

ABOUT THE PROGRAM

ABOUT DISCOVER DATA

Discover Data is a signature education initiative for The Nielsen Foundation. Built in collaboration with Discovery Education and The National AfterSchool Association, the resources available through Discover Data increase awareness about the power of data and data science; inspire students to pursue data-driven careers; and connect youth in underserved schools with career role models and volunteer data experts.

These resources are provided to schools and afterschool programs at no cost. Through the program's website, schools can also request a virtual visit from a real-world data expert who can discuss their experiences and career in data and facilitate one of the many activities from DiscoverDataInSchool.org. As a result, Discover Data provides an opportunity to engage the diverse, active, and innovative community of volunteers in schools and afterschool programs in local communities.

QUICK FACTS

PROGRAM NAME: Discover Data

URL: www.DiscoverDataInSchool.org

AUDIENCE: Grades 6–12; Ages 11–18

PROGRAM COMPONENTS

Below is a list of resources currently available at no cost for public use on www.DiscoverDataInSchool.org.

FOR CLASSROOMS AND AFTERSCHOOL PROGRAMS

STUDENT ACTIVITIES: Discover Data's activities and Curriculum Connectors inspire students to

think critically about the data that surrounds them. These resources support educators and volunteers as they demonstrate how data can be used to answer authentic questions and solve real-world problems.

CAREER RESOURCES: The careers showcased in Discover Data's profiles and videos highlight some of the communicators, creative thinkers, number-crunchers, problem solvers, and innovators that use data to drive success.

STUDENT INTERACTIVE: Data in My Day is a self-paced module that gives middle school students an interactive, hands-on experience with data-related careers and data's role in their everyday lives.

FOR THE VOLUNTEER COMMUNITY AND VOLUNTEERS

VOLUNTEER GUIDE: From setting up the student visit to making the most of the volunteering experience, this guide provides volunteers with everything they need to engage students with real-world data possibilities and the careers that power them.

INTRO LETTER: Used to reach out to a school or afterschool program, this letter provides an overview of the Discover Data program, its goals, and the role of a volunteer to bring data-driven careers to life for students.

FIND A CLASSROOM: The "Find a Classroom" tool connects volunteers with local schools and afterschool programs, so they can proactively reach out and offer to volunteer with Discover Data resources.

VOLUNTEER WEBINAR: The kick-off webinar is a deep-dive into Discover Data and the mission behind the program. This webinar demonstrates an example of how to use Discover Data's resources during classroom visits.

DISCOVER DATA VOLUNTEER GUIDE

This guide will help you bring Discover Data’s resources to classrooms and prepare you to work with students in small and large-group settings. It provides tips and suggestions for you to engage, explain, discuss, and effectively facilitate the exciting applications of data with students using resources from www.DiscoverDataInSchool.org.

***Please read this volunteer guide in its entirety and watch the volunteer training webinar before contacting your assigned educator or afterschool program leader.**

PREPARING FOR YOUR VISIT

Once you have connected with an educator or afterschool program leader, work together to ensure a seamless virtual visit. Set up time to discuss key details that will make your visit both smooth and successful.

Below is a checklist of items that may be helpful to discuss in advance. You will also want to determine which platform will be used to connect online. TIP: Download all software and test your connection to the computer in advance of your presentation.

Pre-visit checklist:

- Thank them for their interest in the program and provide an overview of the program and its components (volunteer visit, activities and career profiles/videos, Curriculum Connectors, student interactive—see above **Quick Facts** for a list of program components and details).
- Gain helpful context for your visit, how many students you will be working with what they are currently learning, and ask if there is

anything else that would be helpful to know in advance.

- Discuss how much time is available for your visit.
- Decide together which of the activities and site resources will be used.
- Determine what the educator would like your role to be in facilitating the material that day.
- Learn what technology will be available through the platform you are using and use that to determine together how the activity will be facilitated.
- Determine if students can do the activity independently and remotely and if they will need to have any materials available—if materials are needed, ask your educator how they envision that working.
- Ask for any tips! Educators have a honed expertise for connecting with students. Consider your assigned educator a valuable resource.
- Pro Tip: practice a couple of times in advance. Walk through the information you will be presenting, and time yourself to help work within the limits you have for your visit.

PRESENTING TO STUDENTS

We have provided a few time-management guides to help you and your assigned educator plan what resources you will use with students on your visit. That said, every setting is unique and different factors, like available technology, class size, and time constraints, will affect the exact nature and timing of how Discover Data’s resources are used.

Aside from the volunteer introduction, materials have been designed to be flexible in their use.

Paste the URL for the program (www.DiscoverDataInSchool.org) into the chat window and remind students that all of the data and materials you are using can always be found there if they are interested in learning more. Time spent on each element can be lengthened or shortened depending on the situation. Work with your assigned educator to decide the best format, considering the below estimated times to completion.

DISCUSS KEY DETAILS

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- “Hi, my name is...”
Volunteer Introduction
(approx. 3-5 min.)
 - Activity and/or
Curriculum Connector
(approx. 30-45 min.)
 - Careers in Data
—Spotlights Using
Video or PDF Profiles
(approx. 5-10 min)
 - Volunteer Q&A
(approx. 5-10 min)



EXTEND THE LEARNING

Data in My Day is a game-like student learning interactive that can be completed in advance of or after your visit to enrich students' experiences with data. This is something that you can ask your educator to assign as “prep” for your visit or use in closing of your visit to point students to an additional resource.

Student Interactive (approx 10-15 minutes)

VOLUNTEER INTRODUCTION

Take a few minutes to introduce yourself. Start off by telling students your name and why you are virtually visiting their class. Tell them about your experience with data, what your interests were at their age, and how that translated into the career you have today. Explain what you will be learning together, and be sure to keep things brief, friendly, and relatable.

Students are going to be very interested and curious about a guest and will likely have a lot of questions! Work with the educator to determine the best method for inviting students to ask questions before, during, and throughout the activity.

CAREER RESOURCES

After introducing yourself, direct the students toward other faces of data by using one of our career resources as a segway into the activities. You can ask them questions such as “What do you think someone who works in ‘Sports Data’ does?” or “Have you ever wondered how people use data to come up with life-changing inventions?” Follow up with one of the career resources available on the site.

[Career Profile Videos](#): Featuring real-world data professionals, Discover Data’s Career Profile Videos give students a glimpse of how people use data in their work, including industries such as sports and television. These diverse young professionals describe how they use data both at work and in everyday life.

[Career Resource Guides](#): The PDF files provide students with an overview of three careers, responsibilities, economic demand, and recommended education for pursuing each career. These are ideal to point to if students have specific questions concerning a particular career.

ACTIVITIES AND CURRICULUM CONNECTORS

When previewing the activity materials, notice opportunities to share real-life stories that make connections to the topics.

can utilize additional learning extensions built into the resources and/or facilitate opportunities for students to collect their own data.

Some of the resources may exceed the amount of time allocated for your visit. In that case, select relevant information for the specific situations in which you will be interacting with students. Some settings may allow for extended time when you

Practice pacing sections of the activity and make note of areas to pause for questions, engage with a personal story, or point out parts of a visual. Listed below are activities currently available on the Discover Data site.

SUBJECT AREAS

The content brings in key concepts covered in Grades 6–12 Social Studies, Math, English Language Arts (ELA), and Science and is also designed for extended learning environments (i.e., afterschool clubs, library programs, and summer programs).

CURRICULUM CONNECTORS

Unlike a full lesson, Discover Data’s Curriculum Connectors provide several beginner and intermediate-level activity ideas tied to a specific theme. These activity ideas are intended for grades 6–12, and they give educators and volunteers the opportunity to integrate real-world data sets into existing curriculum or programming. Work with your educator to determine if a beginner or intermediate activity would be most appropriate for your learning group.

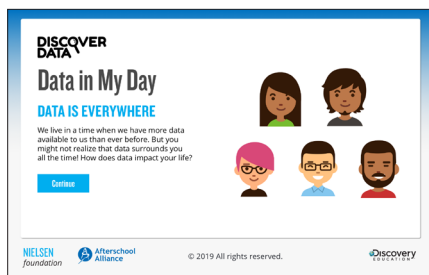
<p>DATA DURING THE HOLIDAYS</p> <p>In this set of activity ideas, students will have the opportunity to interact with national data, as well as collect data from family and friends, to draw conclusions about consumer behavior during holiday seasons.</p> <p><i>Related Career Video Feature: Client Operations</i></p>	<p>BIG DATA IN THE BIG GAME</p> <p>In these activities, students will analyze consumer data about championship football—such as the fans, the entertainment, and the food.</p> <p><i>Related Career Video Feature: Account Manager</i></p>	<p>DATA GETS GREEN</p> <p>In this set of activities, students will have an opportunity to think like innovators as they draw conclusions about the sustainable practices of business and their effects on consumers.</p> <p><i>Related Career Profile: Innovation Analyst</i></p>
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ACTIVITIES

Discover Data’s activities are standards-aligned and flexibly designed. These approximately 45-minute activities are intended for Grades 6–8, and they can be used in multiple content areas.

<p>UNDERSTANDING THE ELECTION CYCLE</p> <p>In these activities, students will investigate voting participation rates in elections, the impact of advanced data on campaign advertisements, and the evolving impact of media consumption and election information.</p> <p><i>Related Career Video Profile: Director of Data Scientist</i></p>	<p>USING THE CENSUS FOR A U.S. SNAPSHOT</p> <p>In these activities, students will use archived Census data to explore changes in U.S. population density, diversity, and voting participation.</p> <p><i>Related Career Video Feature: Data Engineer</i></p>	<p>WOMEN & GENDER EQUITY AT 100</p> <p>2020 marked the 100 year anniversary of the Women’s vote. In these activities, students will assess the extent of the progress in 2020 by analyzing data through women’s changing role in entertainment, professional sports, and leadership.</p> <p><i>Related Career Video Feature: Account Manager or Client Solutions Executive</i></p>
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STUDENT INTERACTIVE



This resource provides students with a self-paced, digital opportunity to interact with data-related topics. It is aligned to the Next Generation Science Standards (NGSS) and Common Core State Standards (CCSS) in English Language Arts (ELA) for middle and beginner high school. *Note: This resource requires internet access and access to personal use devices. Please see [Module Resource Guide](#) for more details.*

DATA IN MY DAY

To provide relatable context on the role that data and data science play in their lives, students travel through a typical student’s day. Students investigate everyday occurrences to discover where and how data plays a part, with an emphasis on the various ways data can be used and different career options that leverage data.

KNOW YOUR AUDIENCE

The students you are working with are considered adolescent learners. They are intellectual, social, and emotional learners. They are very curious and enjoy interacting with peers during learning activities. They like to be active learners and are still experimenting with ways of talking and acting as they learn and grow.

And don’t forget to have fun! This is a great opportunity for you to reach and inspire students in your community and beyond. We hope you find it rewarding, and we thank you for your time and interest in giving back to students in your community. Please direct any questions to Nielsen.Foundation@nielsen.com.