

# Climate Wisconsin

## Stories from a state of change

A multimedia resource to engage  
students in climate change education

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## Background

- Education - Questions?
- Teaching - Where?
- Graduate School - How to engage?





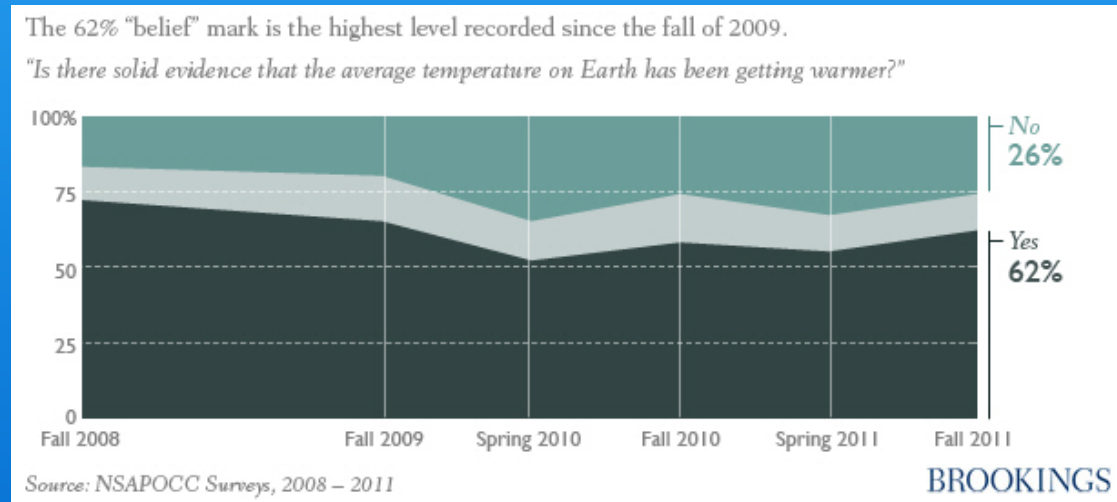
# Educational Approach

- Place based
- Culturally relevant
- Participatory
- Standards based - citizens that are..."thoughtful, wise, passionate, kind"

# Climate Change - What we know

There is irrefutable evidence that our climate is changing rapidly AND there is scientific consensus that we are causing it

BUT...



Climate change understanding is limited

and it's under attack - Rick Santorum, DC blizzard, sunspots, etc...

# ...and what we have

- [Glaciers / Artic](#)
- [UEN Climate Science](#)
- [KQED Clue Into Climate](#)
- [Teachers' Domain](#)
- [WICCI / Lake Ice](#)

What's good about these resources?

[What's missing?](#)

# We need...

Local stories of how climate change is affecting us, real people, in real communities, throughout Wisconsin

Focus on impacts that are critical to understanding climate change, and show these in a local context

Make local data accessible and engaging

# Stories

Stories of personal experience connected to climate change

Educational and instructional

Engagement and objectives

What if we write the objectives after the story?



# Targeted Sharing

WICCI

Boing Boing / Vimeo HD

LA Times

Style Boost

Birkie

Digital Naturalist II / Innovative Interactivity

Climate Reality Project

Facebook / Twitter

# Distribution

[climatewisconsin.org](http://climatewisconsin.org)

Vimeo / YouTube

Teachers' Domain / PBS LearningMedia

Digital files/DVD

Aldo Leopold Nature Center

WPT/WPR

Film Festivals - Kickapoo Valley Reserve, Green Tuesdays,  
Climate Reality Project

# Metrics

Since January 2011

101,000 video plays

87,000 visits

208,000 pageviews

plus Teachers' Domain / PBS Learning Media, WPT/WPR, Film Festivals, Climate Reality Project, etc...

# Districts in WI Using Climate Wisconsin

Madison  
Milwaukee  
Eau Claire  
Kenosha  
La Crosse  
Sheboygan  
Franklin  
Portage  
Green Bay  
Appleton  
Hayward  
Wausau

Middleton  
Pulaski  
Sun Prairie  
Fond du Lac  
Elm Grove  
Stevens Point  
Rhineland  
Hudson  
Fish Creek  
Waukesha  
Medford  
West Bend

Sheboygan:  
645 visits from  
[k12.wi.us](http://k12.wi.us)

Avg. duration:  
16:35

# New Projects

[PBS Newshour Coping With Climate Change](#)

[Climate Central: States of Change](#)

[Will Steger Foundation: Minnesota's Changing Climate](#)

[Field Museum: Making Climate Change Local](#)

[Northern Great Lakes Visitor Center](#)

# Future

Continue to document and share stories of climate change

Add stories of adaptation and mitigation in Wisconsin

Native culture and language project:  
engagement before objectives



Questions and comments...

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