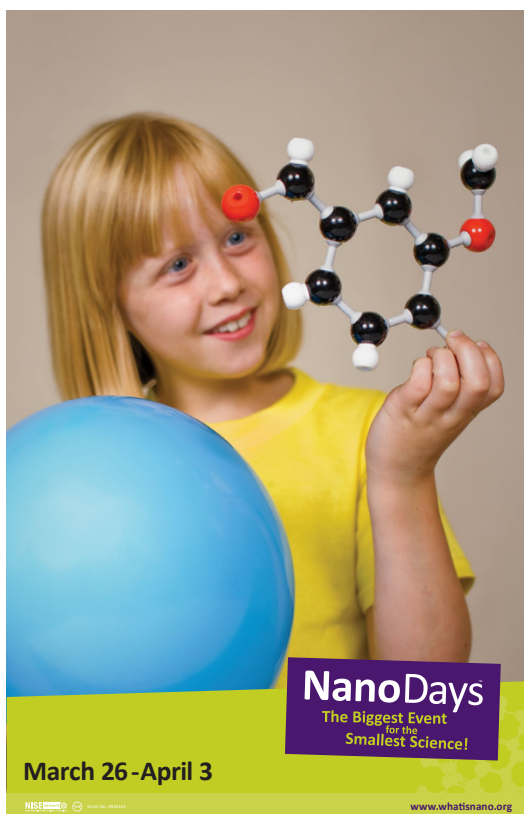
NanoDays Customizable Posters

11" x 17", color, pdf and Illustrator CS4 files provided



NanoDays Ready-to-go Posters

11" x 17", color, jpeg and pdf files provided



NanoDays Press Photos



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NISE_Net_press_photo_0003.jpg



NISE_Net_press_photo_0004.jpg



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NanoDays Press Photos



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NanoDays Press Photos



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NanoDays Press Photos



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NanoDays Press Photos



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NanoDays Press Photos



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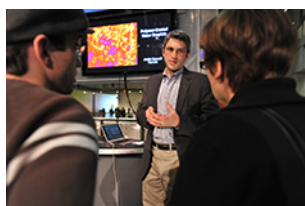
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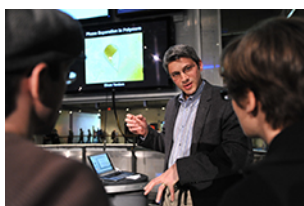
NISE_Net_press_photo_0115.jpg



NISE_Net_press_photo_0116.jpg



NISE_Net_press_photo_0117.jpg



NISE_Net_press_photo_0118.jpg



NISE_Net_press_photo_0119.jpg



NISE_Net_press_photo_0120.jpg

NanoDays Press Photos



NISE_Net_press_photo_0121.jpg



NISE_Net_press_photo_0122.jpg



NISE_Net_press_photo_0123.jpg



NISE_Net_press_photo_0124.jpg

NanoDays Press Photos - High Res



NISE_Net_press_photo_0020_...



NISE_Net_press_photo_0029_...



NISE_Net_press_photo_0032_...



NISE_Net_press_photo_0042_...



NISE_Net_press_photo_0043_...



NISE_Net_press_photo_0058_...



NISE_Net_press_photo_0059_...



NISE_Net_press_photo_0068_...



NISE_Net_press_photo_0072_...



NISE_Net_press_photo_0080_...



NISE_Net_press_photo_0084_...