

# Public Education Takes Resources How Do I Get Them?



Public Works for Public Learning  
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# Historically Common Public Works Outreach & Education Activities

- Public informational meetings
- Flyers, brochures, posters
- Informational websites
- Open houses, guided tours
- Fairs and festivals
- Flat panel displays
- Interpretive signage





# Common Public Works Projects Interpreted For Public Learning

- Waste water treatment facility
- Solid waste/recycling facility
- Nature trail
- Habitat restoration
- Fish Hatchery





“Happiness lies in the joy of achievement and the thrill of creative effort.”

*Franklin D. Roosevelt*



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**“Show me the money.”**

*Cuba Gooding Jr.  
as Rod Tidwell in “Jerry Maguire”*



# Resources for Public Education

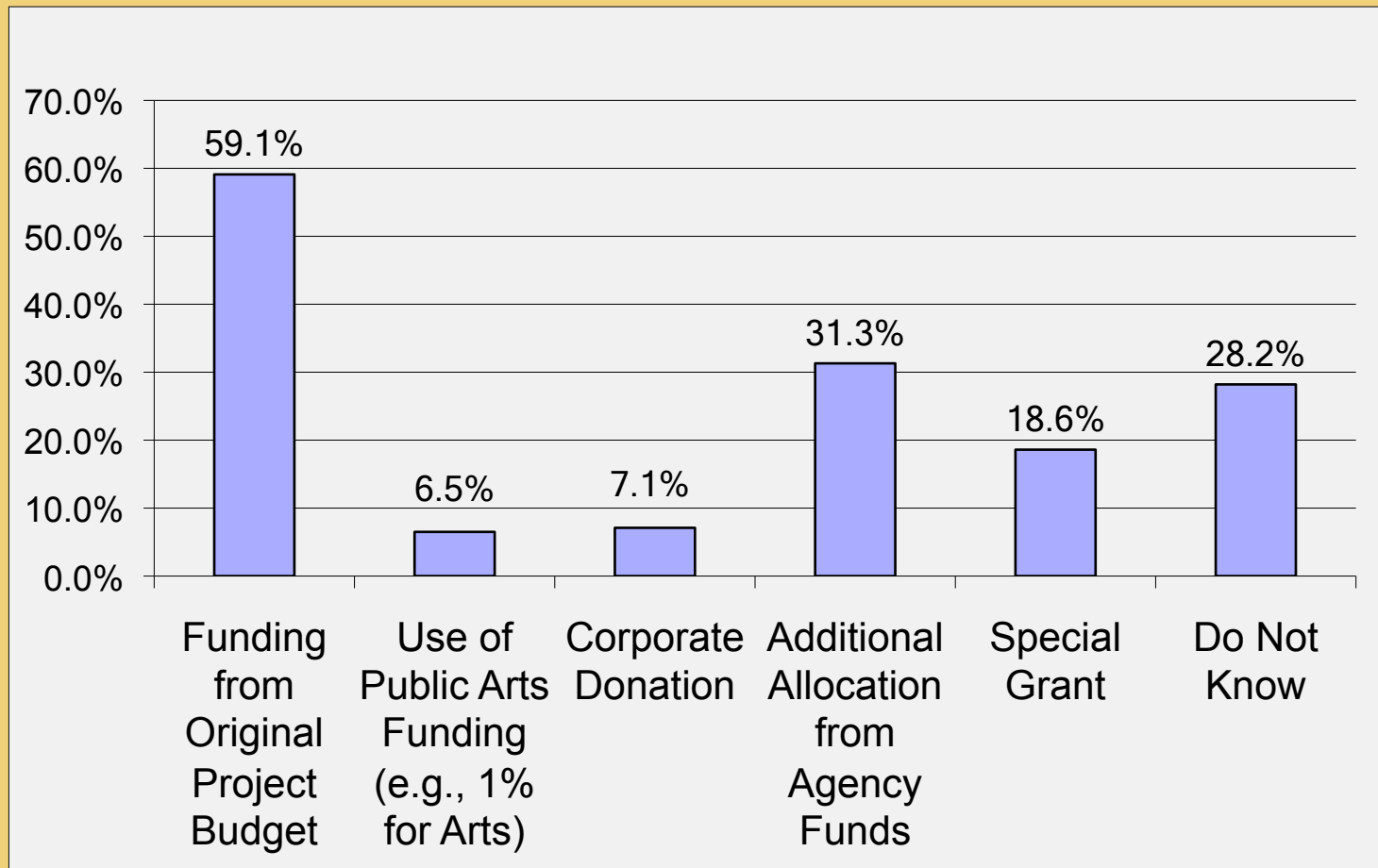
- Financial Resources [MONEY]
- In-Kind Resources [STUFF]
- Human Resources [PEOPLE]





# Funding Public Learning Through Public Works

2012 APWA Member Survey





# Financial Resources

## [Federal & State Government]

- National Science Foundation
  - *Advancing Informal STEM Learning (AISL)*
  - *Biological Sciences, Environmental Research & Education, Engineering, Geosciences*
  - *Broader Impact allocations on basic research grants*
- Department of Transportation – *Federal and State TEA*
- EPA and State Environmental Agencies
- Energy – Federal and State Agencies
- Fish & Wildlife – Federal and State Agencies
- Parks & Recreation Agencies





# Financial Resources [Private Sector]

- Businesses with financial interest in project
  - Contractors, Vendors, Suppliers
- Corporate foundations
- Family foundations
- Community foundations
- Local businesses & industries



# In-Kind Resources [Equipment & Supplies]

- Large suppliers with history of community giving
- Businesses with financial interest in project
  - Contractors, Vendors, Suppliers
- Local businesses & industries





# Human Resources [Expertise & Labor]



- Businesses with financial interest in project
  - Contractors, Vendors, Suppliers
- Local businesses & industries
- Local or regional science centers
- Professional associations
- Local universities
- Civic and service clubs
- Youth groups



# Securing Resources For Public Outreach & Education In A Highly Competitive Environment

1. Identify target audience
2. Know audience interests, needs, and expectations
3. Recruit experts in the field to advise, assist
4. Clearly define program, product or service
5. Incorporate front-end, formative, and summative evaluation
6. Do your homework on potential partners/funders
7. Cultivate relationships
8. Finally...pitch opportunity as value added investment
9. Negotiate from informed position of strength
10. Acknowledge contributors, celebrate successes, share your story

# Next Generation Public Works Outreach & Education Activities



- Interactive exhibits
- Immersive environments
- Anything STEM
- Simulations
- Experiential programs
- Multicultural, multilingual, multimodal
- Increased access to designed spaces
- Multimedia links and apps
- Creative collaborations and partnerships

