



Earth Science Education Forum (England and Wales) **Minutes of the 67th meeting**

Held in the Arthur Holmes Room, Geological Society, London. 1.00 pm, 23 October 2018.

Present

Chris King (Earth Science Education Unit)
Emma Bernard (GCG & NHM)
John Stevenson (BGS)
Susan Brown (Rockwatch)
Will Foreman (GSL Education)

Apologies for absence:

Annette Shelford
David Bailey (Geologist and science communicator)
Duncan Hawley (Geographical Association)
John Ayres (U3A and Jurassic Coast)
Judi Lakin (GSL)
Nikki Edwards (ESTA)
Pete Loader (Geological Society)
Steve Brace (RGS & IBG)
Tom Hose (GeoConservationUK)

1. Talk /discussion

Speaker Chris King, 'Strategy document for geoscience education across Europe'

Attached at Appendix A.

2 Minutes of the 66th meeting 17 April 2018

The minutes of the 66th meeting were accepted as a true record. A copy has been placed on the ESEF website. **Action: JS**

3 Matters arising

3.1 National Curriculum (KS3 & 4 and A level)

GSCE- and A-level geology

CK reported that geology GSCE is down to 897 entries nationally, largely down to progress eight (P8). Geology is bucket three of P8 and grouped with RE, drama and DT. The other subjects that are in bucket three of P8 are also similarly in decline.

Geology A-level entry is also down to 1525 students.

3.2 Training for secondary geology teachers:

Nothing to report

3.3 Geology for Non-Geologists training 'Geolab':

Nothing to report

3.4 National Geology Database (BGS GeoUK and Ireland Map)

Action JS to send updated GeoUK and Ireland articles to Matthew Parkes for the NATSCA and GCG blogs after the recent round of additions and edits are implemented.

Action JS to review site statistics and edit categories that are not working as intended.

3.5 Geological poster map of UK and Ireland

Action JS gain map feedback via ESTA Facebook site (Emma Smith is the social media manager Dan Boatwright is the new ESTA chairman).

3.6 GeoWeek - Mobilising the geoscience community' project.

Multiple actions came out of this ESEF meeting and the GeoWeek supergroup leaders meeting of 5 November. These actions are shown in Annex B.

3.7 BESER 'Subject leadership development programme'

Nothing to report.

4 Finance report

Nothing to report.

5 ESEF website (www.esef.org.uk)

JS reported that the website is up to date.

6 Potential collaborative projects

Nothing to report.

7 ESEF Achievements

Nothing to report.

8 AOB

Geology walking guides/maps

Action JS to send ARCGIS online not-for profit application process to Di Clements of the GA.

CK and EB discussed a GCG CPD training event to be run by ESTA facilitators. This was part of a longer discussion about how ESTA can best collaborate with the geological museum sector, with a view to GCG eventually becoming a group member of ESTA.

Action CK to plan an outline course, set a date and venue; the Lapworth Museum was suggested.

Tom Hose emailed:

I have completed two more Bedfordshire geotrails for cyclists. My PGA paper on these went online in mid-September 2018.

9 Dates of future meetings

4 December 2018 Brainstorming session – How should the ESEF function and meet?

Appendix A.

Chris King, ‘Strategy for Enhancing Geoscience Education – 2018; ‘Inspiring, updating and supporting geoscience teachers and educators’

Appendix B

Minutes GeoWeek Supergroup 2nd meeting Monday 5 November 2018. As below.



GeoWeek 2019

Active Geoscience 4-12 May

Minutes GeoWeek Supergroup 2nd meeting Monday 5 November 2018 Via voice conference call

Present

Chris King, ESEF

John Stevenson, ESEF/BGS

Angus Miller, Scottish Geodiversity Forum

Apologies

Arlene Hunter, Open University

Written contributions

David Ward, Geologists' Association

1. Dates and planning milestones

- Draft toolkit due 9 November.
- Start publicising 2019 event via newsletter articles, social media and website as from 4 December.
- Application submitted for Curry fund application: deadline 20 November.

2. Publicity

- a. Website (All Actions JS unless stated otherwise)
 - write and provide essential event messaging **Action CK**
 - update event organiser form and event map
 - use UK date format
 - remove 12.00 default time format
 - press release template for local media outlets
 - tips for engaging the local TV news
 - picture resource downloads to support local publicity
 - pdf downloads of posters and leaflets in multiple formats (pdf, word and .jpg) suitable for printing and social media posts
 - 'blank' event posters for event organisers to complete and print
 - feedback/evaluation forms paper and digital
 - Eventbrite or similar free ticketing site tips
- b. Social media

- Action KL** Set up Geoweek Twitter page ([@GeoWeekUK](#))
 - AM to be an Admin for Twitter site
 - Action KL** #tags for 2019 event
 - c. Email marketing
 - Action JS to set up a distribution list for previous event organisers.
 - d. Education networks
 - Action AH** OU Open Learn Site could be used to host GeoWeek content. This could possibly take the form of an event map and/or listing.
 - Action CK and Peter Burgess** to promote GeoWeek at next UGUK meeting; November; **Action JS** to provide 50 postcard copies.
 - e. Geological society's networks
 - Action DW** to promote GeoWeek to Geologists' Association local groups.
 - Action DW** Distribute GeoWeek postcards to through Geologists Association regional groups
 - Action CK** Distribute GeoWeek postcards to through Geological Society's regional groups
 - f. U3A networks
 - Action JS:** circulate minutes to Ros and Ian Mercer
 - g. Press
 - Action JS:** Press release template as part of the 'toolkit'.
 - h. Conferences and science fair promotion

Leaflets and posters to be distributed at regional conferences and science fair type events. For example:

 - Action JS** Earth Science Teachers' Association - September
 - Action CK** London Festival of Geology – November
 - Action All** Conferences and science fair promotions
 - Action All: compile a list of events to target with leaflets and posters**
 - i. STEM networks

No Action
 - j. Geoscience community newsletters
 - Action: CK** to draft content for submission to geoscience community newsletters
 - o Down to Earth
 - o Geoscientist
 - o The GA Magazine
- 3. Promotional Material**
- Action JS:** to provide logos and image resources available to download on GeoWeek website.
 - Action JS** to arrange production of draft leaflet and poster in time for ESTA Conference 28 September. Final versions to be made available to download on GeoWeek website.
- 4. Feedback and evaluation tools**
- Action JS:** As part of the website toolkit, JS to produce a paper and digital version of a feedback form. Feedback forms to go into a national Prize Draw.
 - Action All:** suggest prizes for feedback draw
- 5. Collaboration opportunities**
- Action AH** to follow up contacts at the National Trust.

- Action ALL:** seek permission from your organisation to have its logo to be published on the GeoWeek website as a partner of the project.

6. Funding opportunities/sponsorship

- Action JS** to cost printing of posters and leaflets
- Action JS** to investigate BGS funding available to help support printing costs.
- Action DW** to assist in GA Curry Fund application for the above.

7. Widening the geographic reach of GeoWeek

- Action KL** to help promote GeoWeek in Northern Ireland
- Action JS** to approach contacts in Wales and Ireland
 - National Museum of Wales – Steve Howie
 - Forest Ffawr Geopark – Alan Bowring
 - Matthew Parkes CGC
- Action KL** to provide list of geopark and aspiring geopark contacts.
- Action KL** find dates for any geopark meetings where GeoWeek could be promoted in the next 4-6 months

Date of next meeting

Tuesday 4 December at 12.00 via BT meetme voice call