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 were developed to increase awareness about the power of data and data science; inspire students to pursue data science careers; and connect youth in underserved schools with career role models and volunteer data experts.

Schools and after school programs are invited to access the resources on their own anytime at no cost. Through the program's website, schools can also request a visit from a real-world data expert who will discuss their experience and take students through an activity from DiscoverDatainSchool.org.

Discover Data also provides the opportunity to engage the diverse, active and innovative community of Nielsen volunteers who can volunteer their time to talk about data science with students and afterschool programs in their local communities.

QUICK FACTS

PROGRAM NAME: Discover Data
URL: www.DiscoverDataInSchool.org
AUDIENCE: Grades 6–8, children ages 11–14

PROGRAM COMPONENTS

Below is a list of resources currently available on www.DiscoverDatainSchool.org. In the first year (2018–2019), we are piloting the Discover Data program in two locations (Columbia, MD and Chicago, IL) and using student feedback to help inform the building of future resources as the program expands. Outside of these pilot markets, the resources are also available publicly for use in any location at www.DiscoverDatainSchool.org.

FOR GROUP PROGRAMS

STUDENT ACTIVITIES: Discover Data's activities were designed to inspire students to think critically about the data that surrounds them. These resources were created to support educators and volunteers as they demonstrate how data can be used to answer authentic questions and solve real-world problems.

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

STUDENT PRE AND POST SURVEYS: To create measurable impact, we will be asking both educators and students for their feedback to help us to make this program as impactful as possible. The data will be used to optimize our resources year-over-year!

FOR THE NIELSEN COMMUNITY AND VOLUNTEERS

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

VOLUNTEER WEBINAR: Take a deep-dive into Discover Data and the mission behind the program with our kick-off training webinar. This webinar will demonstrate how to best use Discover Data's resources on your student visit.

DISCOVER DATA VOLUNTEER GUIDE

This guide was created to help volunteers 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 volunteers to engage, explain, discuss, and effectively facilitate the exciting applications of data to students using resources from www.DiscoverDataInSchool.org. *Please read this volunteer guide in its entirety along with watching the volunteer training webinar in advance of making contact with your assigned educator or after school program leader.

Preparing for your visit:

Once you have been connected to an educator or after school program leader, you will want to work together to ensure a seamless visit. Set up some time together 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, pre/post survey, activities and career profiles—see above for additional information).
- ☐ Ask if there are any advance requirements or paperwork needed by the school office or afterschool club in order for you to visit.
- ☐ Learn about the setting of your visit, how many students will you 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 three activities will be used.
- ☐ Determine what the educator would like your role to be in facilitating the activity that day.
- ☐ Ask if the educator will be printing out the student worksheets 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.
- ☐ Suggest that the educator fill out the pre-survey in advance of your visit to allow optimal time to complete the activity on the day-of. **Note that some schools will have policies or sensitivities that may prevent them from being able to take the survey. This is perfectly acceptable, and the survey is not a requirement for your visit or for students to use Discover Data's resources.*
- ☐ 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 to a volunteer, there may be an opportunity to participate virtually instead of going to the site. 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 in advance 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 and walking students through data sets.

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 time you have available for your visit that day.

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:

The resources have been designed to follow the below agenda. However, every group is unique and different factors, like available timeframe, will affect the exact nature of how Discover Data's resources are used.

Step 1: Volunteer Introduction (3–5 minutes)

Step 2: Pre-Survey (both educator and student versions)—*if not already completed in advance of the visit (3–5 minutes*)

Step 3: Activity (25–30 minutes)

Step 4: Post Survey (both educator and student versions)—(3–5 minutes)

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 with having a special 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.

Pre-Survey: Ask your assigned educator to complete the pre-survey with his/her students in advance of your visit. Students will be provided a random number to use instead of their name to complete the survey. If it is not possible to distribute the pre-survey, it is recommended that you begin your visit by walking students through the pre-survey questions out loud. To learn more about Discover Data's survey component, take a look at the Discover Data **training webinar** which provides an overview, and view the survey **FAQ's.**

Activity: When previewing the activity materials, note opportunities to share real-life stories that make connections to the topics. Some of the resources may exceed the amount of time allocated for your visit. You may need select relevant information for the specific situations in which you will be interacting with students. 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.

> **Activities—**Designed for grades 6–8 math and literacy classes, or for children ages 11–14. Each activity has an expected duration of 45–60 minutes. Each activity includes an overview, guiding question, student outcomes, materials, procedure, capture sheets, and data resources. You will want to review these activities with the educator or leader to determine which activity to facilitate.

1. **A Winning Smile:** In this activity, students use data to predict how much potential an athlete has for being selected for ads and endorsements.

2. **The Millennial Movement:** 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.

3. **Premium Products:** In this activity, students will look at perception data about luxury products in order to learn how they could create their own luxury product.

   *Note: For visits that allow more than an hour with a group of students, there are additional learning extensions built into each activity. Discover Data also includes career profiles based on real-world careers in data that can be accessed on www.DiscoverDatainSchool.org. You can use these tools to extend learning and create additional connections for students to careers and topics that might interest them. Regardless, let educators know that these resources are available online anytime at www.DiscoverDatainSchool.org.

4. **Post-Survey:** Explain that, as a data science expert, you and the designers of Discover Data want to use data to create the best resources. This post-survey will help to make this program better as we build it! Follow the same steps as the pre-survey, making sure students use the same random number that they did when taking the pre-survey.

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 being an ambassador of this program.

Thank you for your time, and please direct any questions to Nielsen.Foundation@nielsen.com.