



2013 Annual Report

Overview of the Organization

This report is a general overview of the activities of the Pennsylvania Earth Science Teachers Association (PAESTA) for 2013. More detailed reports on Membership, the eNewsletter News and Notes, and Website statistics are available in separate documents archived on the PAESTA website: <http://www.paesta.psu.edu/archives-annual-reports>.

Notable accomplishments

Highlights of the important advancements made by officers and members of the PAESTA organization in 2013 are listed below.

Leadership

- PAESTA welcomed its first K-12 teachers as President and Secretary/Treasurer.
- A draft of a Strategic Plan for PAESTA was written by the Penn State Earth and Space Science Partnership and presented to the ESSP Advisory Board on November 15, 2013.
- The organization presented the second PAESTA Award for Teaching Excellence to AMY Northwest Middle School (Philadelphia) science teacher Lauren Beal.
- PAESTA held its 2nd Annual Conference October 4-5 at Penn State Brandywine, in Media, PA, with the theme “Mapping Our Way as Educators: Leaders In and Out of the Classroom.” Fifty-two PAESTA members were in attendance.
- The organization continued the awarding of a monthly PAESTAR (Pennsylvania Earth Science Teacher Achievement Recognition). In July 2013, began sending a letter to the school principal and superintendent of the teacher selected as the PAESTAR to notify administrators of the achievement.
- Two PAESTA-themed papers were published in NESTA's *The Earth Scientist*.
- Two oral presentations on PAESTA were given at the Geological Society of America Annual Meeting (Denver, CO) and at the Pennsylvania Science Teachers Association Annual Conference (State College, PA).

Connections

- PAESTA membership increased with 168 new members in 2013, ending the year with a total of 408 members from 17 reported states and 2 countries.
- A PAESTA information table was set up at The Franklin Institute's Educators' Night Out (Philadelphia, November 13) and a booth at the Pennsylvania Science Teachers Association (PSTA) Annual Conference (State College, December 5-6).
- The organization was directly contacted by the following groups to share announcements on the PAESTA website and in the eNewsletters: NESTA, NAGT-Eastern Section, Spitz, Inc., Penn State Extension, Univ. of Rhode Island, NASA Goddard Space Flight Center, Partnership for the Delaware Estuary, Sustainable Energy Fund.
- PAESTA continued to expand the frequency of postings on PAESTA's social media sites Facebook (173 Likes) and Twitter (@paesta, 124 followers). Programming additions were made by the PAESTA webmaster to allow for any article that is posted to the PAESTA website to be immediately shared and posted to the PAESTA Facebook and Twitter accounts.

Organization Resources

- PAESTA made design modifications to the front page of the PAESTA website, including Forum/Featured Member highlights, a thumbnail of the monthly Earth Science Image, and a two-column layout to separate "News from PAESTA" (announcements about workshops, grant opportunities, etc.) from "Science in the News" (current scientific discoveries and advancements).
- The organization continued PAESTA *News and Notes* as a monthly eNewsletter and established the quarterly eNewsletter *Elementary News and Notes*, with the first issue in August 2013.
- The organization established PAESTA Citations, a searchable, online database that lists citations of pedagogical conference presentations and publications of PAESTA members.
- The organization established the PAESTA Classroom, a searchable, online database that contains curricular materials and resources developed by PAESTA members.
- The organization kept PAESTA membership free since its establishment in 2011 with continuing free membership into 2014.

Report submitted January 2014, completed by Laura Guertin