

LESSONS LEARNED FROM 10 YEARS OF INTERNATIONAL OBSERVE THE MOON NIGHT EVALUATION. S. R. Buxner¹, A. P. Jones², M. Bakerman¹, E. Joseph¹, P. L. Gay¹, M. L. Wasser³, S. Tideken^{2,3}, N. Whelley², V. White⁴, A. J. Shaner⁵, J. Foosheand, and B. H. Day^{6,1} Planetary Science Institute (buxner@psi.edu), ²NASA Goddard Space Flight Center, Greenbelt, MD, ³ADNET Systems, Inc., Bethesda, MD, ⁴Astronomical Society of the Pacific, San Francisco, CA, ⁵Lunar and Planetary Institute, Houston, TX, ⁶NASA's Johnson Space Center, Houston, TX, ⁷NASA Ames Research Center, Solar System Exploration Research Virtual Institute, Moffett Field, CA

Introduction: International Observe the Moon Night is an annual worldwide public event that encourages observation, appreciation, and understanding of our Moon and its connection to NASA planetary science and exploration. Everyone on Earth is invited to join the celebration by hosting a public or private event or attending an International Observe the Moon event – and uniting on one day each year to look at and learn about the Moon together. October 5, 2019 marked the 10th annual worldwide celebration of the Moon.

Since 2010, an estimated 1.6 million people from across the globe have participated in International Observe the Moon Night events at museums/science centers, libraries, planetaria, observatories, K-12 schools, universities, public parks, community centers, private residences and businesses. Over 7,4000 events have been registered in over 100 countries, in all 50 US states, Guam, Puerto Rico, and the District of Columbia. Event hosts along with their partners help support and achieve global participation in International Observe the Moon Night.

Evaluation: Each year data is collected from online host registration forms, post-event host surveys, emails to coordinators, surveys of visitors at different events around the globe, and analysis of social media. In past years, we have also done on-site interviews of visitors, event observations, audience voting to collect additional visitor data.

The past 10 years of evaluation results have demonstrated that 1) events are successful in raising visitors' awareness of lunar science and exploration, providing audiences with information about lunar science and exploration, and inspiring visitors to want to learn more about the Moon, 2) facilitators' have goals for International Observe the Moon Night events to facilitate fun experiences, increase science literacy, raise visitors' awareness of lunar science and exploration, attract new visitors to their institution, to raise awareness of their facility or group, and to collaborate with local partners, 3) facilitators make use of International Observe the Moon Night materials including logos, Moon maps and images, NASA Moon related websites, posters, certificates of participation, and advertising flyers, and 4) facilitators have positive experiences hosting their International Observe the Moon Night events and value the opportunity to be part of a larger global event.

Lessons Learned: One of the most valuable parts of the evaluation has been to solicit feedback from hosts to make yearly changes to better support events. Providing informational webinars and unique surveys to sites has increased data collection by hosts around the world. Providing unique incentives has resulted in greater participation in registration and evaluations (e.g. access to special images, raffles, bouncing images off the Moon).



Looking Forward: Upcoming dates for International Observe the Moon Night are:

- September 26, 2020
- October 16, 2021
- October 1, 2022

Additional Information: International Observe the Moon Night is sponsored by NASA's Lunar Reconnaissance Orbiter (LRO) mission and the Solar System Exploration Division at NASA's Goddard Space Flight Center, with many contributing partners.

<https://moon.nasa.gov/observe-the-moon/annual-event/overview/>