

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 Afterschool Alliance, 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 visit from a real-world data expert who can discuss their experience and facilitate an activity from DiscoverDataInSchool.org. As a result, Discover Data provides an opportunity to engage the diverse, active, and innovative community of Nielsen volunteers in schools and afterschool programs within their 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 across the U.S. 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 students an interactive, hands-on experience with data-related careers and data’s role in their everyday lives.

FOR THE NIELSEN 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.

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 student visits.

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

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.

DISCOVER DATA VOLUNTEER GUIDE

This guide will help you bring Discover Data's resources to students 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 in advance of making contact with 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 visit. Set up time to discuss key details that will make your visit both smooth and successful. A few items you may want to cover:

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).
- Ask if there are any advance requirements or paperwork needed by the school office or afterschool program in order for you to visit.
- Learn about the setting of your visit, how many students you will be working with, and ask if there is anything 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.
- Based on the resources you have decided to use, ask if the educator plans to have printed materials on hand (i.e., data sets, key vocabulary, student capture sheets, etc.) or if he/she would prefer you to bring them with you that day.
- Learn what technology will be available and use that to determine together how the activity will be facilitated.
- Ask for any tips! Educators have a honed expertise for connecting with students. Consider your assigned educator a valuable resource.



VIRTUAL PARTICIPATION

When a visit is requested by a group in an area not easily accessible by a volunteer, there may be an opportunity to participate virtually instead of in person. There are several free platforms, such as Google Hangout or Skype, that would allow you to share materials, visuals, and chat with students as they are working.

Work with your assigned educator to determine the applicable items from the checklist above, along with which platform will be used to connect online. Download all software and test your connection to the computer in advance of your presentation. You may want to ask the educator,

based on the set up in his/her learning space, how you can help by sharing your screen to walk students through data sets and/or other sections of the activity.

Regardless of whether your visit is virtual or in-person, 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.

THE DAY OF YOUR VISIT

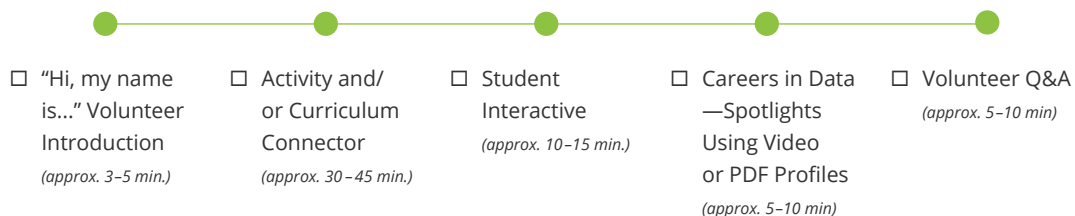
Many community centers and schools will require visitors to sign in and out at the main office and wear a visitor pass. To ensure an efficient sign-in, have your ID ready, and have a printout of the activity you will be facilitating on hand for reference when you need it.

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. Students can work in stations or in a traditional instructor-guided fashion. 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



VOLUNTEER INTRODUCTION

Take a few minutes to introduce yourself. Start off by telling students your name and why you are 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 to them 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 segue way into the activities. You can ask them questions like “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 profiles available on the site.

[Career Profile Videos](#): Featuring real-world data professionals, Discover Data’s Career Profile Videos provide students with a glimpse of data at work in areas like sports and television. These diverse young professionals describe how they use data both at work and in everyday life. Note: Video files require internet access and projector capabilities.

[Career Resource Guides](#): These PDF files provide students with an overview of three careers, responsibilities, current economic demand, and recommended education for pursuing each career. These are ideal to have as printouts in a setting where you are unable to view the career profile videos or if students have 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>Related Career Video Feature: Client Operations</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>Related Career Video Feature: Account Manager</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>Related Career Profile: Innovation Analyst</p>
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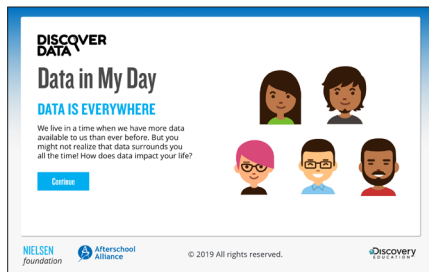
ACTIVITIES

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>A WINNING SMILE</p> <p>In this activity, students use data to predict how much potential an athlete has for being selected for ads and endorsements.</p> <p>Related Career Profile: Data Scientist</p>	<p>MILLENNIAL MOVEMENT</p> <p>In this activity, students will research how different young audiences are consuming media and develop predictive models for how their media habits will look in the year 2050.</p> <p>Related Career Video Feature: Client Solutions</p>	<p>PREMIUM PRODUCTS</p> <p>In this activity, students will look at perception data about luxury products in order to learn how they could create their own luxury product.</p> <p>Related Career Profile: Sales Engineer</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 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.

A student environment may include a handful of students or up to 40! Sometimes educators will have students seated in small groups and others will have students in rows. Large groups can be challenging to effectively assess if students are engaged or understanding the information presented. It is also difficult to build relationships and visit with students individually in the short amount of time. Walking around the space and making eye contact with different students can help personalize the space. As students enter the room, or as you enter, say hello and introduce yourself.

And lastly, 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.