



MOREHEAD
PLANETARIUM+
SCIENCE CENTER



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

We Are Science

YOUR SCIENCE OUTREACH PARTNER

2022-2023

**Contact us
today to start a
Broader Impacts
collaboration**



WE ARE YOUR SCIENCE OUTREACH PARTNER.

Morehead Planetarium and Science Center partners with UNC researchers applying for grants to develop Broader Impacts projects that make your research findings available and accessible to a wide range of audiences. As granting agencies increasingly demand broad impact and the university encourages public engagement, Morehead is a convenient, high-quality partner for science outreach. With researchers providing current science and Morehead providing content and curriculum development and delivery expertise, the result can be highly engaging and effective.

The next time you find yourself wanting or needing to tell the story of your research, Morehead invites you to start here. Whether you need a science outreach project on a global scale or you would like to share your research with a local group of science enthusiasts, we can provide you with the expertise, support, and audience to achieve your science outreach goals.

Photos: **1** Morehead brings science to the public at the Durham Bulls Education Day event. **2** Hundreds of thousands of visitors explore exhibits featuring UNC research. **3** Morehead specializes in delivering hands-on science to schools. **4** Visitors are treated to interactive science demonstrations on Morehead's Science LIVE! stage. **5** Morehead cycles through a variety of science activities to maximize visitor engagement. **6** Morehead's in-house production team designs VR and AR experiences for audiences to explore complex topics in new ways. **7** Morehead's mobile programs offer classroom activities, assembly science shows, and the mobile planetarium.

WE HELP BRING YOUR RESEARCH TO LIFE.

The Morehead team includes experts in science education, curriculum development, and experiential design as well as communications, marketing, and event management. Our team helps you select the best strategy for achieving your science outreach goals, plan your Broader Impacts activities, and target your desired outcomes. We provide scope of work and budget details as well as a letter of support to facilitate your grant application.

Our approach leverages your scientific knowledge with Morehead's strengths in developing and delivering engaging content. Through our own work as well as past Broader Impacts partnerships, we have developed programs and experiences for a variety of audiences in a variety of settings. Morehead's current outreach opportunities include K-12 programs, curriculum development, community events, interactive exhibits, and multimedia experiences (see back cover for details). We also provide science communication training for our Broader Impacts partners and their collaborators to give you the tools for more effective communication with the public.



4



Working with Morehead [...] means you are collaborating with people who understand how to reach the target audience (whether schoolchildren or the general public) and have ready-made structures in which to do so. This collaboration also brings credibility in the review process, because reviewers can see that you are working with people who have the means and experience to see that you accomplish your outreach goals. This is much easier than trying to set up a new program yourself while also doing the work of the science, and more likely to be effective.”

Laurie McNeil, Ph.D.
BERNARD GRAY DISTINGUISHED PROFESSOR,
PHYSICS AND ASTRONOMY, UNC-CHAPEL HILL



5



6

WE DELIVER SCIENCE TO THE COMMUNITY.

Since 1949, Morehead has educated and inspired more than 7 million people through our science programming. **We welcome more than 150,000 visitors each year from across North Carolina and around the world.** Among those visitors are more than 80,000 school children on field trips. Our renovated and expanded facilities include interactive exhibits and learning experiences that make science engaging and fun. We support educators and K-12 education by closely aligning our programming with North Carolina Science Essential Standards.

In addition, our outreach programs deliver innovative, interactive programming to schools and communities across the state. We partner with schools, libraries, parks, and other community organizations to promote science education.

Morehead produces the North Carolina Science Festival—a month-long celebration of science—each April with events held in almost every NC county.

Morehead can also open doors to other science centers and museums through our participation in the Association of Science and Technology Centers (ASTC).

WE SHARE YOUR BROADER IMPACTS GOALS.

Morehead believes in Science For All™, and we are committed to advancing equitable and inclusive science learning and exploration. **When we partner with you, we prioritize not just the advancement of scientific knowledge, but also the full participation of underserved and underrepresented groups in STEM.** We look forward to partnering with you to make a positive impact on campus, in the community, and for society.

FOR MORE INFORMATION

- + Visit: go.unc.edu/BroaderImpacts
- + Email: MPSCBroaderImpacts@office.unc.edu
- + Call: 919.843.3475

Morehead Planetarium and Science Center
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7



Outreach Opportunities

	PLATFORM	DESCRIPTION	INTENDED AUDIENCE	PROJECT DURATION	NUMBER SERVED	TIME COMMIT.*	APPROX. COST**
Curriculum	Standards-aligned activities	Morehead develops and adapts instructional activities so that teachers can readily provide their students with enriched science learning experiences.	HS students, MS students, ES students, and teachers	Indefinite	Up to 2,000/year directly	40+ hours/0 hours	\$10K-\$15K
	Science LIVE! / Science on Stage	This series of live demonstration programs about basic science phenomena happens both on-site and in the community.	General public and/or school group focus	Indefinite	25,000/year	15+ hours/0 hours	\$5K-\$15K
	Summer science activities	Week-long themed camps are held on campus and off-site in regional locations. Attention to stimulating content, age-appropriate activities, and use of UNC's rich science resources are the foundations of each camp.	Children, grades K-12	Multiple times each summer	100-3,000 (depending on specific program)	10 hours/0-5 hours	\$5K-\$10K
Community	Professional development	Hands-on professional development provides an opportunity for educators to develop science and technology skills that are key in educating a new generation.	Teachers, grades K-12	Conferences	200+	20+ hours/0-8 hours	\$3K-\$5K
	Family science event	Held on weekends or evenings (on- or off-site), these events engage children and caregivers in hands-on activities about current science topics.	General public (all ages)	1 day	250-500	8 hours/5 hours	\$3K
	Community education event	Held on weekends or evenings (on- or off-site), these events engage general public audiences.	General public (all ages)	1 day	250-500	8 hours/5 hours	\$3K
Exhibits	Mobile exhibit	Morehead can take your science on the road as part of its mobile van outreach programming that travels regularly to schools and public events.	General public (all ages)	1-2 years	10,000/year	20+ hours/3 hours at exhibit debut	\$15K-\$50K
	Interactive exhibit	Morehead is pioneering the inclusion of current science research into on-site exhibits and is staffing exhibits with trained facilitators to enhance visitor understanding and engagement.	General public (all ages)	1-5 years	80,000/year	40+ hours/3 hours at opening reception	\$45K-\$90K
	Digital science video	Morehead develops 2-3 minute videos featuring current science research. Shows can be presented online and at appropriate displays in the science center.	General public and/or school group focus	2-4 years	Up to 25,000 on-site and 30,000 online/year	5+ hours/0 hours	\$10K
Multimedia	Virtual reality (VR) / Augmented reality (AR) experience	Morehead's in-house production team designs VR and AR experiences for audiences to explore complex topics in new ways.	General public and/or school group focus	2-4 years	1,000/year	10+ hours/0 hours	\$20K-\$50K
	Fulldome digital planetarium show	With new technology, Morehead is able to go beyond astronomy-themed shows to create a wide range of immersive fulldome feature-length (25-30 minutes) theater experiences that can be leased/distributed to domes around the country and world.	General public and/or school group focus	Typically 8-10 years	Up to 25,000 on-site/year (potentially more if leased)	20+ hours/3 hours at opening reception	\$400K+

*The first number indicates researcher's time commitment in terms of preparation. The second number indicates time commitment in terms of direct interaction with audience. All times are approximate and will vary based on project design and researcher's desired level of involvement. **\$2,000 will be added to each proposal to support science communication training for two members of the research team (e.g., PIs, post-docs, graduate students).



UNC Science Expo

Morehead's signature public outreach celebration for the campus features hundreds of partners showcasing UNC research. UNC Science Expo is a free opportunity to reach the general public and test your community engagement tactics.