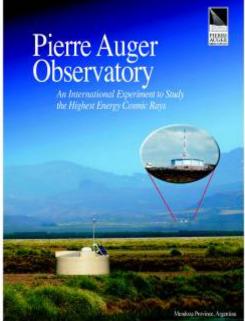


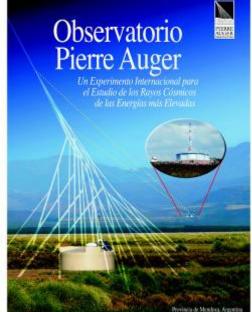
PIERRE AUGER OBSERVATORY



Education

and

Outreach



Gregory Snow University of Nebraska DPF 2009, Detroit, 28 July 2009

Outline



- Introduction to the Auger Observatory and Goals
 - of the Education and Outreach Task

• Efforts in Mendoza Province, Argentina

- Public Lectures
- Building Open House Celebrations
- Science Fairs
- Visitor Center in Office Building
- Relations with Schools and Municipality
- Eureka Science Museum in Mendoza
- Other Education/Outreach Efforts
 - Galileium Museum in Teramo, Italy
 - Online Resources
 - Southern Site Inauguration
 - Michigan Technical University Scholarship
- Northern site outreach
- A few words about CROP in Nebraska



The Auger Collaboration 67 Institutions, 369 Collaborators

Argentina Australia Bolivia^{*} Brazil Czech Republic France Germany Italy Mexico

* associate

Argonne Case Western Colo. School of Mines Colo. State Fermilab Louisiana State Michigan Tech

U.S. Institutions (17)

NYU Northeastern Ohio State Penn State UCLA Chicago Nebraska N. Mex. Penn Utah Wisconsin



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Netherlands

Poland

Portugal

Slovenia

Vietnam*

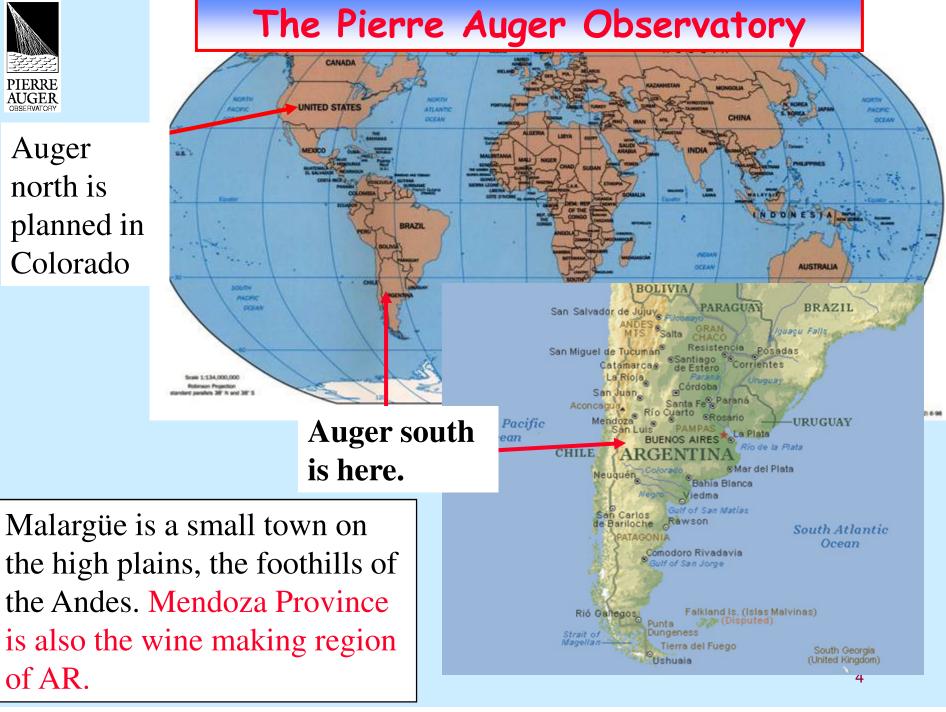
Spain

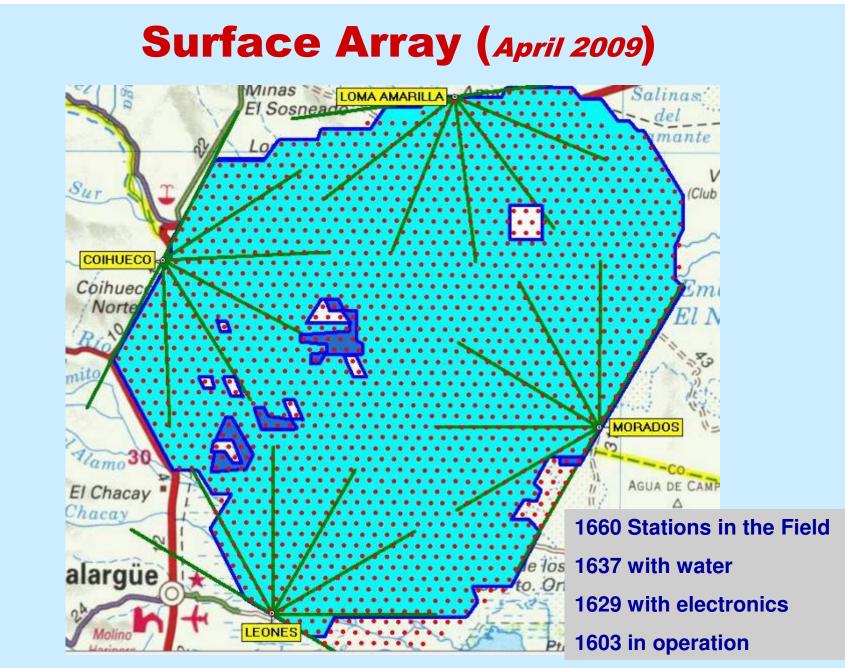
U.K.

USA



Auger north is Colorado





DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*

PIERRE AUGER



Aerial Photos of Fluorescence Buildings November 2006

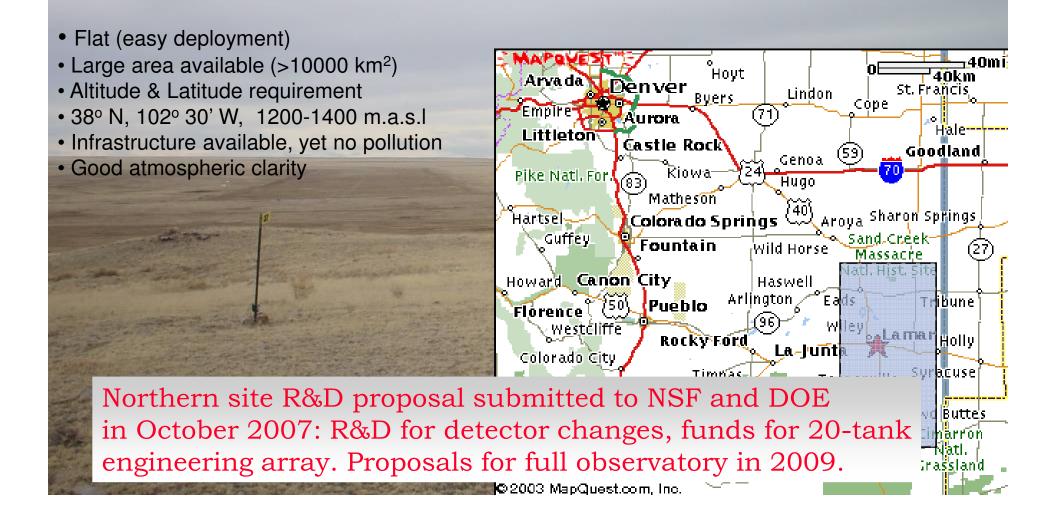






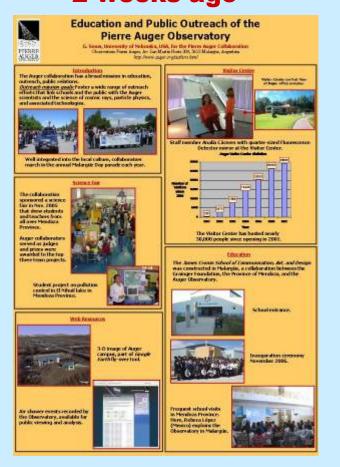


The Auger Collaboration has chosen the southeast corner of Colorado, near Lamar, as the site for Auger North





Education and Outreach paper and poster presented at each ICRC along with science papers Example: Łódź, Poland 2 weeks ago



DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*

PROCEEDINGS OF THE 31st ICRC, LÓDZ 2009

Education and Public Outreach for the Pierre Auger Observatory

G. R. Snow*, for the Pierre Auger Collaboration[†]

*University of Nebraska, Lincoln, Nebraska USA †Observatorio Pierre Auger, Av. San Martín Norte 304, (5613) Malargüe, Mendoza, Argentina

Abstract. The scale and scope of the physics studied at the Auger Observatory offer significant opportunities for original outreach work. Education, outreach and public relations of the Auger collaboration are coordinated in a separate task whose goals are to encourage and support a wide range of education and outreach efforts that link schools and the public with the Auger scientists and the science of cosmic rays, particle physics, and associated technologies. The presentation will focus on the impact of the collaboration in Mendoza Province, Argentina, as: the Auger Visitor Center in Malargüe that has hosted over 40,000 visitors since 2001, a collaboration-sponsored science fair held on the Observatory campus in November 2007, the Observatory Inauguration in November 2008, public lectures, school visits, and courses for science teachers. A Google-Earth model of the Observatory and animations of extensive air showers have been created for wide public release. As the collaboration prepares its northern hemisphere site proposal, plans for an enhanced outreach program are being developed in parallel and will be described.

Keywords: Auger Education and Outreach

I. INTRODUCTION

Education and public outreach (EPO) have been an integral part of the Auger Observatory since its inception. The collaboration's EPO activities are organized in a separate Education and Outreach Task that was established in 1997. With the Observatory headquarters located in the remote city of Malargüe, population 20,000, early outreach activities, which included public talks, visits to schools, and courses for science teachers and students, were aimed at familiarizing the local population with the science of the Observatory and the presence of the large collaboration of international scientists in the isolated communities and countryside of Mendoza Province. The collaboration has been successful becoming part of the local culture. As an example of the Observatorys integration into local traditions, the collaboration has participated in the annual Malargüe Day parade since 2001 with collaborators marching behind a large Auger banner (see Fig. 1). The Observatory's EPO efforts have been documented in previous ICRC contributions [1]. We report here highlights of recent education, outreach, and public relations efforts.



Fig. 1: The Auger collaboration and Science Fair participants in the November 2007 Malargüe Day Parade.

II. THE AUGER VISITOR CENTER IN MALARGÜE

The Auger Visitor Center (VC), located in the central office complex and data acquisition building in Malargtie, continues to be a popular attraction. Through the end of April 2007, the VC has hosted 43,777 visitors with an average of about 6000 per year. A noticeable increase of visitors occured after the opening of a new, nearby planetarium [2] in August 2008. Fig. 2 shows the number of visitors logged per year from November 2001 through April 2009, The VC is managed by a small staff led by Observatory employee Analia Cáceres which includes local teacher Miguel Herrera and other Auger collaborators. Fig. 2 shows Auger physicist Julio Rodriguez explaining the Observatory to a visiting school group in the data acquisition center.

Recent exhibits that were field tested at the VC, notably the illuminated scale model of the Observatory developed at the Forschungscentrum Karlsruhe [1] and the Google Earth fly-over animation [3] developed by Stephane Coutu of Pennsylvania State University, have since been replicated elsewhere. As examples, copies of each display are in the interim Auger North VC at Lamar Community College in Colorado and in a new physics and astrophysics learning center called the Galileium in Teramo, Italy, whose director is Auger collaborator Aurelio Grillo.

III. THE 2007 AUGER SCIENCE FAIR

Following a successful Science Fair held in November 2005, the Collaboration sponsored a second Fair on November 16-17, 2007, that attracted the exhibition of 40 science projects in the areas of natural science, mathematics, and technology (see Fig. 3), in contrast to



Goals of the Education/Outreach Task

- Use the Auger Observatory and international collaboration to enhance science literacy and technology skills in the regions of the Auger sites and internationally
- Increase public awareness and support for basic research in physics, astrophysics, and all areas of science
- Encourage and support a wide range of education/outreach projects which link schools, community groups, and the public with the science and scientists of the Auger Observatory
- Provide technical and non-technical information on Auger to a wide range of audiences – students, public, government officials, scientific colleagues
- Recruit and encourage the participation of groups underrepresented in science in Auger education/outreach activities

Auger collaborators participating in Malargüe Day parade – a tradition ‼







DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*







Auger collaboration participates in Malargüe Day parades











Public Lectures in Malargüe











Nightly science talks given to student and adult groups during collaboration meetings
Thanks to Office of Tourism for hosting



Some nights in Spanish





Hans spoke Spanish



Tere got inspired



40 students and teachers in attendance

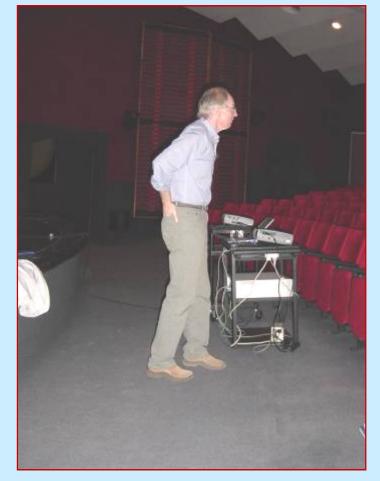
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Many collaborators participate Hans: Welcome Beatriz: Physics intro Ingo: SD status Alberto: FD status Tere: Results



Some nights in English





68 people in attendance, mostly students of English

<u>Question to Alan:</u> "What do cosmic rays have to do with the origin of the Universe?"



Assembly Building Inauguration and Open House, November 2000





DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*



The Collaboration has sponsored two Science Fairs in its Assembly Building

PIERRE Feria de Ciencias AUGER **Observatorio Pierre Auger** Tal como en el año 2005, el eenologia **Observatorio Pierre Auger de** Malargüe te convoca a participar, junto a tu profesor, de una experiencia diferente. Tendrás la oportunidad de compartir experiencias junto a científicos de distintos lugares del mundo, conocer la envergadura y la importancia del Observatorio Pierre Auger, compartir con otros alumnos de Nivel inicial, EGB 1, 2 y 3 la provincia y TU profesor será Polimodal un integrante más del grupo. ... Ya se... ; Estás interesado ! Consultá las bases en tu escuela o contactate a SS feria@auger.org.ar

16 y 17 de Noviembre de 2007

Poster for advertising

DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*



25 student-teachers teams from all over Mendoza Province





November 2007 Science Fair drew 42 participating teams





Jim Cronin with first-place team in Technology

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Auger Center Building Inauguration October 2001



DPF 20 Auger I



Visitor Center at Auger Office Building





Visitor Center at Auger Office Building



Seats 60 people



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PC and multimedia projection



Quarter-size FD mirror set-up from Karlsruhe



Visitor Center Hosts Many School Groups



57 7th graders from General Alvear



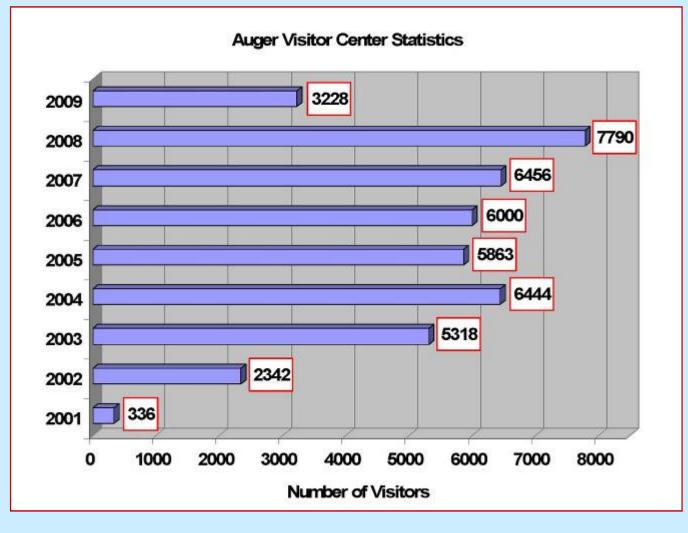


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Visitors logged since 2001 by year



Over 45,000 total, about 6000 per year



Close Contact with Malargüe Schools







Diplomas for students with names on SD tanks



November 2003

Tank names solicited from Malargüe students



Forum with Teachers and Students









- 120 participants
- 8 Auger collaborators
- Discussion of future programs requested by teachers and students
- Many good ideas: future course topics, coordination with School Board, science fair, ...

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Collaboration members present frequent courses for local science teachers



Rebeca Lopez (Mexico) explains hands-on optics experiments to Malargüe teachers



DPF Malargüe teachers demonstrate their Auge own experiments to other teachers



Rebeca Lopez presenting hands-on course to teachers in General Alvear, 200 km from Malargüe



Beatriz García (UTN Mendoza) presents an astronomy course to Malargüe teachers



The James Cronin School of Communication, Art and Design



Naming ceremony



Visits with students



DPF 20 Auger I New building needed Funding initiative in progress





Collaborators help with local student science projects



Three students place 11th (out of 300) in Mendoza Science Fair with their Auger exhibit and accompanying posters

James Cronin School Inauguration



New school opened November 2007

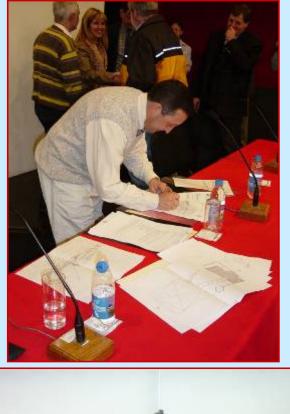
Funding from Malargüe, Mendoza Province, U.S. Grainger Foundation

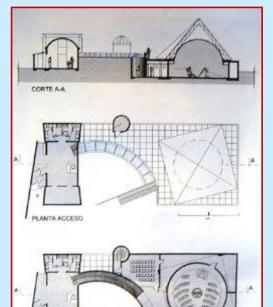






Mendoza Province's only Planetarium in Malargüe





PLANTA SEMENTERRADA





DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow* • Auger collaboration and city of Malargüe worked together on the idea of a planetarium



Press coverage, press releases

CIENCIA PROYECTO

Malargüe tendrá el primer planetario provincial

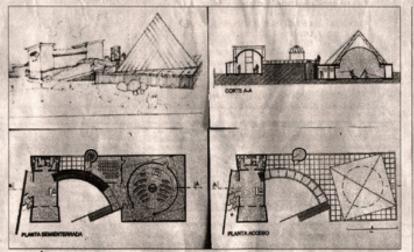
Será el más moderno del país. La Municipalidad dispone de 350 mil pesos para comenzar la obra. Y llegarán más aportes.

WALTER AQUINDO corresponsaliasur@losandes.com.ar

Los malarguinos se entusiasman, porque en pocos meses tendrán el planetario más moderno del país y el primero de Mendoza. En sus flamantes instalaciones científicos, estudiantes, investigadores y el público podrán observar el cielo en forma completa, es decir los hemisferios sur y norte. De esta manera también será más útil que su similar de Palermo (Buenos Aires), que sólo refleja la bóveda celeste del hemisferio azatral.

El edificio -contiguo al edificio contral del Proyecto Pierre Auger y frente a la dirección municipal de Turismo- tendrá 310 m2 de superficie cubierta, comenzará a construirse en dos imeses y los trabajos terminarán en seis meses.

Se hará en dos etapas bien diferenciadas. Por un lado la obra civil y sus instalaciones complementarias y la restante contendrá la sala de proyocción, los complejos equipamientos y las butacas para los espectadores. La estructura estará compuesta por tres cuerpos vinculados: el sector de ingreso, el túnel y el



LA PIRÁMIDE. El proyecto arguitectónico muestra cómo será el planetario malargüino.

domo o sala de proyección.

Según los arquitectos que idearon un pro-proyecto, consiste e en montar una pirámide metálica con uno de sus ejes orientado hacia el norte geográfico, que es el sentido de referencia para las investigaciones del Proyec-

to Pierre Auger. "Se eligió esta na forma volumétrica porque representa el símbolo del conocitico del conocitico del conocitico del se artes de var varias civilizaciones antiguas", jo dijo el intendente Celso Jaque. A su lado se encontraban destacados científicos internacioen

nales, como el Premio Nobel de Fisica James Cronin o Alberto Etchegoyen, titular del Observatorio en Argentina, quien dijo "un planetario permite proyectar en su bóveda o techo la esfera celeste, algo imaginario que regressenta lo que rodea a la

Esperan más dinero

Ayer también fue un dia importante para el financiamiento del Proyecto Pierre Auger. Es que como la comunidad internacional ha cumplido con sus aportes, los científicos esperan lo mismo del gobierno nacional.Por eso se reunieron con la senadora nacional Marita Perceval y con los diputados Arturo Lafalla y Guillermo Amstutz. Los legisladores se comprometieron a acelerar la entrega de las partidas. Antes de junio llegarián 500.000 pesos, es decir un 30% de lo que aportará Argentina.

Tierra. Y en esa ventana al universo se podrán observar la explosión de una supernova, y los cielos en el verano o invierno". Para el científico, el planetario "irá unido al Pierre Auger y seguramente convertirá a Malargde en un polo turístico científico único en el mundo". Sus palabras tienen fundamento. En el año y medio de vigencia del Observatorio en el departamento, unos 4.000 visitantes pasaron por sus instalaciones e inclusive debieron poner en forma permanente un científico que "haga de guia turístico", explicó.

Además el planetario servirá para la capacitación e instrucción de estudiantes de todos los niveles. For eso el científico Carlos Hojvat apuntó: "Trataremos que leguen alumnos de todas las escuelas de Malargüe, pero también de San Rafael, General Alvear o de otras partes de Mendoza. Nos permitirá integrar a los científicos con la sociedad".

Y para no irse en palabras o anuncios estériles ayer Jaque firmó el proyecto de ordenanza para que le autorioen un aporte de 350.000 pesos, dinero que la comuna ya tiene guardado y que le permitirá comenzar la obra civil. Además con la aprobación de los ediles, la comunidad internacional que colabora con el Proyecto Pierre Auger dispondrá la compra del equipamiento por un monto aproximado a los 250.000 dólares.

Planetario Malargüe Municipalidad de Malargüe





Eureka Science Park in Mendoza Parque de la Ciencia y la Tecnología





- Two years of planning and logistics led to the public inauguration of an Auger Observatory exhibit on November 22, 2003
- Outside: 2 Mexican SD tanks outdoors with explanatory signs
- Inside: Italian FD prototype from Los Leones, posters, brochures, PC with interactive activities, small displays

Eureka Science Museum











- Mexican prototype SD tanks
- Outfitted by UTN, Mendoza, group





Eureka Science Museum





Former Los Leones prototype mirrors







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Children are fascinated by it!



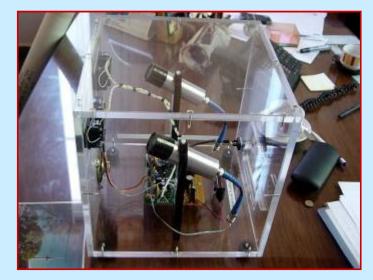
Eureka Science Museum



Electronics displays



PCs, brochures, posters





Beeping Geiger counter display



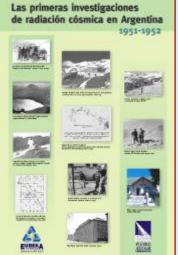


Eureka Science Museum

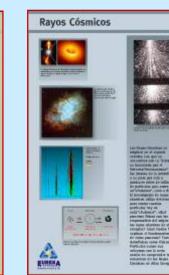


 Las primeras investigaciones de radiación cósmica en Argentina 1949-1950

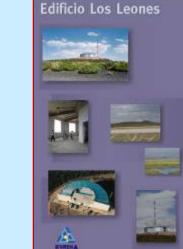
 Image: Strategic ones de radiación cósmica en Argentina de radiación cosmica en Argentina de radiación cosmica











Las primeras investigaciones

de radiación cósmica en Argentina

1953-2003

X

Test

History of cosmic ray physics in Argentina and Auger details

63



Auger Exhibit Inauguration









DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – G. Snow



 Governor elect of Mendoza Province, Ing. Julio Cobos

• Press coverage



Press coverage, press releases





Mendoza

second second second a second second



Los misterios del Cosmos en una exposición

Para conocer et observatorio de rayos cósmicos más grande del mundo, que está en Mendoza y se llama Pierre Auger, hay que ir a Matargüe. O visitar Eureka, el Parque de la Ciencia que está aquí nomás, en nuestro parque. Alli, chicos y grandes podrán entender el funcionamiento del Cosmos y la meta de una de las investigacionas científicas más ambiciosas del sigior resolver el enigma de los rayos cósmicos que llegan desde el especio en forma continua a la Tierra, / PAGINA 11A.

Eureka exhibit opening

DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*



La creación del Universo, en lenguaje infantil

El observatorio Pierre Auger abrió un stand en Eureka para divulgar conocimientos físicos. 20 científicos en la presentación.

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50 puestos de trabajo en Malargüe

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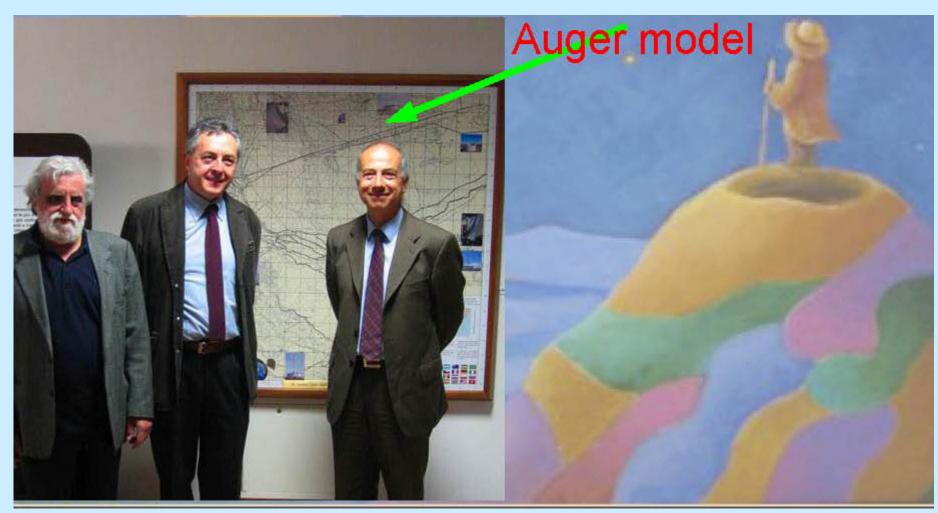
Aurelio Grillo presented the "Galileium" A museum for Astroparticle Physics in Teramo, Italy Opened May 6, 2008



DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow* Two large spaces in The Science Park



Aurelio Grillo presented the "Galileium" A museum for Astroparticle Physics in Teramo, Italy Opened May 6, 2008



DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*



Report from Aurelio Grillo

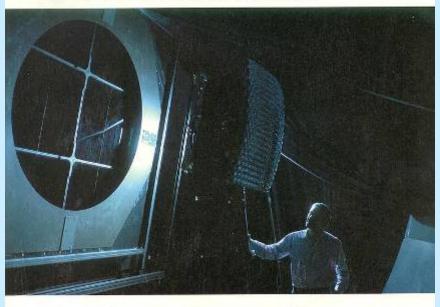
An important space is dedicated to the Pierre Auger Observatory





Press coverage, press releases

EL OBSERVATORIO DE RAYOS CÓSMICOS PIERRE RUGER



Desde Malargüe hasta el origen del Universo

El sur de Mendoza fue elegido para montar el observatorio de rayos cósmicos más grande del mundo y avanzar en el estudio del cosmos. Alli, alrededor de 250 científicos de 15 países junto a lugareños y universitarios, huscan saber qué son, de dónde vienen, por qué tienen tanta energía y qué origina esas partículas, que bombardean la Tierra en forma continua, removemento encorrente entercente comparatoria.

Rumbos Magazine (Los Andes)



Press coverage, press releases





December 2003



Louisiana State, Jim Matthews January 2004

Professors, students part of effort to learn about cosmic rays

The mention of Argentina conjures any number of exotic or dramatic images ... Eva Peron ... dancing the tango ... gauchos riding the plains ... falling high-energy cosmic rays Auger

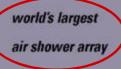
Observatory

becomes

ON THE WEB

OLO TOONE MAN

Pierre Auger Observatory





by Kurt Riesselmann.

The Pierre Auger Observatory, under construction in Argentina, became the largest cosmic ray air shower array in the world with the completion of its one hundredth surface detector in October. Managed by Fermiab, the Pierre Auger project to far encompasses a TO-square-mile array of detectors that are tracking the most victeet-and perhaps most puzzleg- processes in the entire universe.

Cosmic mays are extratemential particles—usually protons or heavier ions that hit the Elafth's atmosphere and create cascades of secondary particles. While commission rays approach the earth at a range of exemption, scientistis tong believed that their energy could not exceed 10th electron volts, some 100 million times the proton energy achievable in Fermilab's Tevahron, the most powerful particle accelerator in the world. But recent experiments in Japan

and Utah have detected a few such ultrahigh energy cosmic rays, raking questions about what extraordinary events in the universe coold have produced them.

How does nature create the conditions to accelerate a tiny particle to such an energy?" acked Alan Watson, physics professor at the University of Leeds, UK, and spokesperson for the Pierre Auger collatoration of 250 acientists from 14 countries. "Tracking these ultrahigh-energy particles back to their sources will answer that question."

Scientific theory can account for the sources of bouand medium-energy cosmic rays, but the origin of these care high-energy cosmic rays remains a mystery. To identify the cosmic mechanisms that produce microscopic particles of macroscopic energy, the Pierre Auger collaboration is installing an array that will ultimately comprise 1,600 surface detectors in an erea of the Argentine Pariga Anandati

the size of Rhode (stand, near the forwn of Malaysign, about 600 miles west of Buenos Aires. The first 100 detectors are already surveying the southern sky.

"These highest energy ocsnic rays are messengers from the extreme universe," said Nobel Price winner Jim Crown, of the University of Chicago, who conceived the Augure experiment together with Welson. "They represent a great opportunity for discoveries."

The highest-energy cosmic rays are extremely rare, hitling the Earth's atrosphere about once per year per square mile. When complete in 2005, the Pierre Auger observatory will cover approximately 1,200 square miles (3,000 square kilometers), allowing scientists to catch many of these events

PERMINEWS December 2003 13





Monthly news and events E-mail bulletin

- 8 ×



Google Earth Model of the Observatory





Auger South in Argentina 3D images of Observatory buildings and detectors

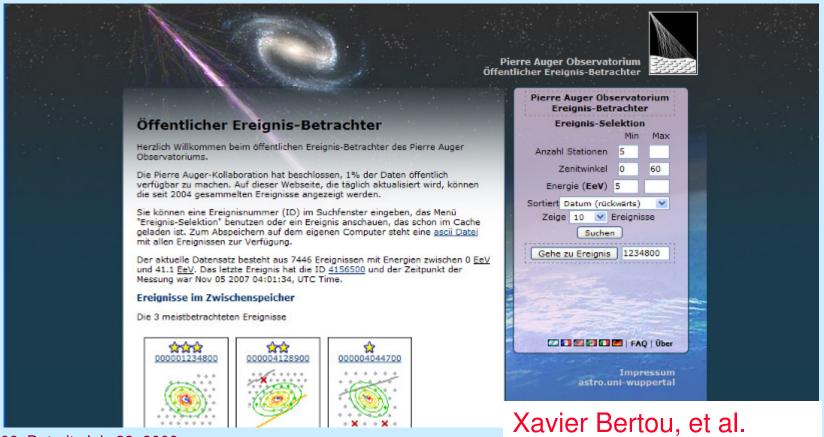
Auger North footprint of array and detector locations





Release of event information to public

- 30 October 2007
- 5 languages
- Wikipedia links
- Google site statistics



S. Coutu, C. Lachaud, P.L. Ghia, P. Mantsch,

M. Mostafa, J. Rautenberg, M. Risse, P. Sommers



Using Auger data released to public



Lamar, Colorado, high school students win regional science fair

Inauguration, November 2008



Over 200 dignitaries attended from all over the world

Mendoza Province Governor Celso Jacque (left)



Judy!



Inauguration, November 2008





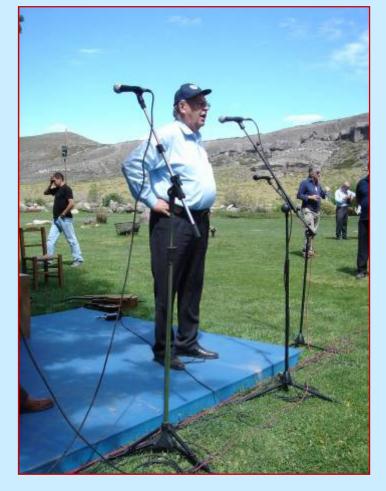
Argentina Vice President Julio Cobos (right)

"Asado" with traditional dancers and music





Inauguration, November 2008



Robert Aymar then CERN director



Pier Oddone Fermilab director



Michigan Technological University Scholarship





Dave Nitz and Angelo Chialva at MTU

- One student from Malargüe supported for 4-year program every other year
- Tuition, room and board, fees covered
- Students selected by Malargüe's school principals and mayor
- 1st student enrolled Autumn 2001
- Angelo Chialva graduates May 2004
- Mechanical engineering
- 2nd student enrolled Autumn 2003
- Emanuel Marinaro
- Biomedical engineering
- 5th student to start in the Autumn 2009

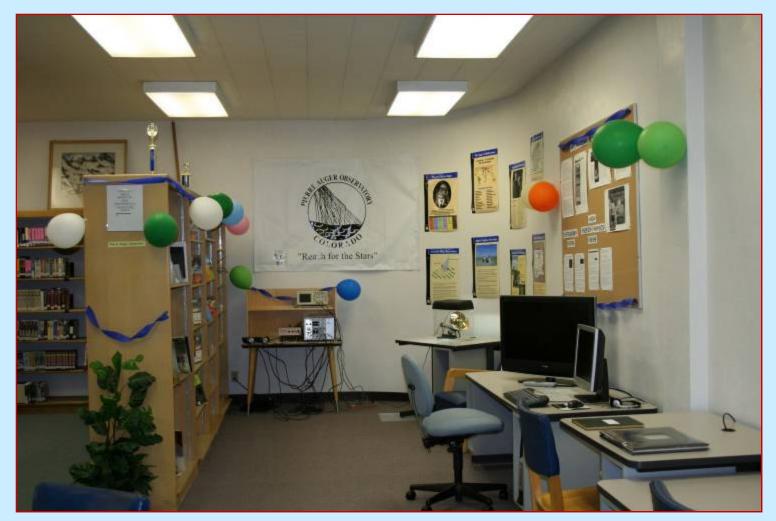


Colorado Tank Naming Ceremonies, October 27, 2007



Local students submitted name suggestions





PIERRE AUGER





PIERRE AUGER OBSERVATORY

The Cosmic Ray Observatory Project (CROP) in Nebraska



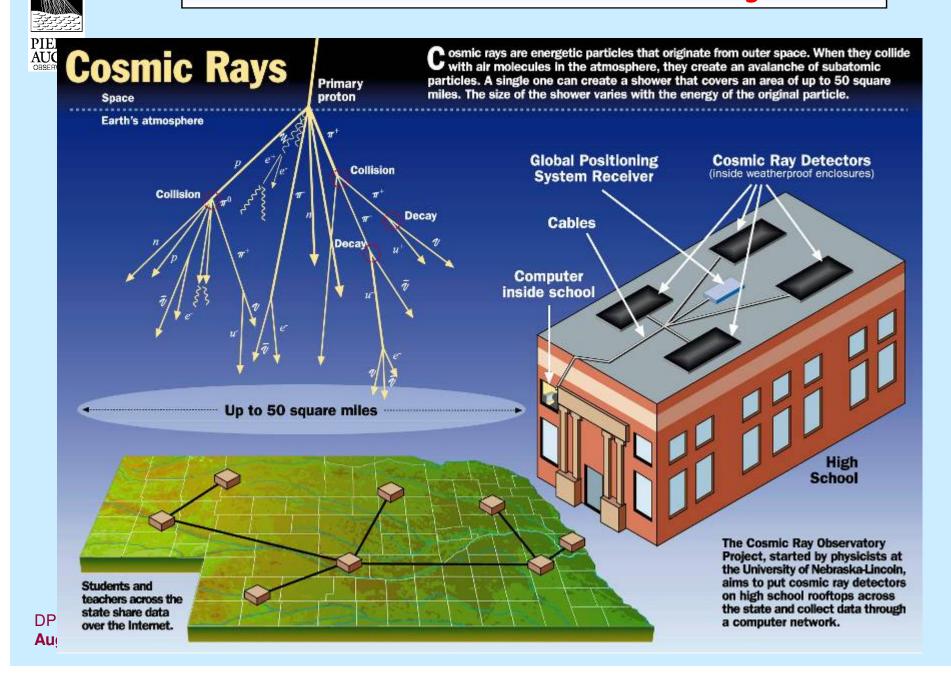
http://crop.unl.edu



)9, Detroit, July 28, 2009 ducation and Outreach – *G. Snow*



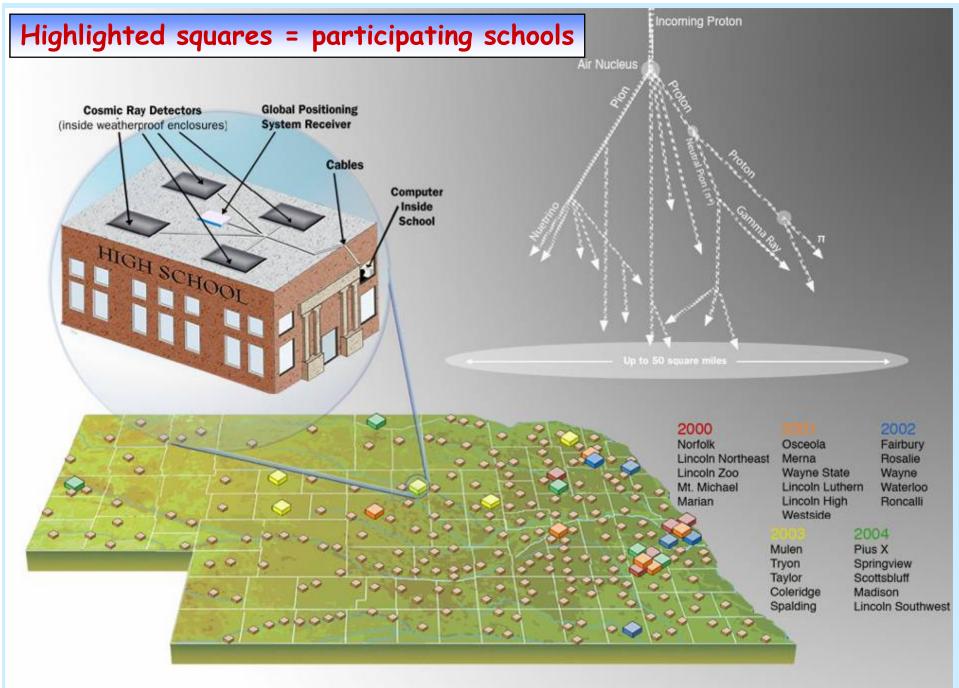
CROP article in Lincoln Journal Star, 7 August 2003

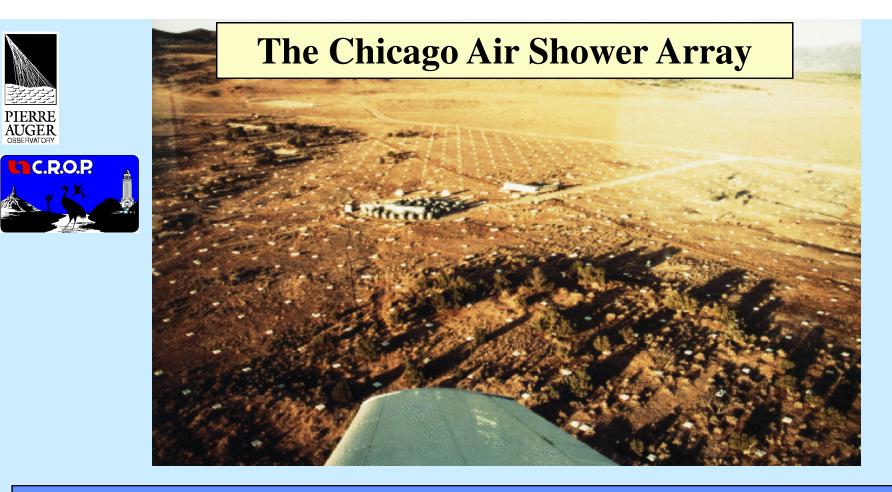




A few facts

- Funded by \$1.34 Million NSF grant, 2000-2007
- \cdot Co-PIs Greg Snow and Dan Claes
- 26 Nebraska and 5 Colorado schools enlisted and trained in summer workshops of duration 2-4 weeks, about 5 new schools per summer
- Venture into Colorado was a joint effort by CROP, WALTA, ALTA
- Hosted 2 one-day meetings each academic year for participants from all years to report results, exchange faulty equipment, receive equipment and software upgrades, refresh training or train new students
- External evaluation of this period has shown that CROP has accomplished most of its educational and scientific goals listed in the original proposal
- CROP has also served as a great training ground for staff (undergrad, grad students) at UNL





- CROP uses retired detectors from the Chicago Air Shower Array
- 1089 boxes each with:
 - 4 scintillators and photomultiplier tubes (PMT)
 - 1 high voltage and 1 low voltage power supply
- Two removal trips (September 1999, May 2001) yielded over 2000 scintillator panels, 2000 PMTs, 500 low and power supplies

Auger Education and Outreach – G. Snow



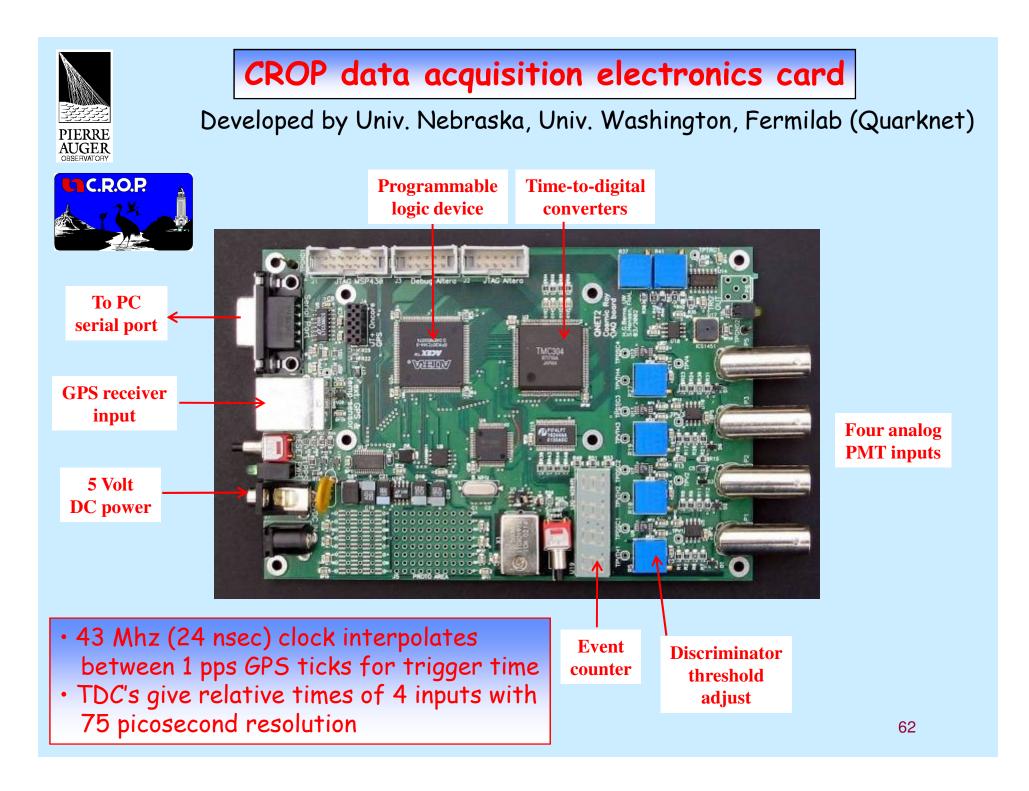
C.R.O.P.

U.S. A Fringation and

The CROP team at Chicago Air Shower Array (CASA) site



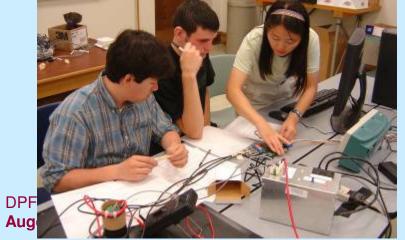
September 30, 1**9**99













Each school made new rooftop enclosures









DPF 2



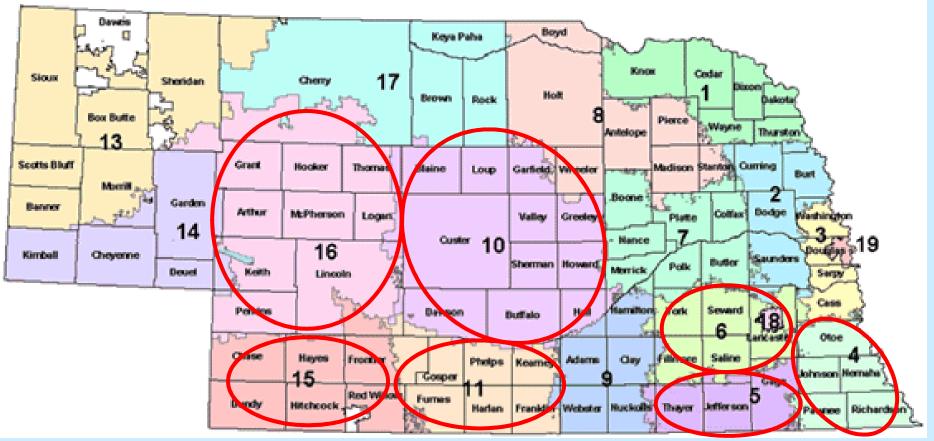
Excellent extensive air shower data taking run overnight



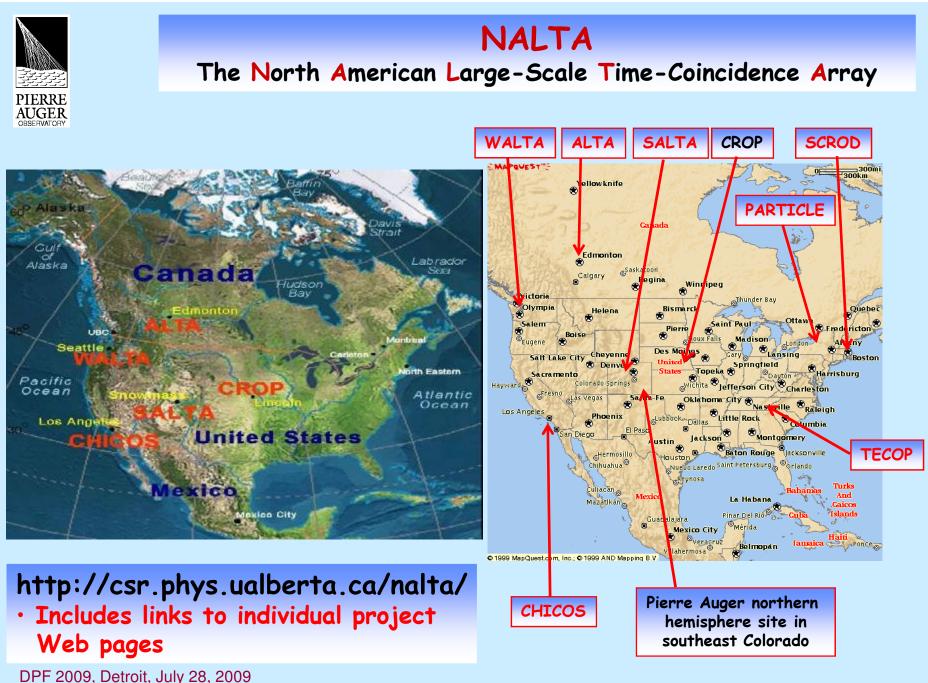




Submitted NSF GK-12 renewal proposal late summer 2009



- Main thrust: statewide growth to ~100 schools + continuous data-taking and analysis
- State schools administered through 19 Educational Service Units
- Present schools serve as "hubs" for expansion in each ESU
- Train through regional workshops, 2-3 per summer



Auger Education and Outreach – *G. Snow*

Sites in The Netherlands



www.hisparc.nl



At present: **5 clusters in NL, with national project manager** Groningen, Utrecht, Nijmegen, Leiden, Amsterdam DPF 2009, Detroit, July 28, 2009 (each with their own leader) Auger Education and Outreach – *G. Snow*





Sites in The Netherlands





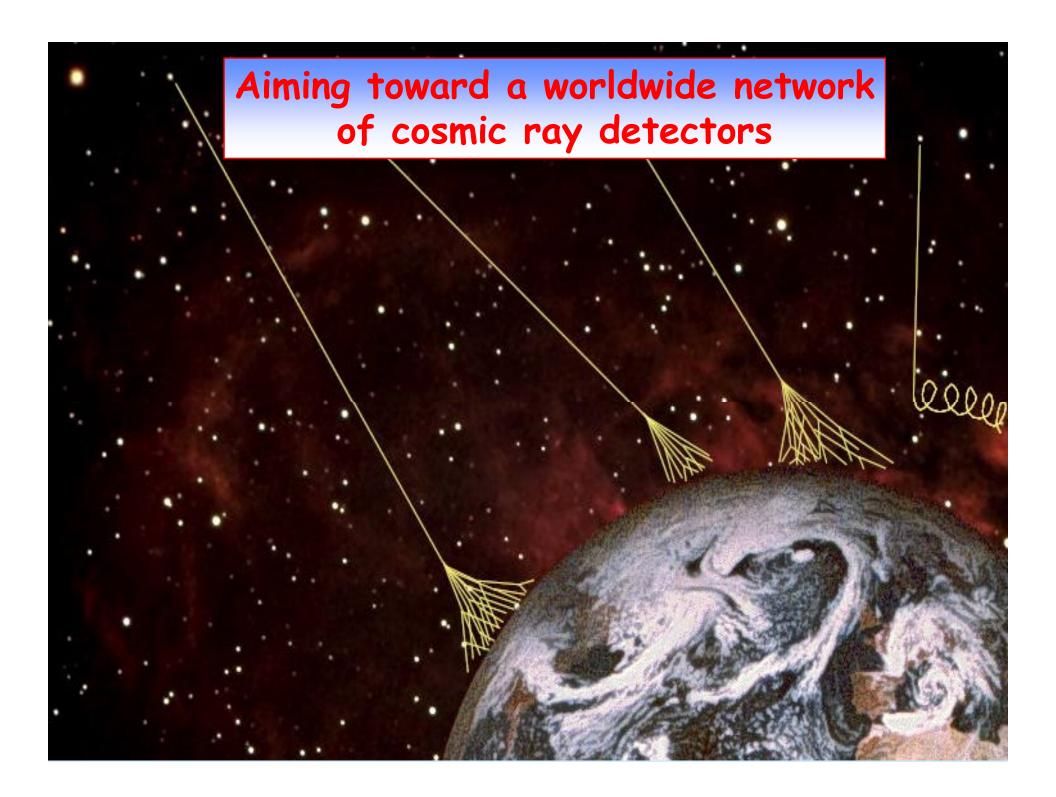
Car top ski racks!

Present price per school: 6500 Euros (20% cost is scintillator)

DPF 2009, Detroit, July 28, 2009 Auger Education and Outreach – *G. Snow*



GPS antennas





Conclusions

- Outreach in the local community and beyond has been instrumental to the success of the Auger Observatory
- Celebrate your science and accomplishments publically !
- High school cosmic ray physics adds an extra dimension to science education and complements large experiments