



GEORGIA MATH AND SCIENCE SUCCESS CAMPAIGN WORKS

Public Awareness Messages/Math & Science Nights Increase Parent Exposure to Importance of Math and Science

[Atlanta – February 21, 2007] – The Partnership for Reform in Science and Mathematics (PRISM) is rolling out its third wave of public service messages in Atlanta, Athens, Savannah and Statesboro, reminding parents that “math + science = success.” At the same time, PRISM is focusing grassroots efforts at co-sponsoring Math and Science Nights at local schools; more than 40 are planned for the school year 2006-2007 throughout Georgia.

PRISM’s “math + science = success” campaign, which features students from elementary through high school grades, initially launched in late January of 2006. The campaign theme was adopted by PRISM to increase awareness of the importance of doing well in these subjects among parents, teachers, business leaders, the community-at-large and students themselves.

For the first time, such a campaign is being featured inside MARTA stations in the metro-Atlanta area. Atlantans will also notice the campaign at bus shelters throughout the city. The comprehensive awareness campaign utilizes the theme on billboards in the east central region of Georgia near Statesboro, in Camden and Glynn counties near Brunswick/St. Mary’s, and in Athens. The campaign will also be inside public transportation buses in Athens and Savannah.

“The campaign, along with our grassroots efforts at the school level, are clearly working,” said Rosalind Barnes-Fowler, PRISM Public Awareness Director. “We measure success partly by increased traffic to our web sites and partly by the willingness of schools to host Math & Science Nights. Also communities and businesses are requesting our presence at events and turnout at the Nights has been excellent.”

According to Ms. Barnes-Fowler, since the launching of the companion Web site www.mathsciencesuccess.org last winter, the site has garnered more than 477,000 hits. The site offers

2nd wave of “math + science = success”

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parents and educators tangible tips and activities for exposing their children to science and math in everyday life, as well as valuable resources for additional support. Traffic to PRISM’s initial Web site, www.gaprism.org – aimed primarily at educators, business leaders and media – nearly tripled in 2006 over 2005. The public awareness campaign is a critical element of PRISM’s five-year grant funded by the National Science Foundation and the first such grant to incorporate a public awareness campaign. The grant and the campaign are being administered under the banner of the University System of Georgia with the awareness campaign offering the first “call to action” for parents and the community-at-large.

“We are making headway in letting parents know that they can help their children succeed in school, and particularly in math and science,” said Barnes-Fowler, PRISM Public Awareness PRISM Campaign Director. “They don’t have to be skilled at these subjects themselves, but do need to help motivate their children to be aware of how important the mastery of science and math is in our technology-driven world. Our Math & Science Nights are pairing parents, students and teachers in fun, hands-on activities that can be repeated at home.”

Made to look like a patch, PRISM’s formula for *Success* appears in the campaign’s advertising materials in conjunction with compelling photographs of children from elementary school through high school age. The series of ads and collateral materials uses various taglines and text to support PRISM’s research findings that math and science skills are important for students’ future whether graduating from high school, advancing to college and doing well in a career or technical field or other life choices. “math + science = success” is one of PRISM’s ten strategies to advance awareness of math and science, to attract and retain teachers and to enhance professional development for teachers of kindergarten through college.

About PRISM

The Partnership for Reform in Science and Mathematics (PRISM) is a five-year initiative funded by the National Science Foundation and administered by the University System of Georgia with the primary purpose of improving student achievement in science and mathematics at all levels of education throughout Georgia. PRISM is working actively in four diverse regions of the state with partners at the university and P-12 level in each region. For more information about PRISM, visit www.gaprism.org.

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