



Welcome to Your NanoDays 2012 Kit!

Dear NISE Network Partner,

We're so glad you are joining over 200 institutions nationwide to host a NanoDays event! NanoDays 2012 will be held March 24-April 1, but we strongly encourage you to use your NanoDays kit materials throughout the year.

Physical kit contents

Attached, you'll find a list of the materials contained in your NanoDays kit. This year, we're including new hands-on activities, games that visitors can play without facilitation, a longer public program, training materials for staff and volunteers, and educational and promotional graphics. We've also included Spanish translations of most new educational materials, plus a bilingual promotional banner, right in the box. We encourage you to open and look through all the materials to familiarize yourself (and your staff, volunteers, and collaborators) with the kit.

Planning your event

In the "Open Me First" packet of your kit, there is a detailed planning guide to help you get started coordinating a successful NanoDays event. If you need help connecting with scientists or informal science educators in your area, please contact your regional hub leader for assistance (www.nisenet.org/community).

Look for additional materials online

We encourage you to take a look at the other materials available in the online catalog at www.nisenet.org/catalog. On the website, you can find additional resources to use for NanoDays, including programs, demonstrations, activities, exhibits, media (in English and Spanish), select training videos for catalog activities, and new educator tools and guides. Electronic copies of all NanoDays materials are also available online; you can download these individually or as a digital kit for your volunteers or collaborators.

The NISE Network public website (whatisnano.org) is a great place to send your staff and volunteers for additional resources and information. Be sure to direct your visitors to whatisnano.org for further opportunities to explore nano after attending your event!

Your help with reporting and evaluation

Every year, a working group from the NISE Network studies NanoDays to define the reach of the event and determine the impact NanoDays has on the public. Each organization that receives a physical kit is required to fill out a simple report about their local event. Your regional hub leader will contact you with more details about reporting. Additionally, NISE Net evaluation staff may contact you in the future to get feedback about Network educational products, and about the reach of NanoDays and other activities.

Through your cooperation with reporting, we estimated that nearly 480,000 people participated in NanoDays activities nationwide in 2011! We also used feedback from participating institutions to help shape this year's kit contents.

On behalf of the NISE Network, we thank you again for your efforts to engage the public in nanoscale science, engineering, and technology!

Catherine McCarthy
Science Museum of Minnesota, St. Paul, MN

Rae Ostman
Sciencenter, Ithaca, NY

Vrylena Olney
Museum of Science, Boston, MA



2012 Kit Contents

Printed Materials

“Open me first” planning and promotional materials

- Welcome letter and list of kit contents **revised**
- NanoDays Planning and Marketing Guide **revised**
- Large promotional banners **revised Spanish!**
- NISE Network brochure (to share with your staff and/or collaborators) **revised**
- “I’m Made of Atoms” temporary tattoos
- “I ♥ Nano” temporary tattoos

Training materials

- NanoDays orientation slides and notes **NEW!**
- NanoDays training video guide **NEW!**
- Tips for engaging visitors **NEW!**
- *Engaging the Public in Nano* (guide to key concepts) **NEW!**
- *Universal Design Guidelines for Public Programs in Science Museums* **NEW!**

Hands-on activities (*complete with instructions, graphics, and supplies for 100 visitors*)

- Exploring Fabrication – Gummy Capsules **NEW! Spanish!**
- Exploring Forces – Static Electricity **Spanish!**
- Exploring Materials – Graphene **NEW! Spanish!**
- Exploring Materials – Hydrogel **NEW! Spanish!**
- Exploring Materials – Nano Gold **NEW! Spanish!**
- Exploring Materials – Thin Films **Spanish!**
- Exploring Products – Sunblock **Spanish!**
- Exploring Size – Ball Sorter **NEW! Spanish!**
- Exploring Size – Memory Game
- Exploring Size – Powers of Ten Game
- Exploring Structures – Butterfly **NEW! Spanish!**
- Exploring Structures – DNA (*requires advance preparation*) **NEW! Spanish!**

Games (*can be staffed or unstaffed*)

- Build a Giant Puzzle! **NEW!**
- I Spy Nano! **NEW!**
- What am I? **NEW! Spanish!**
- Try measuring little things! **NEW!**

Program

- Nanotechnology—Small Science, Big Deal! (*requires advance preparation*) **NEW! Spanish!**

Graphics

- Key concepts posters **NEW!**
- Nano and society posters, reference sheets, and guide

Spanish language materials

- Hard copies of most of our NanoDays 2012 Spanish language materials are available right in the kit this year. Look for items marked **Spanish!**
- All remaining NanoDays 2012 materials are available in print-your-own Spanish language versions. Digital files are available on the thumb drive included in your kit and can also be found online at:
<http://www.nisenet.org/catalog/spanish>



2012 Kit Contents

Digital Files

Digital kit (*on USB thumb drive*)

Planning materials

- Welcome letter and list of kit contents **revised**
- NanoDays Planning & Marketing Guide **revised**

Marketing and promotional materials

- NanoDays Planning and Marketing Guide **revised**
- Sample press release **revised**
- NISE Network photo release form
- Publicity photos **revised**
- Publicity photos (HiRes) **revised**
- Publicity photos credits and acknowledgments **revised**
- Promotional videos (15 second and 30 second versions) **NEW!**
- Large promotional banners **revised Spanish!**
- NISE Network brochure **revised**
- NISE Network factsheets (to share with potential collaborators) **NEW!**
- Logos and graphic elements
- "I ♥ Nano" t-shirt design
- Sample promotional ads and materials **revised Spanish!**

Educational materials

- Digital copies of all NanoDays Activities, Games, Programs, and Graphics **revised NEW! Spanish!**

Staff & volunteer training materials

- Nano Days orientation slideshow **NEW!**
- Digital copies of all NanoDays training materials **NEW!**

Staff and volunteer training media DVD

- *A Museum Presentation: How NOT to Present* **NEW!**
- *A Museum Presentation: How to Present* **NEW!**
- *Nanotechnology: What's the Big Deal?* **Spanish!**

Educational media DVD

- *Does Every Silver Lining Have a Cloud?* **NEW!**
- *How Small is Nano?* **NEW!**
- *Nanotechnology: What's the Big Deal?* **Spanish!**
- Mr. O videos: *Getting a Sense of Smell*, *I Got No Stains on Me*, and *Molecular Gastronomy* **NEW!**
- *Nano and Me* videos: *Aluminum*, *Gold*, *Gravity*, *Latex*, *Pants*, and *Silver* **NEW!**
- *What Happens in a Nano Lab?* **NEW!**
- *Wonders and Worries of Nanotechnology* **NEW!**
- *Zoom into a Blue Morpho Butterfly* **NEW!**
- *Zoom into a Lotus Leaf* **NEW!**

DragonflyTV Nano DVD