

CUREE has developed significant Education and Outreach capabilities on a wide range of projects and ongoing organizational activities. To further develop those resources and to enhance other organizations' proposals and projects, CUREE is now available as an education and outreach (E&O) subcontractor/subawardee.

CUREE Education & Outreach Services

Major grantors such as the National Science Foundation expect professional quality E&O components to be an integral part of research projects. E&O typically accounts for up to 20% of a total research initiative budget. The goal of E&O is to involve and inform individuals by reaching out beyond formal ("classroom") graduate-school education and may include many activities, such as those described below.

Proposal Preparation

E&O planning begins before reviewers see your full proposal. Particularly important are new partnerships, especially those that enhance diversity efforts or benefit underserved groups. When a concise briefing on the entire project is conducted, grantors expect to be informed of a well-developed E&O plan that includes expected outcomes and evidence (formative and summative evaluation). CUREE will help you by providing expertise in careful editing, formatting, and pre-submittal internal reviewing, for all types of proposals (where CUREE is either prime submitter or subawardee).

To learn more about how CUREE can help you attract funding with successful E&O proposal components, contact us at curee@curee.org

website services

Interactive Website Services, Online Forms, and Database Management

- CUREE website (www.curee.org)
- SAC Steel Project website (www.sacsteel.org)
- Earthquake Architecture Forum (www.curee.org/architecture)
- Woodshear Timber Online Educational Modules
- Electronic Encyclopedia of Earthquakes

video production

Video Production (A/V editing and pre-/post- production)

- "What's NEES?" multimedia show (available at www.nees.org)
- downloadable shake table testing video
- interviews and educational demonstrations
- 3D animation and design

graphic design

Media Production and Graphic Design (for both web and print)

- flyers, brochures, and poster design
- digital imaging (scanning, image enhancement, composites)
- newsletters (including e-newsletters and distribution)
- printed report publishing and formatting
- downloadable electronic files

••• View examples online at: www.curee.org/EO •••

meetings & workshops

Meeting Preparation and Coordination

Includes seminars for practicing engineers, workshops, and event planning for conferences & symposia.

- meeting announcements and publicity
- registration (onsite and online)
- interactive polling and community assessment
- meeting preparation and coordination of meeting materials (including signage, handouts, agendas, and proceedings)



media relations

Media Relations

Includes collaboration with public affairs offices to conduct media events, attract news media reporters and writers; issue media releases and statements; and conduct media workshops. We offer experience in assisting with TV and video production, including identifying producers, reviewing co-production agreements, copyright issues, budgets, and schedules, and experts to review scientific and engineering content.



CUREE Qualifications

CUREE staff with Education & Outreach expertise include:



Bob Reitherman, CUREE's Executive Director, takes a special interest in E&O activities. He originated both the popular CUREE Calendar and the concept for the Electronic Encyclopedia of Earthquakes. He is the Principal Investigator of the NSF-funded CUREE project, "Building A Network Between Civil Engineers and Science Museums."



Reed Helgens, Associate Executive Director, has experience working on outreach activities with both universities and earthquake engineering research organizations on a number of government-funded projects. Her skills in dealing with the logistics of various types of meeting events were integral in the planning and organization of many successful events. Some of these events include the 1st and 2nd Annual Meetings of the NEES Consortium, and symposia honoring Wilfred Iwan, Ray Clough, and Joseph Penzien.



Darryl Wong, Media Production Manager, provides web maintenance support for a number of websites in helping develop and update online content. In addition, he is also responsible for most CUREE printed materials (including report publications, CDs, posters, and brochures). At meetings, he has provided technical support for speakers and utilized his background in Multimedia and the Electronic Arts to improve the visual impact of presentations and meeting materials.



Jill Andrews, most recently Assistant to the Provost, California Institute of Technology, Education and Outreach, is available under a consulting contract to CUREE for work on our E&O service packages. Her extensive experience has made her a well-known leader in the field.



Andrew Neithlich has developed organizational structures and served as a meeting facilitator on many collaborative efforts, including the NSF funded NEES Consortium Development Project. His experience with the earthquake engineering community enables him to work with investigators and decision makers to develop concepts, define desired goals, and achieve results.

Consortium of Universities for Research in Earthquake Engineering

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