



# HANDBOOK



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## What is Market Science?

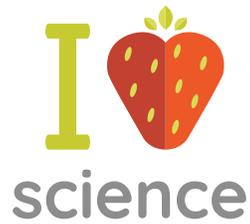
Market Science is a science communication and outreach organization started by a team of scientists at the University of Minnesota. We bring scientists out to our communities to share science at fun, informal non-science themed events throughout the Twin Cities and Minnesota. We provide hands-on learning activities for kids of all ages, delve into scientific questions, and start conversations between researchers and their communities.



We started in 2014 at the Minneapolis Midtown Farmers Market and we have expanded to farmer's markets, fairs, and other community events throughout the Twin Cities and greater Minnesota.

### OUR VISION

To start active and lively conversations between research scientists and community members, encourage ongoing engagement, and increase awareness of the role science and technology play in our communities.



## OUR MISSION

1. **Bring science and scientists into our communities** by sharing our research stories and providing activities to explore our research in informal community spaces, such as farmer's markets and fairs.
2. **Train scientists to be effective science communicators and advocates.** Scientists come from diverse backgrounds and have interesting personal and research stories to share. They have different interests and follow different pathways into the sciences. Market Science provides training and access to the public so that scientists can effectively and authentically share their stories and expertise with a general audience.
3. **Make science a family activity.** We want to elevate science discourse in families so that everyone can interact with current publicly-funded research and engage their own natural curiosity.

## GOALS

1. **Meet people in their own neighborhoods** and reach members of the community who may not normally interact with scientists or other science organizations.
2. **Provide training and resources** to help scientists develop interactive and hands-on activities related to their research and communicate scientific content in an informal setting.
3. **Engage families and communities in conversations** about science that promote scientific literacy; build capacity among young scientists, their families, and communities that support ongoing interest and understanding of science and technology.



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## Market Science Diversity Statement

We believe that it is essential to create an inclusive environment that welcomes and empowers people from historically underrepresented and marginalized communities. In order to accomplish this, we work to provide equitable access to resources and are open to opportunities to improve our work.

We are committed to upholding the diversity, equity, and inclusion definitions and values of the University of Minnesota. This includes upholding these values in recruitment of volunteer scientists, selection of venues for Market Science events, and access to all session participants.

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## How is Market Science organized?

Market Science is currently housed in the UMN College of Biological Sciences (CBS) as part of the CBS science communications and outreach efforts of the college. We receive funding support through the CBS Dean's office and through the efforts of the CBS Development Office.

Day-to-day operations are run by a part-time coordinator and a volunteer Working Board that consists of a mix of postdocs, graduate students, other researchers, and teaching specialists. We recruit members of the Working Board from members of the Market Science community that enjoyed their Market Science experience, are excited about our mission, and want to take a leadership role in the organization.

The Working Board is organized into three committees: Logistics, Curriculum, and Marketing and Communications. The general responsibilities of the committees are listed below:

### Logistics Committee



- Schedule events
- Coordinate with venues
- Send/collate email correspondence with venues and session leaders
- Organize space and refreshments for trainings
- Help organize, stock, and inventory the Market Science supply closet

### Curriculum Committee

- Organize a pre-season and mid-season training on module development
- Available to help session leader think through and work-out how to design a lesson module

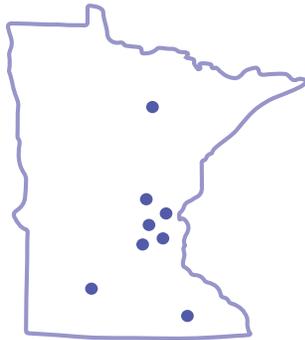
### Marketing and Communication Committee

- Social Media
- Promotional Materials
- Blogs and other written communications

As a Market Science session leader, the Working Board members will be available to help you with planning and preparing for your event. If you are a first-time session leader, one board member will also be assigned to contact you prior to your event to help you navigate the process and will visit during the first half of your event to make sure set-up went smoothly and help you with any unforeseen issues.

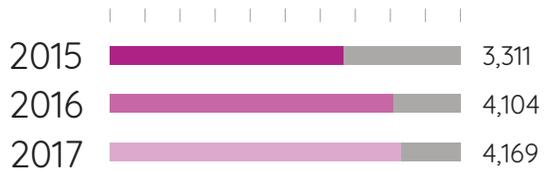


**4**  
years

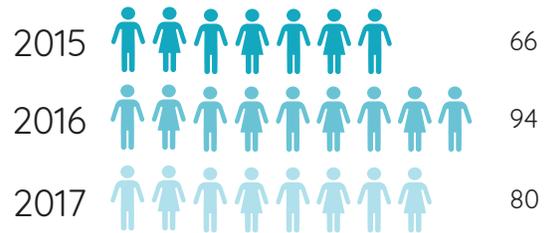


**12+**  
locations  
throughout  
minnesota

**11,500** visitors over the  
past three seasons



**80** Minnesota volunteer scientists  
sharing their research in 2017



**50+** new scientific topics to explore  
for the upcoming season



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# Where is Market Science?

## FARMER'S MARKETS

Market Science's main venues are at farmer's markets. Their primary purpose is to serve as a venue that facilitates direct selling of local produce and other goods to community members and to provide a fun community space. Most farmer's market venues have a section for community tables and that is where we set-up our science discovery stations.

## A (NOT COMPLETE) LIST OF FARMER'S MARKETS WE ATTEND:



### **Midtown Farmer's Market (at Lake & Hiawatha, Minneapolis)**

Open 8am-1pm on Saturdays. Parking space is available. We'll have two 6' tables under an awning; our booth is located at the southwest corner of the market, by the entrance. The Blue Line light rail and Hiawatha and Greenway Bike Trails provide easy access. Midtown accepts credit cards (for a small fee) and EBT funds at a central booth. There are modern facilities.

### **Richfield Farmers Market (Veteran's Memorial Park, Richfield)**

Market from 8am-12pm on Saturdays, all held under the park pavilion and we have one to two picnic tables for activities (it is open sided, rather than a booth). Accepts credit cards in exchange for tokens. Modern facilities. In case of cancellation, contact the Richfield Market organizer at 612-369-7397

### **Nokomis Farmers Market (Chicago Ave. and East 52nd St, Minneapolis MN)**

Market from 4-8pm on Wednesdays. Awning and one table provided; if you need a second table we have a folding one you may borrow from 744 BioSci.

### **Park Rapids Farmers Market (Cwilka Ace Hardware, Park Rapids, MN)**

Market from 9-1 pm on Saturdays. Bring your own table and chairs.

### **Bemidji Natural Choice Farmers Market (Union Square Parking Lot, 2nd Street and Beltrami Ave., Bemidji, MN.)**

Market from 9-1 pm on Saturdays. Bring your own table and chairs

## MINNESOTA STATE FAIR

### **Market Science has participated in two events at the Minnesota State Fair.**

STEM Day at the Fair - this is an event organized by SciMathMN. The event is a STEM festival that is held in Dan Patch Park (the small park behind the grandstands) on the first day of the Fair from 8:00 am - 5:00 pm. The event has science discovery booths from STEM organizations (Government, Industry, Academic) from around the MN and the Twin Cities and highlights a variety of topics.



### **CBS in the 'Driven to Discover' Building**

CBS has a booth in one of the UMN buildings on the Fairgrounds. The CBS communications team organizes the booth and asks different CBS science communication and outreach groups to run the booth for a day. This booth provides a venue to showcase all of the research in CBS. The hours are 9:00 am - 9:00 pm.

## COUNTY FAIRS

We often set-up a station at county fairs throughout the state. We have been to the Ramsey County Fair, the Olmstead County Fair, and the Redwood County Fair and we are interested in continuing to expand into more county fairs around the state. Most county fairs have exhibit space in a building or a larger tent dedicated to education where we can set-up a Market Science booth for the day.

## OPEN STREET EVENTS

Open Street events are generally evening or weekend events organized by neighborhoods in and around the Twin Cities. The events are designed to showcase the businesses and resources of the community and provide a fun festival for neighbors and people from the broader community to enjoy and learn more about the area.

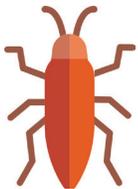
## ITASCA RESEARCH STATION, CEDAR CREEK AND BEYOND

Market Science has been working to expand our presence in northern Minnesota. We are currently working to support researchers at the Itasca Research Station to lead sessions at the Mississippi Headwaters, and at farmer's markets in Bemidji, Bagely, and Park Rapids.

We have also been a part of the open house days at Cedar Creek Research Station, led by their Outreach Coordinator, and have gone to farmer's markets around Cedar Creek.



### MUSEUM SCIENCE DAYS AND FESTIVALS



Market Science also partners with a number of different organizations around the Twin Cities as part of events at their space. In the past, we have worked with the Bakken Museum in Minneapolis, The Works Museum in Bloomington, and the Bell Museum of Natural History on campus. These events generally focus on a theme (e.g. Women in Science Day at the Bakken, or the Fall Festival at the Bell) and have many exhibitors from around the area that relate to the theme. The events that these venues are generally all-day from about 10-5.

### UMN COLLEGE OF BIOLOGICAL SCIENCES EVENTS

Market Science participates in a number of events sponsored by the College of Biological Science including: SciSpark, St. Paul Discovery Days, and events at the CBS Conservatory.

### MARKET SCIENCE BEYOND MINNESOTA

Market Science also has a few expansion sites in collaboration with other institutions. Our main alternate Market Science branch is at the University of Pittsburgh, but we have a few other places also interested in starting a Market Science expansion. These Market Science expansions have generally been started by excited Market Science volunteers from sessions in Minnesota when they were students here.

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## How to volunteer for Market Science

We are interested in having new and returning scientists who want to volunteer with Market Science. You can sign-up to be a part of Market Science as either a Session Leader or a general volunteer.

### MARKET SCIENCE SESSION LEADER



As a session leader, you will be expected to lead a science discovery station for an event that is focused on your scientific area of interest. The responsibilities of a session leader include designing the lesson modules, gathering supplies, and recruiting and organizing volunteers. Market Science has resources to support you as you design and execute your session. We provide trainings for module design, a supply closet and a small stipend for supplies, and can help recruit volunteers (more information below). After an event, session leaders are eligible to receive a \$50 honorarium.

### MARKET SCIENCE VOLUNTEER

Market Science volunteers sign-up to attend and help with a Market Science event that they are interested in (generally a 2-4 hour commitment). Volunteers help lead participants through the modules, answer questions, or help with our assessments. The topic for the day does **not** need to be in the volunteers' area of expertise. Session leaders will provide training on how to explain modules at the table for the day.

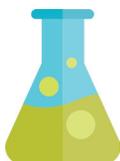
To sign-up to be a session leader or volunteer, you can add your name to our volunteer list at a recruitment event and we will add you to our mailing list OR email [marketscience@umn.edu](mailto:marketscience@umn.edu).

## SESSION LEADER AND VOLUNTEER DETAILS

### Session Leader Time-table Overview

4 WEEKS PRIOR	3 WEEKS PRIOR	2 WEEKS PRIOR	1 WEEKS PRIOR	1-3 DAYS PRIOR	DAY OF EVENT	POST-EVENT
Start planning modules	Fill out Market Science	Finalize Lesson modules	Start gathering materials	Pick-up your Market Science box with supplies and promotional materials	Arrive at even 30 minutes early	Fill out the post-session survey
Line up volunteers	Pre-session survey with needs and promotional materials	Let us know if you need more volunteers	Buy thing that you need		Set-up station	Submit reimbursement
					Break-downs and clean-up	Collect honorarium
					Have Fun!	

## BEFORE THE SESSION



### Lesson Planning

Please start planning your modules early (~1 month in advance) so that we have time to troubleshoot any problems and help gather materials.

### Overview

- **Draft an activity plan** with 2-3 *active learning activities* and perhaps another passive learning demonstration or sign that connects to your theme.
- **Think about the take home messages** you'd like visitors to get from your event. This is one of the principles of backwards design in education.
- **Try talking through your activities with non-experts or email us!** We're happy to help!
- **Create hands-on activities** that help folks explore your research topics
- **Be willing to try out a few ideas!**

Following is an overview of some basic information from recent research in pedagogy and science communication that were presented in previous Market Science training events. Some of these principles may be useful when thinking about designing a learning module and developing a full curriculum for an event.

### Science Storytelling



Storytelling is a very effective method for communicating a message. People inherently appreciate following some type of narrative arc that has an identifiable beginning, middle, and end. To tell a science story, this means giving some introductory, grounding information (the exposition), identifying a problem, gap in knowledge or question to be answered by your science (and inciting event or the central tension), explaining the process that you undertook to answer that question (the middle or plot of the story), and then building to the answer and conclusions (climax and resolution). This basic format is effective for crafting many types of messages from an elevator pitch to a grant proposal.

In a module, you can incorporate storytelling into how participants experience a module and use it to help build excitement and increase retention of material. Research has shown that allowing a participant the time and space to make a prediction can increase excitement and retention of knowledge because participants have greater buy-in to the process and a need to get to the end for resolution. It is even more effective if you allow for a first and second prediction before the reveal. For a Market Science module, a game or activity that incorporates these principles may follow this format:

**Introduce activity with a small amount of background material and a question → Allow participants to make a prediction → Introduce new piece of information → Allow participants the opportunity to change their prediction → Reveal the answer**

### Backwards Design of Modules

We advise using the principles of ‘backwards design’ when planning a module. In backwards design, the first step is to identify the desired outcome or result. Next, consider what might be acceptable evidence that students are achieving desired outcomes; think of questions that can help to gauge if students are meeting these goals. Last, we can design a game or activity that meets those needs and reinforces and assesses your desired results. In the appendix at the end of this handbook is a presentation that walks you through these steps in more detail and a worksheet to help use this method to design a module using backwards design.



### Guided Inquiry

In inquiry-based learning, the participant or student engages in the practice of science to illustrate science knowledge and concepts, rather than learning everything second-hand through the presentation of facts. When designing a Market Science module, it may be helpful to use **guided inquiry**, where the module poses the question for investigation and the participant then can investigate that question using a protocol that they design, or **structured inquiry**, where the module poses the question for investigation and gives a procedure for answering the question posed.

When designing a module using inquiry-based methods, it is important to think about a few questions:

1. **How are you going to 'hook' students interest?** Some potential hooks include: discrepant events, eye-catching demonstrations, or access to authentic science materials.
2. **Can you make the lesson relevant to the students lives?** Start with things that are familiar using local or real-world examples.
3. **Can you keep it relatively simple?** Focus on 2-3 learning objectives and try to eliminate jargon that may be a barrier to access for some participants.
4. **Can you layer information** so that the module can offer more for people that are ready or wanting it?
5. **Can you present "what" questions, instead of "why" questions at the beginning?** "What" questions are more accessible because they describe the world and can start a conversation. Starting the conversation can allow you to explore 'why' questions with participants later in the module or in conversation.

### Inclusive Teaching

When designing a module or lesson plan, it is helpful to think about how to make it accessible to participants with a variety of backgrounds, learning styles, and abilities. Ways in which we can incorporate inclusive teaching in a Market Science event is to have modules that have different learning structures, using diverse examples and medium, and use references that may be more universal.

### Help from Education Specialists

You can get help from education specialist. They can help you brainstorm module ideas or look over your modules to help you modify activities or work on modules that are partially planned. They will also have a pre-season workshop and a workshop during the season on module design with time for hands-on planning. To get help, contact Market Science at [marketscience@umn.edu](mailto:marketscience@umn.edu).



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# Sample Lesson Plans

You can find [example lesson plans here](#)

## PRE-SESSION SURVEY



The pre-session survey will be emailed to you approximately **3-weeks prior** to your event and it is important that you fill this out within a week of receiving it. This is your opportunity to let the Market Science team know about your needs for your event so that we can help you be successful. It is also where we get information from you to make your Market Science-branded promotional materials.

Prior to filling out the survey, please have the following information ready.

## BASIC EVENT INFORMATION

You will be asked some basic information about your event so that we have all of your correct information together in one place.

- **Name, email, event date, event venue**
- **Finalized session topic and session title.** We will have a preliminary title when you signed-up, but this is your chance to change the title if desired.

## VOLUNTEERS

Please start recruiting volunteers as you begin planning your event. You should have about 2-4 people at the table throughout the event, especially during the peak event hours (typically 9:30-12 for a Saturday morning).

- **Recruit volunteers from your lab, department, colleagues, etc.**
- **Let us know in the survey if you'd like additional help recruiting volunteers!** The survey is your opportunity to get assistance recruiting volunteers. We send monthly emails to our volunteer list alerting them of Market Science volunteer opportunities, with instructions to contact you directly if they'd like to volunteer at your session. All volunteers will get a t-shirt (details below).

## LESSON PLANNING INFORMATION

Prior to filling out the pre-session survey, please start thinking about your lesson plan.

- Let us know if you want lesson planning guidance. If you answer 'yes', please describe your needs briefly and an email will be sent to our education specialists to contact you to find a time to help.
- Let us know if there are any potential **safety concerns** for activities and describe them briefly. We can help you decide if there are ways to make the activity safer or if it may not be possible for a Market Science event.



## LOGISTICS

- Let us know if you anticipate the need to purchase any special materials, especially if they may be hard to find or take time to ship. Let us know if you'll need access to **electricity**. Please be aware that some sites do not have access to electricity for tables at events

## MARKET SCIENCE BRANDED MATERIALS

Market Science develops 3 branded signs to display on your table:

- Welcome sign that introduces the 'Topic of the Day'
- 'Conversation starters' sign with discussion prompts for visitors
- Trivia multiple choice questions to help elicit interest

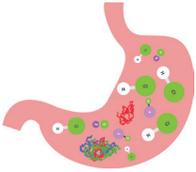
## MARKET SCIENCE ICON AND BRANDED MATERIALS

All of your Market Science materials will display and icon from our icon library. There is an extensive list to choose from. **If there is nothing that fits your topic, please let us know immediately!**

We will use this icon on the 3 signs mentioned above. You are also welcome to use the icon on any materials that you develop for event.

## DISCUSSION TOPICS

- Please be able to list “**3 topics we would love to talk about today**”. These should be short sentences or questions that can help start a conversation or spark a question from a visitor. It can also give them a better idea of what to expect from the topic and the activities.



## TRIVIA

- Send us 4 multiple choice trivia questions and answers related to your topic. We will make signage to display on your table and we can use them for promotion on the **website** and **Twitter**

## SOCIAL MEDIA INFORMATION

- List any social media handles and platforms that you use. We will tag you in our social media posts.
- Also, please use your social media to **Build Buzz** about you event. You can use an @ mention so that we can see your post and amplify it (i.e. “Come see our cool stuff [@\\_MarketSci](#)”)

## PRE-SESSION LOGISTICS | SESSION SITE LOGISTICS

Our list of venues is evolving and expanding between seasons and even after the season starts. When we sent you an email to confirm your event, you should have received information about when you event is and how to set-up for an event. If you have further questions about site logistics, please send questions to [marketscience@umn.edu](mailto:marketscience@umn.edu).

Once you are at an event, if you’re not sure where to set-up, try to locate an organizer and just let them know you’re with Market Science. They are expecting us and should have tables or space set aside.

## MARKET SCIENCE SUPPLIES | OVERVIEW

### Equipment and supplies:



- For commonly used supplies, check our office for supplies (744 BioSciences) or ask us if we have it.
- For materials that are not available in our office, you have a \$50 budget for supplies (ordering details below)
- T-shirts: All Market Science volunteers get a t-shirt to wear to the event and can keep.
- Market tokens/snacks for volunteers: Market Science provides \$20 to purchase coffee and lite snacks for volunteers. At markets that provide tokens, we will have them in the Market Science office. At other venues, you can submit the receipts with your reimbursement form.
- Market Science branded signage: this should be emailed to you in a pdf format to print. **If you need us to print your signage for you, please let us know *at least 2 days before your event* and we will put it in the office.**

### MARKET SCIENCE OFFICE

Market Science has a supply office in the Biological Sciences Building where we keep all of the basic Market Science materials. For all events, there are tote boxes and a list of supplies that we require all session leaders take to an event (list below).

We also keep an inventory of commonly used supplies or supplies left over from other events. We try to keep a relatively up-to-date google spreadsheet with a list of supplies in the office that is available for volunteers to look at. Session leaders are also welcome to visit the office while planning lessons to get a better sense of what supplies we have and what extra supplies might be needed. If we are running low on some materials, please let us know so that we can order more by emailing [marketscience@umn.edu](mailto:marketscience@umn.edu).

## REIMBURSEMENTS

Market Science can reimburse you **up to \$50** for additional supplies. This can include materials for your activities or printing costs for activity sheets or a small poster for your table.

There are three ways to receive your reimbursement. If you plan in advance, we can order products for you or you can use a university p-card to avoid paying tax. If it is not possible to order in these manners, you can submit a reimbursement with receipts after the event.

To order materials using your supply budget:

- Give us advance notice and we can try and order for you to avoid tax costs
- OR - University Employees can purchase through UMarket: write us for chart string and include in your justification dates of involvement or use a p-card and we can give you a chart string.
- OR - We can reimburse you for any expenses: save receipts and upload them **with a reimbursement form** with your post-session survey

## TOKENS/REIMBURSEMENT FOR SNACKS



For all events, we try to provide snacks/drinks for volunteers in some form. Some markets (Midtown, Richfield, and Nokomis) have tokens that can be used for purchase. We have purchased tokens from these markets and keep them in the supplies office. Please take **\$20 in tokens (generally 4 tokens)** for purchasing snacks at these markets. Tokens are in a plastic bag pinned to the bulletin board in the supplies office. If we don't have tokens in advance of your event (i.e. we run out), purchase snacks yourself at the market (up to \$20) and include the receipts with your reimbursement form in your post-session survey.

Other venues may not have tokens or may provide snacks to volunteers. If snacks are provided by the venue, please enjoy. If the venue does not provide snacks, you can purchase up to \$20 of snacks from the event and submit receipts with your reimbursement form with you post-session survey.

## T-SHIRTS

We have a stash of Market Science t-shirts for you and your volunteers to wear to your event and then keep. Before you pick-up your materials, census your volunteers to figure out how many t-shirts you'll need and what sizes.

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# Pre-event checklist



## WHAT SHOULD I HAVE IN MY ROLLER-CASE?

This year, we will also try to pre-pack Market Science boxes for session leaders for most events to expedite the packing process. We still suggest that you check your box to make sure it includes all of the needed items and you can add other items as needed.

The following lists detail things that you should bring with you to an event. Please make sure that you have everything on the 'Always Bring' list with you when you pick-up your materials for your event. These lists will also be posted in the supplies office.

### ALWAYS BRING:

- Rolling tote box
- Market Science banner (hanging or stand-up) and tablecloth
- Market Science promotional giveaways: stickers, temporary tattoos, buttons, cards, bookmarks
- Market Science branded signage
- Three (3) Standing acrylic sign holders for your Market Science branded signage
- Dissecting microscope (for branding purposes and as a draw to visitors that like to interact with science tools)
- Step stools (two)
- Market Science t-shirts for volunteers/leaders that don't already have one
- Tape and string (to hold down materials in the wind)
- Attendance **clicker counter**
- Tokens for markets that provide them

### COMMONLY USED ITEMS:

- hand lenses and magnifying glasses
- small easels (2) and chalkboard
- clear plastic paper holders
- long extension cord and power strip (need to let the Market know in advance if need electricity)
- Paper towels for clean up (hand sanitizer, wet wipes)
- Pop-up tent, tables, and chairs for events that don't provide them.**
- Outdoor events can be breezy, bring tape or a plan to hold up signs (we have easels)**

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# Day of the event checklist



## EXPECTATIONS FOR THE EVENT AND VENUE

Please follow these guidelines when setting up for your event. The general layout for all Market Science events are similar. If your event or venue has different directions, we will notify you by email prior to your event. Please contact us if you have any questions about the set-up of your event. And remember, Have Fun!

## TRANSPORTATION

Session leaders are expected to provide transportation of themselves and necessary Market Science materials to the venue. **Let us know if you think this will be an issue in the pre-session survey** and we will try and assist you. Volunteers are expected to coordinate getting to their event on time.

## EVENT SPACE

- Leaders should arrive at least **30 minutes prior** to the start of the event and stay until the end.
- Set up your table 30 minutes before the start of your event.
- You will have one (1) or two (2) 6-foot tables for activity space under an awning.
- Most events provide tables, chairs, and a pop-up tent. **Market Science will contact you if your venue does not provide tent and tables (e.g. Open Streets). We have these supplies in the supplies closet and will let you know if you need to bring them.**
- If you have trouble locating the table, find the market/event manager and they will direct you. Also, we will send you any additional event-specific information by email prior to your event and you can contact us with questions.

## HOW TO SET-UP YOUR SCIENCE DISCOVERY STATION

There is a lot of material to fit on your table, so it is helpful to think about how you plan to lay it out prior to the event. It helps to reserve about  $\frac{1}{4}$ - $\frac{1}{2}$  of one table for all of the Market Science materials.

- Set up booth
- If the market organizers haven't put up sign, ask them which tables are for Market Science.

- If you need an electrical outlet, ask the market organizers for access to the outlet (we have a long extension cord that you can bring)
- If you are bringing a tent, table, and chairs, we will send you directions on exactly where your table will be and contact information for the day-of event organizers.
- Put up Market Science banners (stand up or hanging), and tablecloth
- Layout the Market Science stickers, tattoos, and brochures, along with your own organization's materials.
- Announce your topic with your Market Science branded signage in the plastic tabletop sign holders
- Lay out your modules and materials for participants.

### ASSESSMENTS (COUNTING VISITORS)



It is important for our reporting and continued funding that we know how many participants come to Market Science at each event. Therefore, we ask that all session leaders keep a running tally of all visitors and report this in your post-session survey. We suggest that you have a dedicated volunteer running the counter at any given time. It is also helpful, if possible, to take note of any factors that may affect the overall attendance at the venue (i.e. it was raining and overall attendance was down).

- Collect attendance data throughout the day with our counter: make sure to write down (or take a picture of) the final tallies
- Kids: how many kids came to the booth
- Adults: how many adults came to the booth
- Stayed: how many people (both kids and adults) stayed longer than 5 minutes or completed at least one module at the table in an engaged way.

### SOCIAL MEDIA

Market Science will use social media platforms to promote your event. Please participate with your own social media accounts as well.

- Take pictures and send out materials on social media
- Use the @ mention again: "I can't believe X Y Z!!!  
**@\_MarketSci.**
- Also tag or @ your lab, college, department handles if applicable
- We will be tweeting about your event and sending tweets with your trivia questions.
- Tweet pics too! Instagram #marketsci
- Note: **pictures cannot feature a child's face**



### ADVERSE WEATHER

Many venues will have severe or inclement weather policies that will close, delay, or cancel an event. On the day of your event, please keep an eye out for communications from Market Science or the venue about possible cancellations. Additionally, if there is dangerous or severe weather, the session leader may close the Market Science table, inform the event organizers, and leave. After you have safely left, please let Market Science know about your decision.

### OTHER POTENTIAL ISSUES

**Personal belongings** – do not leave your personal belongings or Market Science materials unattended at the table. If you notice something is missing, please inform venue organizers immediately.

**Lost children or guardians** – if you notice that a child seems lost or is unattended at the table, send someone to contact the venue organizers immediately and stay in the same area. Please do not hug or pick them up, but you can soothe a distressed child using a calming voice or gestures.

### PACKING UP

Please leave the site in the same state that you found it. As you are packing up please remember to:

- Record the names and affiliations of all the volunteers your event, along with the attendance counts of visitors on the provided sheet.
- Recycle, compost, throw at all non-reusable equipment and supplies
- Pack up small Market Science supplies so that they are easy to use again
- Wipe up the tables and return the booth area to original condition

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# After the event



## RETURNING MATERIALS

After the event, please return Market Science materials to the supply office within **2 days** and unpack materials and return them to the correct places. For some of our events, we have a rapid turnaround time (e.g. mid-week events) so we need the materials back in the office in a timely manner. This year, we will also try to pre-pack Market Science boxes for the next events and staff will need materials in place for this to happen effectively.

## POST-SESSION SURVEY

After your session, we will send you a google survey to collect important information from session leaders. Please fill this out **within 1 week** of receiving the form. This information is important for our reporting and for session leaders to receive reimbursements. Prior to filling out the survey, please have the following information ready.

## ATTENDANCE

Please have your attendance records ready. You will be asked to report:

- kids: how many kids came to the booth
- adults: how many adults came to the booth
- stayed: how many people (both kids and adults) stayed longer than 5 minutes or completed at least one module at the table in an engaged way.

We will also have a space where you can note any important information about the overall attendance of the larger event.

## NAMES/CONTACT FOR VOLUNTEERS

Please list the names, affiliations, and contact information (email) for all of your volunteers. It is important for our reporting and continued funding to be able to account for the level of interest and volunteerism across the college and university. We will also add their names and emails to our mailing list, unless otherwise noted, so that all volunteers can be invited to future recruitment and thank you events.

## INTERESTING ANECDOTES FROM THE EVENT

Do you have a fun story from your event to share? Please describe it here. We want to hear about all of the great interactions that you have during your event and we would love to be able to share your stories with other volunteers and through social media. We will also post blogs throughout the season on our website that will include some of these stories.



## REIMBURSEMENT GUIDELINES

In the post-session survey, there will be a place to upload a filled out reimbursement form and copies of your receipts. We will process all reimbursements forms every 2 weeks. As a reminder, you can be reimbursed up to \$50 for supplies and \$20 for event snacks.

This summer (2019) the University is transitioning to an automated reimbursement system. We will change the instructions for reimbursements in the post-session survey as we get more details.

## HONORARIA

After you have successfully submitted the post-session survey, you are eligible to receive an honorarium of \$50. You will receive an email after the survey is submitted with instructions on how to collect your honoraria. Honoraria are disbursed as University gift cards. To receive an honorarium, you will need to come in person and provide your university ID number and signature.

## SCIENCE COMMUNICATION, BLOG POST, AND LESSON DEVELOPMENT

Market Science can also support further science communication and curriculum development after your event. If you are interested in sharing more about event, you are welcome to submit a post for our blog. We will work with you to edit and post on our website. We can also help you develop and format your lessons.

Let us know if you want to participate in either of these opportunities in either the pre- or post-session surveys and a member of our working board will contact you with further information.

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# General Code of Conduct for Market Science Volunteers



There are certain expectations that we set for volunteers with Market Science. While at a Market Science event or venue it is important to remember that you are representing our organization, the College of Biological Sciences, and the University of Minnesota when you are interacting with venue organizers and the public.

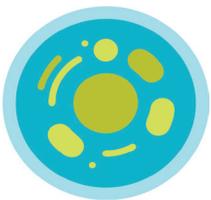
1. **Be prompt.** It is important that you show up on time and are able to stay for the entire shift as discussed with Market Science organizers or the session leader for the day. If there is a reason that you will be late or need to cancel, please contact the session leader or Market Science organizers as soon as possible.
2. **Be respectful.** Treat all venue organizers and visitors with respect. Please remember that we are guests at the venue. Do not ignore visitors to the table and treat them with courtesy. If you find yourself in disagreement with someone over a scientific topic, do not escalate the discussion, respectfully end the conversation and move on.
3. **Have a good attitude.** Please come with a good attitude to participate with visitors for the length of the event. Engage visitors in a kind and open manner and answer questions earnestly and honestly.
4. **Be prepared.** Please come fully prepared for the event with planned activities and all of the necessary Market Science and additional materials. Session leaders should provide a short volunteer training on modules at the beginning of the day and volunteer shifts.
5. **Follow general guidelines and codes of conduct of the venue.** Please respect and follow any guidelines put out by the venue. These include guidelines on dress and presentation.
6. **Use cell phones and social media mindfully.** Please keep phone use to a minimum and do not let it interfere with visitor engagement at Market Science. If you are engaging with social media, please be mindful of the time and space. We do invite you to participate on Market Science social media (mentioned above) during your event, but be aware of the potential impact of what you publish and its broad visibility. Do not post anything about individual visitors and do not post pictures that show faces, particularly of children.
7. **No possession or carry of a weapon to an event.** Do not bring weapons to a venue or other Market Science event. Most of our venues prohibit the possession or carry of weapons.



### DRESS CODE

Please dress in a neat and appropriate manner for Market Science events. It is important for visitors to be able to identify you as part of Market Science, so please wear the Market Science t-shirt or t-shirt of your organization with a Market Science button or sticker. Otherwise, we do not want to suppress personal style or expression as long as they meet the following guidelines:

1. No clothing with inappropriate logos or graphics
2. No low-cut or revealing tops
3. No revealing bottoms



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# Market Science FAQs

## 1. WHEN AND WHERE IS MY EVENT?

The email that you received from the Market Science organizers will have information about the date and venue for your event. You can also email us if you have further questions.



## 2. WHAT TYPES OF ACTIVITIES SHOULD I BRING?

We encourage all session leaders to plan 3-4 active hands-on modules and have one more passive display. We also want all tables to have a dissecting scope at the event to help attract and engage visitors.

## 3. WHAT INFORMATION DO I NEED TO FILL OUT THE PRE-SESSION SURVEY?

**You will need to know:**

- basic information about your event,
- Your finalized title
- Preliminary ideas of modules and if there are any safety concerns
- If you need electricity
- If you need help recruiting volunteers
- If you want additional help with lesson planning
- Discussion Topics
- Trivia questions

## 4. HOW DO I GET VOLUNTEERS?

Recruit volunteers from your lab, cohort, or friends. If you are still in need of volunteers, let us know in the pre-session survey and we will put it in our monthly emails.

## 5. HOW LONG IS MY EVENT AND HOW MANY VOLUNTEERS DO I NEED?

This will depend on the venue, but most events are 4-5 hours in length. We recommend having 4-5 volunteers with 3-4 scheduled during peak hours.

## 6. WHO DO I CONTACT IF I CAN'T FIND SOMETHING/FIGURE SOMETHING OUT?

You can contact the Market Science working board by emailing [marketscience@umn.edu](mailto:marketscience@umn.edu) or at the venue, try and find the event organizers.

## 7. WHAT SHOULD I HAVE IN MY ROLLER CASE FOR THE EVENT?

You will need to bring materials specific to your activities. Additionally, you should bring the following items:



## 8. ALWAYS BRING:

- Rolling tote box
- Market Science banner (hanging or stand-up) and tablecloth
- Market Science promotional giveaways: stickers, temporary tattoos, buttons, cards, bookmarks
- Market Science branded signage
- Three (3) Standing acrylic sign holders for your Market Science branded signage
- Dissecting microscope
- Step stools (two)
- Market Science t-shirts for volunteers/leaders that don't already have one
- Tape and string (to hold down materials in the wind)
- Attendance clicker counter and event log sheet
- Tokens for markets that provide the

## 9. COMMONLY USED ITEMS:

- hand lenses and magnifying glasses
- small easels (2) and chalkboard
- clear plastic paper holders
- long extension cord and power strip (need to let the Market know in advance if need electricity)
- Paper towels for clean up (hand sanitizer, wet wipes)
- **Pop-up tent, tables, and chairs for events that don't provide them.**
- **Outdoor events can be breezy, bring tape or a plan to hold up signs (we have easels)**

## 10. HOW DO I COUNT ATTENDANCE?

- Collect attendance data throughout the day with our counter: make sure to write down (or take a picture of) the final tallies
- Kids: how many kids came to the booth
- Adults: how many adults came to the booth
- Stayed: how many people (both kids and adults) stayed longer than 5 minutes or completed at least one module at the table in an engaged way.



## 11. WHAT SHOULD I DO FOR SNACKS IF MY EVENT DOES NOT HAVE MARKET TOKENS ALREADY PROVIDED?

You can purchase snacks/drinks up to \$20 and be reimbursed using the reimbursement form you upload with the post-session survey.

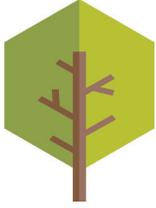
## 12. HOW SHOULD I ENGAGE IN SOCIAL MEDIA?

Promote your event on you own social media and please tag us using @\_MarketSci and #MarketScience. Please also take pictures at your event of the booth and activities. However, **do not** post a picture with identifiable faces (especially of children). During or after the event, email/share pictures to [marketscience@umn.edu](mailto:marketscience@umn.edu).

## 13. WHAT INFORMATION WILL I NEED TO FILL OUT THE POST-SESSION SURVEY?

**You will need to provide:**

- The names and contact information for your volunteers
- Attendance numbers
- Anecdotes from the day
- Receipts to fill out and upload reimbursement form.



#### 14. HOW DO I GET MY REIMBURSEMENT?

You can fill out a reimbursement form and upload it with copies of your receipts in the post-session survey.

This summer (2019) the University is transitioning to an automated reimbursement system. We will change the instructions for reimbursements in the post-session survey as we get more details.

#### 15. HOW DO I COLLECT MY HONORARIUM?

After you fill-out your post-session survey, you will receive instructions on how to collect your honoraria.

#### HOW DO I POST A BLOG ABOUT MY EVENT?

If you are interested in posting a blog, we would love to work with you to edit it and post it on our website.