



Making Science and Technology Accessible  
To Learners of All Ages

## Science educators need access to practical tools and resources that promote inquiry and help students master standards-based content.

Science Approach is dedicated to making formal and informal education engaging, effective, and fun. In support of this vision, we develop educational materials, offer professional development workshops for teachers and other professionals, evaluate educational projects and products, conduct research, and develop new technologies.

*“Technology is a great democratization force in our society. With proper tools, training, and access to data, everyone can be a scientist!”*

Steven Moore, Ph.D., CEO

### CORE COMPETENCIES

- making scientific research relevant to teachers, students, and the lay public
- creating discovery-based educational experiences that engage and inform learners
- translating cutting-edge research into educational explorations
- simplifying the use of technology in formal and informal settings
- empowering learners with tools that promote questioning, hypothesis-testing, analysis, interpretation, communication, and understanding
- supporting educators with practical training and ready-to-use resources

### LESSON DEVELOPMENT

Science Approach specializes in using the *Understanding By Design* method of Wiggins and McTighe and Bybee’s 5E model to create inquiry- and standards-based modules for learners of all ages. Paper and CD-ROM, multimedia, and online materials are available. Developed in collaboration with leading content



and pedagogical experts, our products introduce learners to cutting-edge topics based on real-life case studies and current research. All products undergo rigorous usability testing and impact evaluation to ensure that they are easy to use, free from defects, and validated in relevant learning environments.

### TECHNOLOGY FOR EDUCATORS

Science Approach has partnered with Ken-A-Vision to bring cameras, microscopes, and other discovery-based technologies into schools, informal science education centers, and homes. Training, equipment, and materials packages are available.

### PROGRAMMING

Science Approach develops technologies for educational applications, using tools such as Java, PHP, and Adobe Flash. Contact Science Approach for your custom programming needs.

### EVALUATION SERVICES

Science Approach evaluates projects funded by federal agencies such as the National Science Foundation, National Institutes of Health, NASA, and the National Oceanic and Atmospheric Administration. Formative, implementation, and summative evaluations can be conducted in a variety of settings.



### PUBLICATION AND DISTRIBUTION

Science Approach publishes educational materials and distributes them online and through respected resellers such as Fisher Science Education, Wards Scientific Enterprise, and Sargent-Welch. Funding for development of our products comes from Small Business Innovative Research grants and other federal sources. We strive to leverage this funding by commercializing products that have broad appeal for educators and students. So that its materials complement those used in conventional educational practice, Science Approach creates modules that integrate with textbooks and other media marketed by large publishers.

### PROFESSIONAL DEVELOPMENT WORKSHOPS

Science Approach specializes in providing condensed workshops for teachers, researchers, technology specialists, and administrators who want to get up to speed quickly with using technology tools in their professional practice. Student workshops are available too! Through its instructional materials and workshops, Science Approach brings powerful computer-based visualization and analysis tools to classrooms, research organizations, informal science education centers, and other institutions. Workshops on digital image analysis, geographic information systems, the global positioning system, and instructional materials design are available. Software taught by Science Approach includes ImageJ, ArcView 3.x, ArcExplorer–Java Edition for Education, ArcGIS 9.x, My World, Adobe Dreamweaver, and Adobe InDesign. Contact us to schedule a face-to-face or Web-conferenced workshop.



## COMPANY PROFILE

Science Approach is a for-profit, limited liability corporation (LLC) dedicated to making formal and informal education engaging, effective, and fun. In support of this vision, Science Approach develops educational materials, offers professional development workshops for teachers and other professionals, evaluates educational projects and products, conducts research, and develops new technologies. Core competencies of the organization include making scientific research relevant to teachers, students, and the lay public; creating discovery-based educational experiences that engage and inform learners; translating cutting-edge research into educational explorations; simplifying the use of technology in formal and informal settings; empowering learners with tools that promote questioning, hypothesis-testing, analysis, interpretation, communication, and understanding; and supporting educators with practical training and ready-to-use resources. Science Approach was incorporated in 2003 by staff

from the Center for Image Processing in Education (CIPE), a highly-regarded nonprofit organization with a 15-year history of creating innovative instructional materials and offering practical, hands-on professional development opportunities for educators. Funding for Science Approach currently comes from Small Business Innovative Research (SBIR) and Small Business Technology Transfer (STTR) grants from the National Institute of Mental Health, National Institute of Environmental Health Sciences, and National Institute for Child Health and Human Development. Subject areas covered by Science Approach include anatomy and physiology, biology, biotechnology, digital image capture and analysis, Earth and space science, environmental science, geographic information systems, geography, the global positioning system, mathematics, nanotechnology, neuroscience, ocean science, optical science, remote sensing, technology, and volumetric image analysis.



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