MOBILIZING STUDENTS AS AMBASSADORS FOR SOCIAL SCIENCE

JEFF MARTIN & ANNE KELSEY

American Anthropological Association
Advancing Knowledge, Solving Human Problems
GETTING STARTED

Think through what it is you’d like to accomplish and the type of program you could develop to get you there.
WHY STUDENTS?

• Invest in the future of the field (and of your association)

• Peer to peer communication

• Two way street: You give students information to share as ambassadors, but you also get information from them to help you in your marketing/promotion efforts
HOW DO YOU GET STUDENTS INVOLVED?

• Track down your target audience. Does your organization have a program for student clubs? Department or student members?

• Make it fun! Give students the resources and then let them run with it.
Anthropologists in Action: This is a good time for anthropology. Today’s anthropologists do not just work in exotic locations, they’re making remarkable contributions to human understanding and tackling the world’s most pressing problems. Because of their work, lives are saved through better quality health and medicine, school systems are being improved, environmental resources are managed more effectively, heritage and languages are preserved, products and services we need are better designed, and a culture of innovation is better understood and managed. Anthropologists also work in disaster areas, including the aftermath of 9/11 in New York City, the Gulf Coast in the aftermath of hurricane Katrina, and recently with the Ebola epidemic in West Africa.

FIELD OF DREAMS: Whatever their field of choice, anthropologists can change the way we view and interact with our world. There are many areas of anthropological study...

- **Sociocultural Anthropology**: Examines social patterns and practices across cultures.
- **Archaeology**: Studies past people and cultures through the analysis of material remains.
- **Biological Anthropology**: Studies human and non-human primates past and present from ecological and evolutionary perspectives, addressing the intersection of behavior, culture and biology and how these systems impact health and well-being.
- **Linguistic Anthropology**: Studies the ways in which language reflects and influences social life.
- **Medical Anthropology**: Seeks to better understand factors that influence peoples’ health and well-being.
- **Business Anthropology**: Applies anthropological theories and methods to identify and solve business problems.
- **Visual Anthropology**: Uses images for the description, analysis, communication and interpretation of behavior.
- **Environmental Anthropology**: Examines how people interact with, respond to, and bring about changes in the environment.
- **Museum Anthropology**: Studies the history of museums, their role in society, and changes in this role.
TALKING POINTS & OUTREACH TIPS

• Information for K-12 presentations

• Contacting community groups and schools
MEDIA & PROMOTION

• Media kits

• Customizable flyer templates
LET THEM DO IT!
DIVERSITY WALL
FILM SCREENING
CAMPUS TABLING
CLASSROOM OUTREACH
AAA staff partnered with Archaeology in the Community and grad student volunteers to speak to more than 200 grade school students.
THE ENGAGEMENT FACTOR

How do you move from 180 campus groups and other participating organizations to a message that reaches six continents?

#AnthroDay
EMBRACE THE CELEBRITY
MEASURING SUCCESS

- Grassroots campaigns take time to grow
- Social media metrics
- Media coverage
- Follow up! Send out surveys, listen to feedback on social media and make adjustments for the following year.
QUESTIONS?

Anne Kelsey
Marketing & Communications Manager
akelsey@americananthro.org
571-483-1171

Jeff Martin
Director, Communications & Public Affairs
jmartin@americananthro.org
571-483-1163