



PROJECT NAME	Speed of Light Exhibit at the Irvine City Hall	
START DATE:	December 1, 2003	
END DATE:	May 3, 2004	
TIMELINE: <small>INCLUDE ALL KEY ELEMENTS: DEVELOPMENT, TRAINING, IMPLEMENTATION, COMPLETION & EVALUATION</small>	Date(s)	Description
	Dec. 1, 2003	Begin Fundraising (calls, make appointments)
	Dec 03– Feb 04	Collect Experiment materials & Funding
	Feb 03– Mar 04	Assemble & Test Expt. / Collect & complete panel materials
	Feb 03– Mar 04	Notify & schedule student field trips
	March 29, 2004	Grand Opening (Install March 27 & 28 weekend)
	April 13, 2004	Reception at Irvine City Hall, after City Council meeting (5 – 8 pm)
	May 1, 2003	End exhibit, evaluate project
POPULATION SERVED: <small>(STUDENTS, TEACHERS, GENERAL PUBLIC. WILL PROGRAM SPECIFICALLY SERVE UNDERREPRESENTED? INCLUDE # SERVED AND DEMOGRAPHICS</small>	Demographics	
	Number / Percent	
	Irvine City Hall, Civic Center patrons	
	Irvine USD, students / teachers	
	Irvine Valley College community	
	UC Irvine community	
	General Public	
	Optics / science related companies in Greater Irvine	
PROGRAM GOALS: <small>GOALS & OBJECTIVES TO FOCUS ON POPULATIONS SERVED. MAY INCLUDE BENEFITS TO OISC.</small>	<ol style="list-style-type: none"> 1) Educate populations about: <ol style="list-style-type: none"> a) Local scientific histories and achievements b) Connections to local optics related industries, companies, colleges & research c) How optics affects our daily lives – “Every Day Optics” 2) Provide a small forum for local optics related companies, societies, colleges and research centers to showcase their endeavors. 3) Provide a vehicle for the OISC to educate local populations about optics and related sciences and technologies and promote local optics related endeavors. Be the first major event for the OISC. 	

EDUCATIONAL OBJECTIVES:	<ol style="list-style-type: none"> 1) Educate local populations about Albert Michelson and his famous “Speed of Light” experiments. 2) Familiarize local populations with the concept of the “Speed of Light” and its impact on fundamental physics and modern technologies. (Every Day Optics) 3) Teach population about the connections between basic scientific research and technology development into commercial products and businesses. {Why study science anyway??} 4) Provide students with “Hands-On Optics” learning opportunities and optics related career awareness . (Optics Suitcase presentations.)
PROGRAM DESCRIPTION: <small>INCLUDE ACTIVITIES TO BE PERFORMED BY OISC STAFF, CONSULTANTS AND VOLUNTEERS TO IMPLEMENT / CARRY OUT PROGRAM.</small>	<ol style="list-style-type: none"> 1) Fundraising & awareness building by OISC staff to local optics related companies. 2) Content collection for explanatory panels for histories, experiments, optics related products & services by OISC staff & volunteers. 3) Building a scale model of Michelson’s Speed of Light experiment at the Irvine Ranch by consultant. 4) Organizing graphic layout & final implementation of explanatory panels by graphics consultant, museum consultant, OISC staff & volunteers. 5) Assembly & test of modern speed of light experiment by OISC staff & volunteers. 6) Deliver and set up all exhibit components to Irvine City Hall on time. OISC Staff and volunteers 7) Present Hands-On Optics Suitcase to students on field trips. OISC Staff 8) Create and use exhibit evaluation cards. One for students attending the exhibit and the HOO and one for those only attending the exhibit.
MEASURABLE OUTCOMES:	<ol style="list-style-type: none"> 1) Fundraising goal of \$105,000 2) Build scale model of Michelson’s Speed of Light experiment at the Irvine Ranch (1) 3) Build a modern version of the Speed of Light experiment (1) with hands-on learning / interactive capabilities. 4) Complete Speed of Light history / science explanatory panel (1) 5) Complete optics industry related explanatory panels (3 – 5) 6) Host a exhibit reception with at least 100 attendees 7) Host student field trips, at least 10 each with at least 100 students. 8) Present ‘Hands-On Optics Suitcase’ to students (at least 10 times.) 9) Collect at least 500 exhibit evaluation survey cards (combined students & adults.) 10) Fundraise for additional sponsors for expanded exhibit at the John Wayne Airport in the Summer of 2005 (at least 5 new sponsors.)

METHODS OF EVALUATION: PRE & POST TESTING, QUANTITATIVE & QUALITATIVE MEASUREMENTS.	Create and use exhibit evaluation survey cards. One for students attending both the exhibit and the HOO presentation and one for people only attending the exhibit. The card will be a fold in half type with a sticker / seal. Outside will be the pre-exhibit expectations / “what do you think” survey. Inside will be a post exhibit “what do you think now” / how did you like it survey.																											
TOTAL BUDGET:	\$91,015 (fundraising goal is \$105,000 = 7 sponsors x \$15,000)																											
BUDGET DETAILS:	<table border="0"> <tr> <td>Graphic Design Consultant</td> <td>300 hrs @ \$50 / hr =</td> <td>\$15,000</td> </tr> <tr> <td>Museum Consultant</td> <td>300 hrs @ \$75 / hr =</td> <td>\$22,500</td> </tr> <tr> <td>Scale Model of Expt.</td> <td></td> <td>\$15,000</td> </tr> <tr> <td>Working modern Expt.</td> <td></td> <td>\$15,000</td> </tr> <tr> <td>Optics Suitcase Theme Packets for 1000 students</td> <td>\$</td> <td>4,000</td> </tr> <tr> <td>Reception for 100 attendees</td> <td>\$</td> <td>2,000</td> </tr> <tr> <td>OISC Staff</td> <td></td> <td>\$10,000</td> </tr> <tr> <td>Community Partners Overhead</td> <td>\$</td> <td>7,515</td> </tr> <tr> <td>Total</td> <td></td> <td>\$91,015</td> </tr> </table>	Graphic Design Consultant	300 hrs @ \$50 / hr =	\$15,000	Museum Consultant	300 hrs @ \$75 / hr =	\$22,500	Scale Model of Expt.		\$15,000	Working modern Expt.		\$15,000	Optics Suitcase Theme Packets for 1000 students	\$	4,000	Reception for 100 attendees	\$	2,000	OISC Staff		\$10,000	Community Partners Overhead	\$	7,515	Total		\$91,015
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POTENTIAL FUNDERS IDENTIFIED:	Newport Corp., Oakley Corp., Edwards Life Sciences, Meade Corp., MetroLaser, Roland DGR Corp., Beckman Foundation, James Irvine Foundation, Alcon Laboratories, Trimeddyne Inc., Cannon, Broadcom, UltraTech Manufacturing, Beckman Laser Institute, Irvine Valley College Foundation, OptoSigma Corp., Light Works Optics, Inc., OSA Foundation, Mark Optics, Inc., Newport Glass, Inc., Newport Thin Film Laboratory, SOTA Precision Optics, UC Irvine (various depts.), Schott Glass Corp., Ohara, Reynard Corp., Precision Applied Products, Inc., ZC&R Coatings for Optics, Inc., Rolyn Optics Company, Curt Decker Assoc., Inc., Southern California College of Optometry, Boeing Corp, Northrup Corp., Advanced Laser Technologies, Inc., Optical Research Associates, Inc., Optics 1, Inc., Biolase Technology, Inc., Raytheon, Inc., Pacific Coast Optics, Precision Optical, Inc., Pyramid Optical Corp., AG Heinz, Inc., Advanced Medical Optics, Inc., Advanced Sterilization Products, Toshiba America, Inc., Sterling Real Estate Group, Caltex Scientific, Inc., DDU Enterprises, Inc., Griot Group, Inc.																											