

market science

Connecting Researchers & Their Communities

# 65%

of Americans cannot name a living scientist

(and 50% of the remainder guess incorrectly)

**What *is* science?**

**Who are scientists?**

# Motivations driving Market Science

Science is a part of everyday life

- Not restricted to classroom or lab
- Anyone can practice scientific thinking

Communities should have access to,  
and confidence in, science

- Science underlies progress
- The sciences, and scientists, are diverse
- Anyone can be a scientist

Scientists should share their research

- Most work is funded by public
- Science is a common good
- Science is awesome



# What does Market Science do?

## ENGAGE

Facilitate dialogue between researchers and their communities

## TEACH

Provide scientific tools and hands-on activities to enhance understanding

## CONNECT & INSPIRE

Connect broad groups of scientists and communities and foster enthusiasm for science

## COMMUNICATE

Provide venues for scientists to disseminate their work and fulfill broader impacts

I  science



# History

2014 Mohamed Yakub and two other Plant Biology grad students started Market Science at Midtown Farmers Market.

2015 Expanded MarketSci to almost every Saturday at Midtown (May - September). Brought in many more groups to lead sessions.

2016 Ran sessions every Saturday at Midtown May - October, and had pilot sessions at three other markets, a county fair, and other venues.



# 2016 Stats

36 SESSIONS



4 MARKETS



77 RESEARCHERS



4100 VISITORS



10+ ORGANIZATIONS



61% HIGH ENGAGEMENT



# Where does Market Science happen?

## Midtown Farmers Market

Flagship market

80+ vendors; accepts cash, credit, EBT

Saturdays, 8am - 1pm

## Other Markets

Nokomis

Mill City

Richfield

## Fairs & Other Public Venues

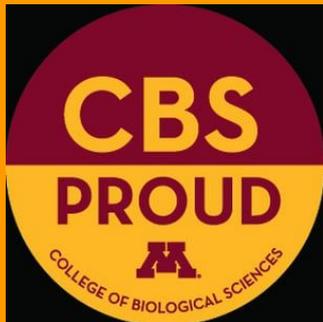
County fairs

STEM fairs

Schools



# Who makes it happen?



INSTITUTE ON THE  
ENVIRONMENT

UNIVERSITY OF MINNESOTA  
Driven to Discover<sup>SM</sup>



Dept. of Plant & Microbial Biology  
Dept. of Ecology, Evolution, & Behavior



Private Donors



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So how do I  
get involved?

YOU CAN  
Volunteer at a session  
*or*  
Lead a session



# Volunteering at a session

## Why volunteer?

- Practice science communication skills
- Interact with other researchers
- Learn new teaching and outreach techniques
- Engage with future scientists!



## How to volunteer

- Get on our list—here or our online form
- Respond to monthly emails
- Show up to the market when scheduled



# Designing and leading a session

## Why lead a session?

- Develop novel active learning lessons and teaching hooks
- Directly engage market-goers in your research interests
- Fulfill broader impact requirements

## How to lead a session

- Fill out our online form with your ideas for a session
- Commit to a Saturday this summer or fall



# Designing and leading a session

## We provide:

- Booth space and Market Science equipment
- Answers to any questions preceding your session
- Advice in activity planning
- Assistance finding volunteers
- Supplies reimbursement of \$50 & tokens for market coffee / treats!

## We ask session leaders to:

- Create two to four hands-on activities for all ages
- Bring a few volunteers to assist



# Worried you won't be able to come up with good activity ideas?

That's OK!

We'll be hosting an **outreach workshop** in April with  
**Biology Teaching & Learning**