



Our Mission

The mission of Reach is to enhance public understanding of science as it relates to our changing world.

Reach is a nonprofit 501(c)3 organization that supports science education programs focused on raising awareness and educating the public about climate science. **Reach** is a spinoff of the Center for Multiscale Modeling of Atmospheric Processes (CMMAP).

Find us on the Web

✧ www.reachscience.org

The screenshot shows the Reach Science website. At the top, the Reach logo is on the left, followed by the mission statement: "The mission of Reach is to enhance public understanding of science as it relates to our changing world." To the right is a search bar labeled "search this site". Below this is a dark green navigation bar with links: Home, About Us (Mission, Governance, Documents), What We Do (Programs & Events), People (Board, Staff & Volunteers), Contact Us (Call or email us), Buy tickets, and Donate. The main content area features three logos on the left: Reach (with tagline "UNDERSTANDING SCIENCE IN A CHANGING WORLD"), CMMAP (with tagline "Reach for the sky"), and the Little Shop of Physics. To the right of these logos is text describing Reach as a nonprofit, CMMAP as a National Science Foundation sponsored center, and Reach's work with the Little Shop of Physics. On the far right, there are three sections: "Cool science apps" with an image of a smartphone, a "Login" section with "Log in" and "Register" links, and an "Upcoming Events" section listing "Little Shop After Dark" and "Writers' Workshop". At the bottom left, there is a "News & Events" section for "After Dark - July 27th, 2012" with a small image of the event poster.

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Reach
UNDERSTANDING SCIENCE IN A CHANGING WORLD

CMMAP
Reach for the sky

LITTLE SHOP OF PHYSICS

Reach is a nonprofit organization that supports science education. Our focus is on raising awareness and educating the public about climate science. **Reach** is a spinoff of the Center for Multiscale Modeling of Atmospheric Processes (CMMAP). We are based Fort Collins, Colorado.

CMMAP is a National Science Foundation sponsored Science and Technology Center based at Colorado State University (CSU). CMMAP's research focus is to improve the representation of clouds in Global Climate Models. Through a network of climate scientists and educators, all of whom share a passion for teaching science, CMMAP supports science education programs for K-12 students, secondary instructors, and university students throughout Colorado. **Reach** was created to sustain CMMAP's legacy of successful science education programs.

Reach works with the Little Shop of Physics (LSOP), an enormously successful K-12 science education program based in CSU's Physics Department. LSOP brings the wonders of science to thousands of K-12 students and hundreds of teachers each year.

News & Events
After Dark - July 27th, 2012

September 12, 2012 at the Fort Collins Brewery. Buy tickets

The Little Shop of Physics is known for making science accessible and exciting for all ages. But some of the things we've learned over the years

Cool science apps

Login
Log in
Register

Upcoming Events
Little Shop After Dark September 12, 2012 6:30 pm - September 12, 2012 10:00 pm
Writers' Workshop October 9, 2012 8:00 am - October 9, 2012 12:00 nm

CMMAP Team Meeting, August 8, 2012

Our products and services



Science
is
FUN!

Little Shop of Physics Instructional Kits

Products and services in the works

- ✧ Community events
- ✧ Apps
- ✧ Media productions
- ✧ Publications for public outreach
- ✧ Summer camps
- ✧ Teacher training

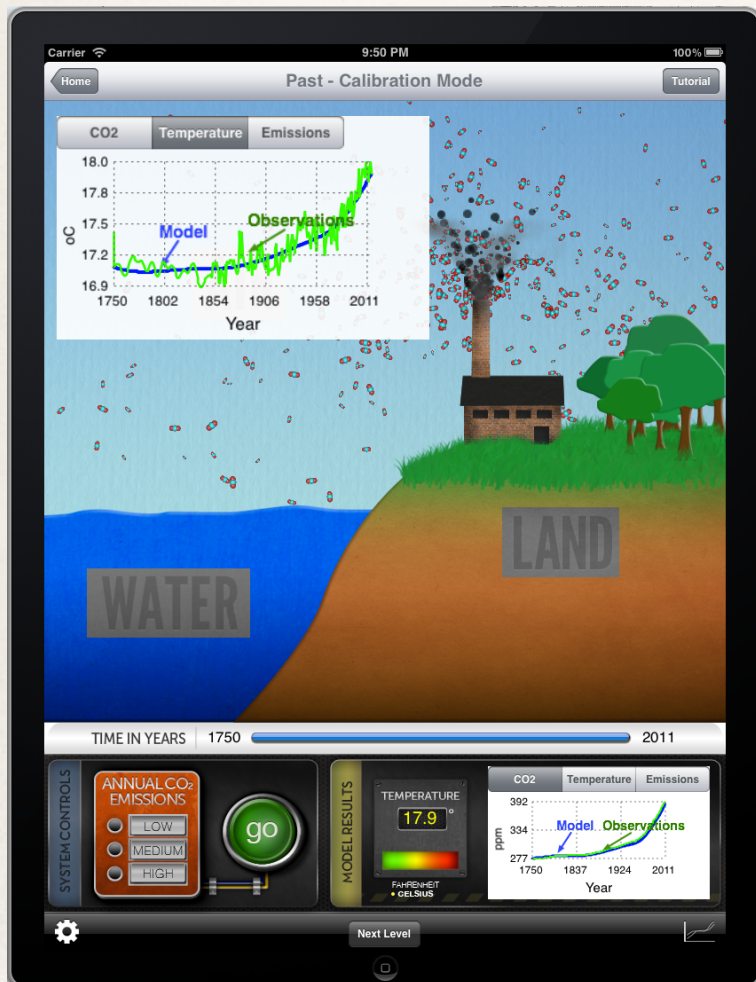
We've got an App for that



Learning Objectives:

- ★ Comprehensible and predictable
- ★ Observations limit choice of parameters
- ★ Future climate determined by CO₂
- ★ Very long time scale response!
- ★ Modeling can be fun!

Earth Carbon



Development:

- ★ Working with local teacher to develop Earth Science Unit that addresses new Colorado Science Standards and integrates app
- ★ Demoed during 2012 Summer Teacher's Course
- ★ Will evaluate in classrooms in 2013
- ★ Coming soon to the App Store

Fundraising Strategy

- ★ Fundraising events
- ★ Product sales (Instructional kits, Apps)
- ★ Grants (Agency, foundation, and corporate)
- ★ Private donors
- ★ Services (Summer camps)

Upcoming Events

Little Shop After Dark, a collection of demonstrations, experiments and stories that are definitely NOT for kids.

CMMAP Team Meeting, August 8, 2012



Little Shop of Physics

Join Brian Jones and the Little Shop of Physics crew for an evening of food, drinks, and entertainment.

After Dark

SEPT. 12, 2012 • 7-10 PM
Fort Collins Brewery
1020 East Lincoln Avenue, Fort Collins

Tickets \$40
Tickets includes food and one drink.

To purchase tickets and get more information, visit reachscience.org, or scan this QR code



Reach
UNDERSTANDING SCIENCE IN A CHANGING WORLD

This event is a fundraiser and a kick off for **Reach**, a new Fort Collins based non-profit committed to enhancing public understanding of science. **Reach** has its roots in the successful climate education programs developed by CMMAP, a climate modeling center based at CSU.

Upcoming Events

**An evening with Michael Lanza
- Author, photographer,
Backpacker Magazine Editor at
Large**

October 22, 2012

**“Delightful... a fresh and engaging way
to tell the climate change story.”
—Laura Helmuth, Senior Science
Editor, Smithsonian magazine**

CMMAP Team Meeting, August 8, 2012

