

Awareness AND ACTION Campaigns

Foreign language instruction in a STEM school

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IMSA Profile and Mission

The Illinois Mathematics and Science Academy® (IMSA) is a teaching and learning laboratory created by the State of Illinois. The school enrolls academically talented Illinois students in its tuition-free residential Academy for grades 10-12.

Our Mission:

To ignite and nurture creative, ethical, scientific minds that advance the human condition.

World Languages Department

We offer **Chinese, French, German, Russian, and Spanish** courses.

Students who want to study Spanish are required to take a placement test.

Previous experience in Spanish is necessary, but the program is intended for non-native and non-heritage speakers.

This was a Spanish V course project with juniors and seniors.

5 minute THINK-PAIR-SHARE

1. Think about how you teach or would teach a lesson on climate change.
2. Turn to your neighbor and share your idea.
3. Any brave volunteers to share out?

Project-based learning

The situation: The planet is in an extremely fragile situation, since global climate change is affecting the basic mechanisms that allow life on Earth.

Proposed course of action:

- Investigate different practices and their direct impact on the environment
- Study and better understand the reasons that drive certain choices and/or habits (like buying coffee every morning in a disposable cup)
- Design an educational tool to raise awareness about the given issue
- Incentivize the public to participate in an “experiment” (create an *action campaign*)
- Recruit participants for the action campaign
- Collect and analyze data on the success of the initiative

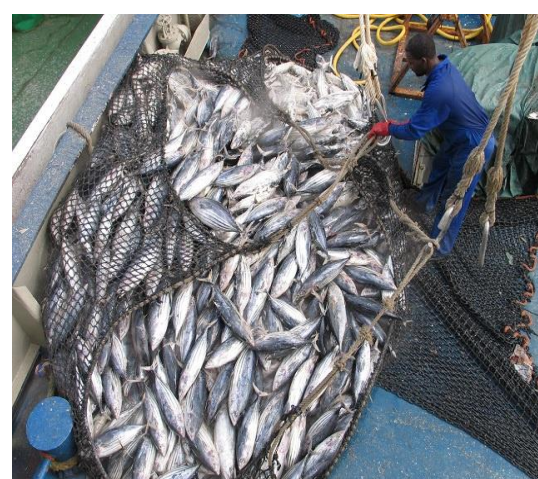
and... DON'T STOP THERE!

Objectives

- To explore ways to influence the choices and behaviors of others by offering attractive, affordable and sustainable alternatives
- To walk away from this project feeling empowered to lead and drive change
- To use and apply the UN Sustainable Development Goals (UNSDG) as a guide for small-scale actions

Student-selected industries:

1. Fashion
2. Fishing
3. Farming
4. Energy
5. Transport



Step 1: Create an interactive lesson

Fashion

<https://docs.google.com/presentation/d/1ma3BbgwnnTKWfhsdeeNAXgk-OFfBuHVN/edit?usp=sharing&oid=104793654505292200848&rtpof=true&sd=true>

Fishing

<https://docs.google.com/presentation/d/1-M9TZQSAAnEwuEd8PQQCpaDyDhj2NufjVlXpvmYa3Y/edit?usp=sharing>
(Access restricted to IMSA account holders only)

Farming

https://docs.google.com/presentation/d/1Wch5x0_ImrUUdmbjNW-OPzX37aUy8P0qPRaEOMRmqGs/edit?usp=sharing

Energy

https://docs.google.com/presentation/d/1pIHFkt6QN8EXBUwmxuEV0tL_XWbok_cE_AMPkPdDEYY/edit?usp=sharing
(Access restricted to IMSA account holders only)

Transportation

<https://docs.google.com/presentation/d/1yeFym-R-61yu7Ob122IGzgbISpZ7B8188PE0PATxseU/edit?usp=sharing>

Step 2: Create an Awareness Campaign

Example 1: Energy Industry

<https://forms.gle/TjbMGLpPSDEwuzGf8>

(The beautiful stars is an awareness campaign to reduce light pollution, eliminate wasteful energy consumption, and appreciate the beauty of the natural night sky.

We ask you to take a night to turn off all of your lights and stargaze - before the 8th of March - and if you would like, snap a photo of the stars to enter into a photography competition. Use this form to enter into the competition of this awareness campaign. At the end, you will receive an infographic to learn more about electricity, coal, and the environment.)

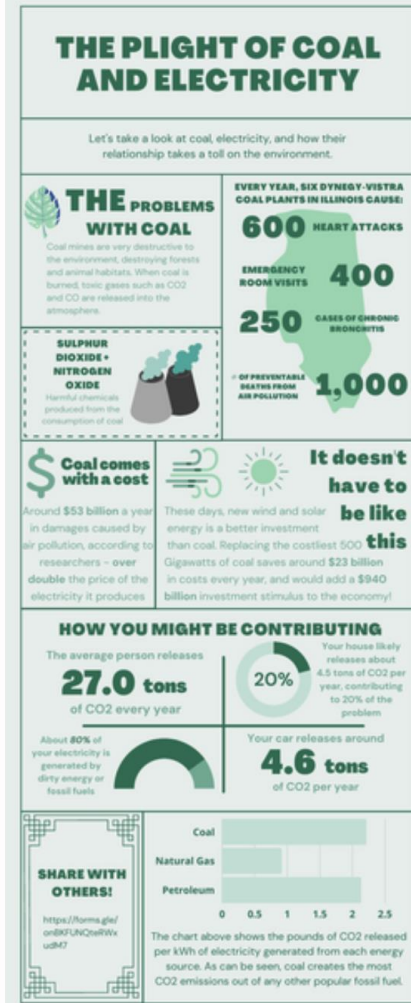
#Lasbellasestrellas #Thebeautifulstars



Energy Industry

Example 1: Energy Industry

Infographic - follow up on the Google Form



Example 2: Farming Industry

Instagram: el.jardinero.amiguero ----

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https://docs.google.com/presentation/d/1FjSotVbnt4q1w4gNtJKJ3IS0WckraRN_9WBQiDYCuHY/edit?usp=sharing

Explanation of the campaign:

<https://bit.ly/3cuZ7uE>



The image shows a screenshot of an Instagram post from the account 'el.jardinero.amiguero'. The post features a green heart icon in the top left corner and a hamburger menu icon in the top right. The main text of the post reads 'Primera publicación' followed by a bullet point: '- Animaba a la gente a comenzar una jardín'. Below this is a call to action: 'ENCONTRAR UN COMPAÑERO DE JARDINERÍA' and 'FIND A GARDENING BUDDY!'. There are two photographs: one of a garden bed with large green plants, and another of three people standing in a garden. At the bottom, the text says '¡COMENTA 2 AMIGOS DEBAJO!' and 'TAG TWO FRIENDS BELOW!' with a green arrow icon pointing left.

Primera publicación

- Animaba a la gente a comenzar una jardín

ENCONTRAR UN COMPAÑERO DE JARDINERÍA
FIND A GARDENING BUDDY!

¡COMENTA 2 AMIGOS DEBAJO!
TAG TWO FRIENDS BELOW!

Step 3: Create an Action Campaign

- **Fashion** - Group members used *Facebook* and *Pinterest* to create a lookbook using second-hand clothing. They advertised an initiative on campus to hold a fashion show at school composed of gently used clothing.
Click here to view the presentation:
https://digitalcommons.imsa.edu/cgi/viewcontent.cgi?article=1001&context=spanish_v
- **Fishing** - Participants were encouraged to not consume fish or seafood over a period of several weeks and were asked to upload photos of alternative dishes with an *Instagram* hashtag. (This presentation is no longer available)
Click here to view the infographic (restricted to IMSA account holders):
<https://drive.google.com/file/d/1MVMLYK7FICZ-4X5eAYE8MBXLkjomlX9F/view?usp=sharing>

Action Campaigns Continued

- **Farming** - Group members urged young adults to plant their own gardens and provided weekly advice about good gardening practices on *Instagram*. They offered a prize for participating in their initiative.
Click here to view the presentation:
https://digitalcommons.imsa.edu/cgi/viewcontent.cgi?article=1004&context=spanish_v
- **Energy** - The group organized a once-a-month stargazing initiative, which would force people to turn off all the lights in their house and step outside to enjoy the sky.
Click here to view the presentation:
https://digitalcommons.imsa.edu/cgi/viewcontent.cgi?article=1002&context=spanish_v
- **Transportation** - Students guided participants to use an app (*Strava*) to track time spent commuting to work on their bicycles. They collected and analyzed data regarding personal health benefits and environmental impacts. **el.bicireto** on *Instagram*
Click here to view the presentation:
https://digitalcommons.imsa.edu/cgi/viewcontent.cgi?article=1003&context=spanish_v

And now what? Don't stop there!

Students:

- wrote emails to CEOs of different companies to express their concerns about the negative effects of their actions on the environment.
- modeled how to be an informed consumer and a responsible world citizen.
- showed how to use technology to educate, inspire and incentivize others to act in ways that are more sustainable for the environment in two languages!

Are you inspired?

Questions?
Suggestions?