



Motus Fest – Part 2 Education and Outreach

August 20, 2021

Summary

- A video of the workshop is available on the [Motus website](#).
- Participation and engagement survey results can be found here: <https://drive.google.com/file/d/1qp4p0oSBaVKv6eFYkyDaN-9pF3udTi2A/view?usp=sharing>
- Exciting developments with new web interface and data tools will aid navigating and communicating Motus science with a wide range of visitors and users. Stay tuned.
- A diversity of audiences were identified. The presentations and break-out discussions for these audiences are summarized below:

Formal Education (Audience: Schools, teachers and students)

- Interest in a large range of ages, grades, core curriculum, experiences and interests across Motus network
- Exciting opportunities for schools and nature centres to host Motus stations and support research
- In-person education appears to be best delivered through local education networks (field trips, camps, in-school)
- Modular educational resources are made available for teacher-led delivery in schools, and are being developed further.
- Case studies provide opportunities for Motus projects to package research in an educational activity. A blank template would offer projects flexibility to develop a Case Study that supports their work, funding, target audience and languages.
- Motus website could provide a directory 'hub', linking to educational resources as developed by Motus collaborators and educators.

Motus Sites (Audience: General public, site visitors)

- Many Motus stations are often in public spaces which is a great opportunity for some level of passive interpretation (signage), or through more advanced interactive engagement such as kiosks, interpretations, call-to-actions, etc..
- Standard Motus messaging should be used and combined with local interpretation of place, project, species, technology, call-to-action.
- Further discussion in this type of engagement and outreach, specifically advanced interactive engagement, will be coordinated by Matt Webb <matt.webb@birdconservancy.org>. Please reach out or stay tuned for these communications.

Research Projects (Audience: Funders, colleagues, supporters)

- New web interface and data tools will aid communication of projects to support research for funding and reporting, collaborations and supporters.

- Research projects that rely on stewardship from regional audiences need engaging means to communicate the problem, the science and call-to-action effectively.
- Concerted effort from Birds Canada to ensure that Motus data is being incorporated in larger-scale collaborative research and outreach products and services such as Movebank, and National Audubon Society's - Migratory Bird Initiative, Atlas of Migratory Connectivity, etc.

Sincerely,

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