

JASON Learning Progress Report on TREE Foundation's Support of the 2017 Penang Hill BioBlitz Argonaut Expedition

As our Penang Hill BioBlitz expedition is fast approaching, I thought it would be good to provide you and your TREE Foundation supporters with a quick update on all of the progress and preparations JASON Learning has made over the last several months.

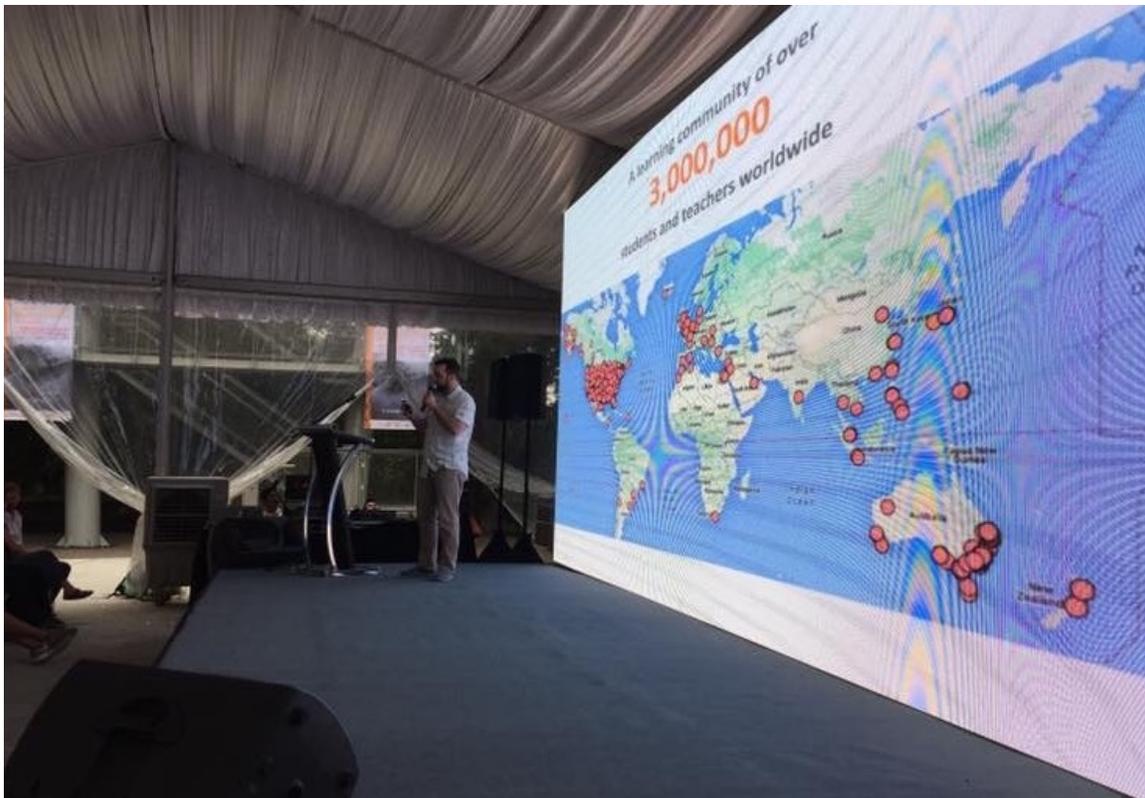
By way of a quick review, here are the goals we had set together back in March when first scoping out the opportunity to get JASON involved in the project:

- Boost public awareness of the Penang Hill BioBlitz expedition, with a particular focus on engaging K12 students in the US and around the world
- Document the BioBlitz scientific survey efforts and translate them for general public consumption through daily production and delivery of edited videos, live and interactive webcasts, photos, blog articles, and social media posts
- Provide an opportunity for JASON Student and Teacher “Argonauts” from the United States to join and contribute to the international BioBlitz science team

Here's how we've been working toward those targets since March:

1. April Symposium & expedition site survey

From April 11th through 18th, 2017 I joined you, our local partners, and several of the BioBlitz scientists for the BioBlitz symposium. I spent most of the week researching the field locations and required supporting logistics (including lodging, ground transportation, food, internet access & other communications needs, emergency medical access, etc.) to prepare for a successful October expedition experience for the JASON Argonaut and production teams. I was honored to be a featured speaker during the symposium event, and received amazing feedback from the audience on JASON's concept and BioBlitz plans. I was also able to make essential connections to the local partners and the symposium scientists and build personal relationships that have proven to be absolutely indispensable as planning unfolded throughout the spring and summer months.



Patrick Shea presenting on JASON Learning's plans for the BioBlitz during the April Symposium. Good news: that number on the slide is now up to 3.5 million!

2. Forming the JASON Argonaut Team

Our original plan (and budget!) had us fielding a very modest team of Argonauts—just one US student and one teacher for each week of the two week BioBlitz, for a total of **four**. Once word spread about the expedition and the opportunity to work with you and a huge team of world-renowned scientists, interest from participating school districts and other funding partners convinced us to accommodate more Argonaut participants. As a result, we've been able to extend an invitation to **five additional** Student and Teacher Argonauts, and now have a grand total of **nine** traveling to Malaysia over the course of the two-week expedition.

Student Argonauts



Alexa Borden, 16
Boise, ID



Travis McCoy, 16
Littleton, WV



Hannah Heaster, 16
Salem, WV

Teacher Argonauts



Candace Miller
Brooklyn, NY



Sharon Snider
Metz, WV



Brittany Mason
New Martinsville, WV



Tabitha Jones
Pennsboro, WV



Carly Imhoff
Coventry, CT



Hannah Cotton
Austin, TX

3. WWF Hong Kong Team

The Habitat Foundation introduced us to the World Wildlife Fund in Hong Kong, who enthusiastically offered to send a contingent of high school students to participate in the BioBlitz as “International JASON Argonauts.” Four students and two adult facilitators from WWF Hong Kong will be joining us in week two:

The WWF Hong Kong students are:

Sun Pui Kwan
Ling Nok Ping
Kong Wong
Wong Cheuk Yin

Tang Ching Ching and Lee Yiu Lung, WWF HK staff, will be along as facilitators.



This is an exciting new model of international engagement and partnership for JASON, and we would not have had the opportunity to explore this arrangement with WWF if it were not for TREE Foundation providing the baseline support for our participation in the BioBlitz.

4. Local students from Penang

Rounding out our student and teacher field team will be two groups of local students from schools around the island of Penang. Final numbers and names are in the works this week, but we are anticipating integrating 5-10 local students per week into our Argonaut teams.

5. JASON Staff & Production Team

The JASON staff and production team members previously identified in our communications are all confirmed. Names and roles are as follows:

Producer/Director - Patrick Shea, JASON's EVP and Digital Media Producer with 20 years of field production experience, will manage all aspects of the production team and the deliverables they will create and distribute pre-expedition, on-location, and post-expedition.

On-Camera Host & Writer - Haley Nelson, Series Producer and Host at Untamed Science, an educational film production company, has been "the face of JASON" for the past two years as host of our long-running live STEM role model webcast series. She will continue in that role on-location during the Penang expedition, working in front of and behind the camera to capture, interpret and convey the work of the science team and the experiences of the JASON Argonauts as they work alongside the scientists.



Haley's already been leading the BioBlitz charge on JASON's brand new Instagram account

Videographer/Editor - Melissa Salpietra is a seasoned freelance Multimedia Producer with over 5 years of experience working with both JASON and Untamed Science on a variety of live event and produced video projects. Melissa will be our primary videographer and video editor as we document the combined teams' efforts over the course of the week on-location in Penang.

JASON Argonaut Coordinator - Jude Kesl, a former middle school science teacher and former JASON Teacher Argonaut with over 20 years of JASON Argo expedition experience, will manage the complete Student and Teacher Argonaut experience beginning with pre-expedition preparation, continuing with on-location logistics, and following through post-expedition to include ongoing communications and outreach after the team has returned to their home communities.

6. Promotion & outreach to date

As planned, JASON has been sharing the story of the BioBlitz over the past several months, with efforts ramping up significantly at the beginning of the new school year. Some highlights to date:

- The landing page for the BioBlitz on the JASON website has been served to over 2,500 unique visitors (<http://www.jason.org/bioblitz>)
- The 1 minute, 30 second promo video JASON produced has been viewed almost 5,000 times between versions served on the JASON website, JASON's Facebook page, and JASON's YouTube channel (<https://www.youtube.com/watch?v=-1Pjdt02GeY>)
- Over 1,000 teachers have heard about our BioBlitz expedition plans through JASON teacher training workshops that have taken place between June and September, 2017, starting with our annual National Educators' Conference and continuing through large, multi-day regional trainings in Houston, Austin, and Midland, Texas
- JASON's email blast promoting our full fall live event season, including the BioBlitz, was sent out to 50,000 newsletter subscribers
- Collaboration with other BioBlitz partners, most notably California Academy of Sciences, to promote as widely as possible
- Facebook posts promoting the BioBlitz have been viewed over 7,100 times
- Our first live event of fall season—an hour-long Q&A session with environmental scientist Dr. Virginia Dale—had over 2,700 students and teachers viewing live. We always end each event with a quick promo of the next upcoming events, which in this case is the BioBlitz (<http://www.jason.org/virginia-dale>)

Needless to say, everybody involved from the JASON side, from Argonauts to staff to our classroom participants, are all super excited to get out there and get to work in Penang. I'm off to start packing right now, as a matter of fact! See you in a few days on the other side of the world.

Cheers,



Patrick Shea
Executive Vice President, JASON Learning