Reaching beyond the City: Outreach to Educators in Rural Areas

By Lisa Adeli
University of Arizona Center for Middle Eastern Studies
Why?

- Many people can’t or don’t want to travel.
- People in rural areas often appreciate your programs more – you’d be surprised at the attendance.
- You reach underserved – sometimes minority - populations.
- There are only 14 or so Title VI NRCs in each world region for the entire U.S. (We have a responsibility.)
Problem: How?

(in a cost-effective manner)
1. Develop your website.

OUTREACH
RESOURCES FOR K-14 EDUCATORS
COMPETITIONS/AWARDS
EDUCATOR WORKSHOPS
CULTURE KITS
LESSON PLANS
COMMUNITY COLLEGE RESOURCES
COMMUNITY RESOURCES OPPORTUNITIES FOR K-14 EDUCATORS
2. Use email, Twitter, and Instagram!!
3. Send Authors/speakers to rural areas – either in person or using videoteleconferencing.
4. Seek/allocate funding to help rural educators attend a big event on your campus.

Example: Our yearly weekend workshop for community college educators – with hotel “scholarships” for out-of-town educators, *including adjuncts*. 
5. Establish creative partnerships!
Example: 2018 Fulbright-Hays GPA to Central Asia
Program to Kazakhstan and Uzbekistan ONLY for rural educators

• Partnership with a professor at NMHU - and between UA CMES and UA Slavic Studies

• Recruitment by contacting individual schools/teachers – sometimes by mail

• Pre-travel programs solely online

• Follow-up program by teleconference
Benefits:

• Reached many minority schools

• Teaching projects and presentations attracted large audiences in small towns

• Outreach to areas of New Mexico (and Arizona) with little opportunity to learn about the Middle East
Conclusion:

Don’t forget to reach out beyond your city. Your programs are too important to be limited to one place.