NASA's Science Support Office
Our Mission

Bringing NASA Science to the World

With more than 30 years of history and experience, NASA’s Science Support Office has established a well-deserved reputation as the primary point of contact for the Science Mission Directorate and Earth Science Division for science exhibit outreach and product development. The office brings together a unique skill set in “one team” that enables it to conceptualize, plan, design, and deliver successful small- and large-scale exhibit support services.

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Our Goals

Provide an inspiring and interactive venue, using a unique storytelling approach, that allows a variety of audiences worldwide to connect with NASA Science, offering:

- Opportunities for individuals to engage face-to-face or virtually with NASA science experts
- Access to free and accurate scientific information related to NASA missions, research topics, and scientific discoveries
- Unique visual scientific perspectives via stunning imagery and other creative multimedia content (e.g., Hyperwall, Dynamic Planet).

Audiences

- Scientists and engineers (e.g., government, academia)
- Students, professors, and teachers
- Policy and decision makers
- Non-governmental organizations, Industry
- General public (e.g., learners of all ages, citizen scientists)
Together We Can Do More

Science Support Office

Welcome to the Team!

~ Dalia Kirshenblat
~ Michael Marosy
~ Xavier Williamson

Number of years indicates cumulative years on the team.

Dalia Kirshenblat
Outreach Coordinator
Started Sept 2022

Xavier Williamson
Administrative Coordinator
Started Aug 2022

Michael Marosy
Graphic Designer
Started Sept 2022

Mark Malanoski
Exhibit Multimedia Specialist
17 Years

Marit Jentoft-Nilsen
Data Visualizer
17 Years

Amy Moran
Data Visualizer
7 Years

Steven Graham
Manager
as of July 2022
25 Years
Winnie Humberson Retires
Receives NASA Distinguished Public Service Medal

NASA’s Science Support Office honored Winnie Humberson [NASA Headquarters—SSO Task Lead and Manager], who retired on June 30, 2022, culminating nearly 40 years of service to NASA. A celebration was held at NASA’s Goddard Space Flight Center. Humberson received the Distinguished Public Service Medal, signed by NASA Administrator Bill Nelson, for her “decades of outstanding service in sharing the Nation’s science in innovative ways at scientific conferences and public events in the U.S. and around the world.”

[Left to right] Steve Platnick [NASA’s Goddard Space Flight Center—Earth Observing System Senior Project Scientist], Kristen Erickson [NASA Headquarters—Science Engagement & Partnerships Director], Winnie Humberson, and Jack Kaye [NASA Headquarters—Associate Director for Research, Earth Science Division].
Our goal is to effectively strengthen existing partnerships (both internal and external) to achieve NASA’s goals in the areas of science engagement and communication (i.e., encourage STEM and improve U.S. scientific literacy).

- **Within NASA** — Scientific Visualization Studio (SVS), NASA Centers, Missions, Programs, Office of International and Interagency Relations (OIIR), NASA Grantees

- **Scientists** — All Centers as well as external, e.g., academia

- **Other Federal Agencies** — National Oceanic and Atmospheric Administration (NOAA), Department of State (DoS), United States Geological Survey (USGS)

- **Science Professional Non-Profit Organizations** — American Geophysical Union (AGU), Michael Freilich Student Visualization Storytelling Competition, AGU/NASA/StoryCorps Narratives Project

- **International Partners** — Japan Aerospace Exploration Agency (JAXA), European Space Agency (ESA), European Organisation for the Exploitation of Meteorological Satellites (EUMETSAT), and Scientific Professional Organizations, e.g., European Geosciences Union (EGU), Asia Oceania Geosciences Society (AOGS), Japan Geoscience Union (JpGU)

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**Science Support Office Provides Support for NASA’s SMD Strategic Content Coordination Meetings**

Starting in February 2022, Heather Hanson temporarily led NASA’s SMD Strategic Content Coordination bi-weekly meetings. This work included assisting with building an archive of meeting materials for all SMD Strategic Content Coordination meetings via a Teams SharePoint page. This SharePoint page dovetails with a larger SMD internal communication intranet that is currently being developed across SMD. This supporting role strengthened internal connections between team members of the Science Support Office and the Science Engagement and Partnerships Division through which the Science Support Office is supported. Hanson continued in this role through September 2022 until it was permanently filled.
Engagement Products and Platforms

• NASA Hyperwall
• NASA Virtual Event Platform
• Dynamic Planet
• The Earth Observer Newsletter
• NASA Science Calendar
• Science Story Booklets
• Mission Brochures
• Miscellaneous
  • EOSPSO website
  • Posters, postcards, lenticulars
  • Hands-on activities
  • Event support products
  • Flickr photo albums
### Conference and Event Timeline

#### 2021

**September**
- Association of Science-Technology Centers (ASTC) Virtual (Swapcard), October 5–7, 2021

**October**
- USA Science and Engineering Festival (SciFest) Virtual Conference Virtual (vFairs), October 18–21, 2021
- 26th Conference of the Parties (COP26)/UNFCCC Climate Change In Person, Glasgow, Scotland October 31 – November 12, 2021

**November**
- NASA Stem-a-Thon NASA Virtual, November 18, 2021
- American Geophysical Union Fall Meeting In Person and NASA Virtual New Orleans, LA December 13–17, 2021

**December**
- National Space Council Meeting, United States Institute of Peace In Person, Washington, DC, December 1, 2021
- American Geophysical Union Fall Meeting (AGU) NASA Stem-a-Thon Our Ocean Conference
- American Meteorological Society (AMS) Annual Meeting NASA Virtual, January 23–27, 2022
- Small Satellite Conference

#### 2022

**January**
- American Library Association (ALA) Annual Conference

**NASA's Science Support Office**
<table>
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<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tr>
<td>October 1, 2021 - September 30, 2022</td>
<td>American Association for the Advancement of Science (AAAS) Annual Meeting February 17–20, 2022 Canceled</td>
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Sharing NASA Science Around the World

**Stem-a-Thon, Virtual**
The Science Support Office led the development of the Science Mission Directorate virtual exhibit for the NASA STEM-a-Thon event held on November 18, 2021. The team customized prior virtual room designs for the exhibit and provided chat and technical support during the event. The STEM-a-Thon event had 1196 unique attendees, including an estimated 813 students and teachers. The NASA virtual exhibit received 14,995 total content views.

**Clean Energy Ministerial (CEM), In Person, Pittsburgh, Pennsylvania**
The Science Support Office supported the Hyperwall at the 2022 Clean Energy Ministerial (CEM) and the Ministerial for Mission Innovation (MI), Sept 21—23, Pittsburgh, PA. The office worked directly with the U.S. Department of Energy to support the event. Amy Chen from the Earth Science Division presented Hyperwall talks titled “Carbon as it Moves Through the Earth’s System” and “Sea Level Rise and Ice Sheet Monitoring.” Chen delivered the talks virtually. **U.S. Secretary of Energy Jennifer Granholm** visited the Hyperwall.

**Small Satellite Conference, In Person, Logan, Utah**
The Science Support Office supported the NASA Hyperwall at SmallSat 2022, August 8–11, in Logan, Utah. The NASA Hyperwall program included three SmallSat “Swifties” sessions and two NASA “Short Talks” sessions. Presenters were required to submit a proposal to SmallSat to win time slots on the NASA stage. The team helped prepare Hyperwall content for ~50 presentations.

**American Chemical Society, In Person, Chicago, Illinois**
COP26, In Person, Glasgow, Scotland

The 26th United Nations Climate Change Conference of the Parties (COP26) was the first in-person conference supported by the Science Support Office since COVID-19 restrictions were implemented in March 2020. The staff led the coordination of 20 pre-recorded Hyperwall presentations that were presented virtually during COP26, held in Glasgow, Scotland, October 31–November 12, 2021.

Living Planet Symposium, In Person, Bonn, Germany

The Science Support Office supported a NASA Hyperwall exhibit at the Living Planet Symposium, held at the World Conference Center Bonn in Bonn, Germany, May 22–27. Staff worked with 12 presenters, including Karen St. Germain [NASA Earth Science Division Director]. Hyperwall presenters were from NASA Headquarters, NASA’s Goddard Space Flight Center, NASA/Jet Propulsion Laboratory, and the University of Alaska.

COSPAR, In Person, Athens, Greece

The Science Support Office supported the NASA exhibit for the 2022 Committee on Space Research (COSPAR) 44th Scientific Assembly, which occurred in Athens, Greece, July 16–22. The team identified 14 Hyperwall presenters—including Thomas Zurbuchen [NASA HQ—Associate Administrator, Science Mission Directorate]—and working with them to prepare their science story presentations.

European Geosciences Union, In Person, Vienna, Austria

The Science Support Office supported the NASA exhibit at the 2022 European Geosciences Union (EGU) General Assembly meeting in Vienna, Austria, May 23–27. The team worked with presenters to prepare 20 Hyperwall talks, and assembled, staffed, and dismantled the NASA exhibit and Hyperwall.

IGARSS, In Person, Kuala Lumpur, Malaysia

NASA’s Virtual Event Platform

Now in its second year, the Science Support Office continues using the 6CONNEX/Communiqué virtual event platform for agency use, with over 80 NASA employees trained to use the platform. The platform was used to support 13 NASA virtual events from October 1, 2021, to September 30, 2022. New this year, the team worked with Betsy Sirk [Chairperson, Federal CIO Council Accessibility Community of Practice Industry Outreach Program] and Curtis O’Keefe [Communiqué Conferencing] to revise the Section 508 Accessibility Conformance Report (ACR) for the agency’s use of the 6CONNEX virtual event platform—including a new 508 button in the platform. Also new this year, the team negotiated for inclusion of the Webinar.net licensing package. Webinar.net is a third-party webcasting platform, which is fully integrated with our virtual event platform, facilitating efficient, high-quality webcasting options to accompany any existing virtual environments. The Real Time Messaging Protocol (RTMP) feed is an additional Webinar.net feature that allows event organizers to quickly and easily prepare high-fidelity live streams for broadcast within the platform, without having to consider the compatibility of any existing streaming software or infrastructure. Overall, this improves the quality of live streams, reduces workload, and gives event organizers more flexibility when considering broadcasting via the Virtual Event Platform.

If you’re interested in hosting an event via the NASA Virtual Event Platform, please complete the required fields below to initiate the event approval and planning process.
Virtual Event Platform Products and Training

- An Introduction to the NASA Virtual Event Platform Guide
- Virtual Event Platform Catalog
- How To Guide for NASA’s Virtual Science Exhibit at AMS
- Join NASA’s Virtual Earth Day Event Flyer
- How To Guide for NASA’s Virtual Earth Day Event
- Virtual Event Training Course Promotion - NASA’s Share the Science virtual event tool, which is now available for agency use to host virtual experiences and events by requesting a license through NASA NAMS.
First Ever Hybrid Event: AGU Fall Meeting

The 2021 American Geophysical Union (AGU) Fall Meeting took place December 13–17 in New Orleans, LA, and “Online Everywhere.” Leveraging AGU’s hybrid conference format, the Science Support Office coordinated the first-ever NASA Science exhibit with both in-person and virtual components. In another first, NASA’s AGU virtual exhibit was available to the broader public.

**AGU, In Person**

NASA Science was among 140 other in-person exhibitors and 31 virtual exhibitors in the Exhibit Hall. The health and safety of all exhibitors and attendees was a top priority, made clear by social-distancing signage, floor stickers, and an overall socially distanced floorplan design and one-way walking path.

**AGU, Virtual**

The virtual NASA Science exhibit at AGU Fall Meeting was open in tandem with the in-person AGU conference, from December 13–17, 2021. The exhibit featured six different content rooms: Science Theater, Learning Area, Science News, Social, Science Data, and Get Involved.
First Time NASA Participates in Commodity Classic


Commodity Classic, In Person
The in-person exhibit included the Hyperwall and a demo/learning area, both proving to be popular as attendees listened and learned about NASA’s role in providing satellite and modeling data and tools to monitor crop production, water resources, food security, and others. Karen St. Germain [NASA Headquarters—Director, Earth Science Division] was very pleased with the exhibit.

Commodity Classic, Virtual
The virtual exhibit was hosted on NASA’s virtual platform and included links to relevant fact sheets, pre-recorded demos and presentations, and a live chat.

Featured Hybrid Conferences and Events next page >
First Hybrid Earth Day Event

The Science Support Office planned, managed, and executed the Science Mission Directorate’s first-ever hybrid Earth Day Celebration, held in Washington, DC, and online worldwide.

**Earth Day, In Person**
The in-person event was held April 22–24 at Union Station in Washington, DC, and featured a 40-foot diameter Earth tent, 19 hands-on science activities, science demos, a science gallery, and photo opportunities. The team welcomed NASA Administrator Sen. Bill Nelson to the event and guided him on a one-hour tour of all the activities. Nelson was very enthusiastic and enjoyed visiting every learning station. Over 1500 visitors participated in the event.

**Round Table Discussion, In Person**
On April 22, the Science Support Office managed an invitation-only event held in the Columbus Club at Union Station. This event, held in partnership with the American Geophysical Union (AGU), included participation from NASA scientists, AGU leadership, graduate students, university professors, and high school educators. Many new ideas were exchanged during roundtable conversations focusing on Community Science, Open Science, and Data Visualization.

**Earth Day, Virtual**
The live day virtual event was held on Earth Day (April 22) and featured live webinars, a chat interface, and Kahoot game challenges. The team custom developed a series of virtual rooms through which participants could navigate and learn about NASA Earth Science. The virtual event remained open until April 30; it had 5577 total registrations; 2057 unique attendees; 16,977 total content views; and 4569 total webinar views. Astronaut Don Thomas was the most popular with 1568 webinar views. NASA Kahoot! games totaled 1584 views—with over 800 players. The most popular content items included the Earth Day–Pathways to New Discoveries Poster (1320 views); Science chat (over 200 questions asked/answered); Why NASA Studies Earth video (609 views); and the Live Events flyer (267 views).
First Hybrid American Astronomical Society Meeting

The Science Support Office led the effort to design and run both virtual and in-person NASA exhibits for the 240th American Astronomical Society (AAS) Meeting, held June 12–16, in Pasadena, CA, and online.

AAS, In Person
The in-person exhibit featured seven tables highlighting programs from NASA’s Astrophysics, Heliophysics, and Planetary Science Divisions, including James Webb Space Telescope (JWST), Physics of the Cosmos (PCOS)/Cosmic Origins (COR), Hubble Space Telescope, Roman Space Telescope, IXPE, NuSTAR, SPHEREx, XRISM, the High Energy Astrophysics Science Archive Research Center (HEASARC), and more. SSO staff worked with presenters to prepare and deliver 28 Hyperwall presentations during the meeting. Thomas Zurbuchen [NASA Headquarters—Associate Administrator, Science Mission Directorate] toured the NASA exhibit.

AAS, Virtual
AAS hosted a virtual exhibit environment using the vFairs platform again this year. The Science Support Office updated several landing pages and graphics from the NASA virtual exhibit created for prior AAS annual meetings.

Featured Hybrid Conferences and Events next page >
First Hybrid American Library Association Annual Conference

Science Support Office staff supported both NASA virtual and in-person exhibits during the American Library Association (ALA) Annual Conference and Exhibition, June 24–27, in Washington, DC, and online.

**ALA, In Person**
The NASA exhibit featured NASA’s Universe of Learning, James Webb Space Telescope, Astromaterials, NASA Heliophysics Education Activation Team (HEAT), Global Learning and Observations to Benefit the Environment (GLOBE) Program, NASA@My Library/STAR Net, and Landsat. NASA science experts delivered 30 Hyperwall talks. The team also hosted two book signings for *Earth at Night*, signed by Jack Kaye [NASA Headquarters—Associate Director for Research, Earth Science Division] and *Echo the Bat*, signed by Ginger Butcher [NASA’s Goddard Space Flight Center—Landsat Communications Public Engagement Lead].

**ALA, Virtual**
The virtual NASA exhibit featured more than 75 NASA Science digital resources specially curated for librarians, including books, videos, interactive games, citizen science projects, posters, podcasts, and many other innovative new ways to explore NASA Science content.
Hybrid Support for the First Images from the James Webb Space Telescope

The dawn of a new era in astronomy began as the world got its first look at the full capabilities of NASA’s James Webb Space Telescope, a partnership with the European Space Agency (ESA) and the Canadian Space Agency (CSA) in July 2021.

**JWST, In Person**
The telescope’s first full-color images and spectroscopic data were released during a televised broadcast on Tuesday, July 12, 2022, from NASA’s Goddard Space Flight Center. The Science Support Office supported the Hyperwall at this event, which was held in the Building 3 auditorium.

**JWST, Virtual**
Supported by the Science Support Office, the NASA Virtual Event Platform was active for the Webb First Light event, with 3000 participants using the platform and 1400 tuned in to the live broadcast linked through the platform.
NASA's Science Support Office

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2022 NASA Science Planning Guide and Calendar
(English and Spanish)

Justice, Equity, Diversity, and Inclusion (JEDI) Infographic

Various Posters Supporting In Person Earth Day Event

Astrophysics Division’s Compton Spectrometer and Imager (COSI) Mission Poster

Table-Top QR Displays
(First Woman and Earth at Night)

Kahoot! game, Earth at Night

Oceans Across the Solar System Infographic

Transforming Open-Source Science (TOPS) Graphic

The Earth Observer Newsletter
• September – October 2021
• November – December 2021
• January – February 2022
• March – April 2022
• May – June 2022
• July – August 2022

NASA Hyperwall Science Stories:
American Chemical Society Fall Meeting

NASA’s Promise for Humanity
For General Public Use

EXPLORE Oceans Across the Solar System

NASA AGU StoryCorps Narratives Project

Digital Event Signage

PACE Mission Brochures

TEMPO Mission Brochure
The Earth Observer Goes Fully Digital!

Beginning with the January–February 2023 issue, The Earth Observer will be published exclusively online in a digital format. Discontinuing The Earth Observer as a print publication after almost 34 years was a difficult decision to make; however, we believe it is the best choice to position the publication to thrive in a future where communication is increasingly digital. Over 4000 U.S. and international subscribers are being encouraged to Go Green by signing up to receive an email notification when each new issue is published online.
One of the most popular means of communication at NASA exhibits in recent years is a testament to the innovation of the Science Support Office and its commitment to remain on the cutting edge of communications technologies. The Hyperwall is a video wall capable of displaying multiple high-definition data visualizations and/or images simultaneously across an arrangement of screens. When this technology was emerging, the office staff saw potential for a new approach to storytelling at exhibits. The Hyperwall made its debut in 2011 and immediately added a whole new dimension to NASA exhibits and is now immensely popular.

For many of the meetings where the Hyperwall is used, the Science Support Office recruits a line-up of speakers to help explain phenomena, ideas, or examples of world change; the staff provide technical support, helping presenters prepare the material they wish to share in formats appropriate for the Hyperwall. Many of the existing Hyperwall stories reveal change across space and time, while others display large-scale still images; all visuals are accompanied by descriptive, story-telling captions.

Visit svs.gsfc.nasa.gov to explore more.
High-Resolution Soil Moisture Maps
https://svs.gsfc.nasa.gov/30730

Two Decades of Soil Moisture from Space
https://svs.gsfc.nasa.gov/31176

First Light from Landsat 9
https://svs.gsfc.nasa.gov/31172

Early Release Science images of Jupiter
https://svs.gsfc.nasa.gov/31191

James Webb's Science Mission Begins: First Light Images
https://svs.gsfc.nasa.gov/31186

Sea Surface Height Anomaly from Sentinel-6 MF
(Michael Freilich)
https://svs.gsfc.nasa.gov/31174

Visit svs.gsfc.nasa.gov to explore more

Webb's Science Mission Begins:
First Light Images As Compared to Hubble
https://svs.gsfc.nasa.gov/31188
Looking Ahead
2023 Event Timeline

### Earth Science Division
- **American Astronomical Society (AAS)**
  - **January 8 - 12**
  - Seattle, WA
- **American Meteorological Society (AMS)**
  - **January 8 - 12**
  - Denver, CO
- **American Geophysical Union (AGU)**
  - **December 11-15**
  - San Francisco, CA
- **Unfccc**
  - **November 30 - December 12**
  - United Arab Emirates

### Science Mission Directorate
- **American Association for the Advancement of Science (AAAS)**
  - **March 2 - 5**
  - Washington, DC
- **Conference Classic**
  - **March 9 - 11**
  - Orlando, FL
- **Space Symposium**
  - **April 17 - 20**
  - Colorado Springs, CO

### Agency Event
- **National Society of Black Engineers (NSBE)**
  - **March 22 - 26**
  - Kansas City, MO
- **Earth Day**
  - **April 22 - 23**
  - Washington, DC
- **American Thoracic Society (ATS)**
  - **May 19 - 24**
  - Washington, DC
- **American Chemical Society (ACS)**
  - **August 13-17**
  - San Francisco, CA
- **Geological Society of America (GSA)**
  - **October 15-18**
  - Pittsburgh, PA
- **National Society of Black Physicists (NSBP)**
  - **November TBD**
  - TBA

### DEIA Event
- **National Science Teaching Assoc. (NSTA)**
  - **March 23 - 26**
  - Atlanta, GA
- **European Geosciences Union (EGU)**
  - **April 23 - 28**
  - Vienna, Austria
- **Japan Geoscience Union (JGJ)**
  - **May 21 - 25**
  - Makuhari, Chiba, Japan
- **American Library Association (ALA)**
  - **June 22 - 27**
  - Chicago, IL
- **Asia Oceania Geosciences Society (AOGS)**
  - **July 30 - August 4**
  - Singapore

### International
- **WCRP Open Science Conference**
  - **October 23-27**
  - Kigali, Rwanda
- **Out in STEM (oSTEM)**
  - **November TBD**
  - TBA

### Hyperwall
- **ISS Research and Development Conference (ISSRDC)**
  - **July 31 - August 3**
  - Seattle, WA

### Event Schedule

|------|------|------|------|
| **American Astronomical Society (AAS)**
  - **January 8 - 12**
  - Seattle, WA |
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  - TBA |
| **ISS Research and Development Conference (ISSRDC)**
  - **July 31 - August 3**
  - Seattle, WA |
| **National Organization for Professional Advancement of Black Chemists and Chemical Engineers (NOAPBCE)**
  - **September TBD**
  - TBA |
| **ASCEND**
  - **October 23 - 28**
  - Las Vegas, NV |
| **Soc. for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)**
  - **October 26-28**
  - Portland, OR |
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<td><strong>Intl. Union of Geodesy and Geophysics (IUGG)</strong>&lt;br&gt;July 13 - 17&lt;br&gt;Berlin, Germany</td>
<td><strong>Small Satellite Conference</strong>&lt;br&gt;August 5-10&lt;br&gt;Logan, UT</td>
<td><strong>Assoc. of Science-Technology Centers (ASTC)</strong>&lt;br&gt;October 7 - 10&lt;br&gt;Charlotte, NC</td>
<td><strong>UNFCCC COP28</strong>&lt;br&gt;November 30 - December 12&lt;br&gt;United Arab Emirates</td>
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<td><strong>Ecological Society of America (ESA)</strong>&lt;br&gt;August 6 - 11&lt;br&gt;Portland, OR</td>
<td><strong>October 14 Balloon Festival</strong>&lt;br&gt;Albuquerque, NM OR&lt;br&gt;Annular Solar Eclipse&lt;br&gt;Western US</td>
<td><strong>Am. Soc. for Grav. and Space Research (ASGSR)</strong>&lt;br&gt;November 8 - 11&lt;br&gt;Washington, DC</td>
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<td><strong>ASCEND</strong>&lt;br&gt;October 23 - 28&lt;br&gt;Las Vegas, NV</td>
<td><strong>DEIA</strong>&lt;br&gt;Soc. for Ad. Chicanos/His. and Native Am. in Sci. (SACNAS)&lt;br&gt;October 26 - 28&lt;br&gt;Portland, OR</td>
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Looking Back

2020/2021 Conferences and Events

Association of Science-Technology Centers
October 19–21
Canceled

Virtual SMD Science Exhibit Team Meeting
November 30

American Geophysical Union
December 1–7

Science Day on the Hill
November-December timeframe
Postponed

Global Council for Science Environment (formerly NCSE)
January 5–9

American Meteorological Society
January 10–14

American Astronomical Society
January 11–15

COSPAR
Sydney
January 28—February 4
Canceled

American Association for the Advancement of Science
February 8–11
Canceled
Earth Day
April 21—25

Maryland Library Association
May 3—6

Japan Geoscience Union
June 3—6

Asia Oceania Geosciences Society
August 1—6

James Webb Space Telescope STEAM Day
September 30

European Geosciences Union
April 22—28

American Library Association
June 23—29

NASAEarth Science

NASA

April 21—25

Maryland
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