



## Industry learning centers collaborate as IFECM to improve E&P image through education

IT'S AMAZING WHAT a little cooperation can do. In the year since an international group of energy centers and museums banded together to share ideas on improving public education about the E&P industry, the group has borne fruit with several promising joint projects.

The International Forum of Energy Centres and Museums (IFECM) was organized under IADC auspices in 2006, under the leadership of 2006 IADC chairman **Claus Chur**.

Since IFECM's inaugural meeting, several members have cooperated to share ideas on educational outreach programs and even facilities.

At the group's 2007 spring meeting in Houston and Galveston, members recounted these experiences and laid the groundwork for future collaboration. The 2-day meeting was held 26-27 March. Day 1 was hosted by the Wiess Energy Center, an important part of the Houston Museum of Natural Science, the third most-visited museum in the United States. Day 2 was hosted in Galveston by the Ocean Star Offshore Drilling Rig and Museum.

IADC president **Dr Lee Hunt** opened the meeting. "IADC is pleased to support the efforts of learning centers and museums to improve public understanding of our industry," he said. "There is a great deal of misinformation about our industry, so this is no small order. But the people gathered here are well qualified to tackle the task."

The gathered museum directors first developed an ambitious mission statement defining the group as a collaboration to share ideas on educational programs designed to better engage the public and improve public understanding of the petroleum industry and its vital, ongoing role in world society.

### ENHANCING EDUCATION

Several members shared their experiences over the past year in active collaboration inspired by their IFECM affiliation. For example, when the Houston-based



The International Forum of Energy Centres and Museums gathered on 26 March 2007 at the Houston Museum of Natural Science. Above left: **Leanne Templeton** of the Canadian Petroleum Discovery Centre and **Martin Salesch** of the Deutsches Erdölmuseum Wietze. Above right: **Ryan Smith** of the Texas Energy Museum, **Seth Green** of the International Petroleum Museum & Exposition, **Lynn Wisda** of the Houston Museum of Natural Science and **Kathy Shannon** of the Petroleum Museum. Left: **Joe White** of the East Texas Oil Museum.



Above left: **Sandra Mourton** of the Offshore Energy Center/Ocean Star. Above right: **Mr Green** and **Virgil Allen** of the International Petroleum Museum & Exposition.

Offshore Energy Center (OEC), which operates the Ocean Star, launched its first Project E<sup>3</sup> Facilitators Conference, OEC executive director **Sandra Mourton** invited fellow IFECM members to attend. **Leanne Templeton**, executive director of the Canadian Petroleum Discovery Center (CPDC); **Jeanne Visser-Vliegen**, CPDC education director; and **Nicole Temple**, education director for the Houston Museum of Natural Science, took her up on the offer in October 2006.

As a consequence, the three are now certified to conduct Project E<sup>3</sup> teacher workshops.

### PROJECT E<sup>3</sup>

Project E<sup>3</sup>: Expanding Energy Education is a multidisciplinary curriculum guide for grades K - 12 featuring 24 hands-on discovery activities related to hydrocarbon-based energy themes. Correlated to state and national standards, the program features activities in science, social

**“IADC is pleased to support the efforts of learning centers and museums to improve public understanding of our industry. There is a great deal of misinformation about our industry ... but the people gathered here are well-qualified to tackle the task.”**

— IADC president Lee Hunt

studies, math, language arts and environmental issues. Each activity utilizes readily available materials and all necessary information for teachers, including grade levels, concepts, skills, objectives, glossary and time constraints.

During Project E<sup>3</sup> Workshops, teachers are introduced to the activities, receive a copy of the guide to keep and obtain 6 hours or CPE or GT credit. Further, grades K-5 teachers are shown activities in the Playing with Petroleum Kit, while teachers for grades 6 - 12 explore the Knowledge Box. Upon completion of the Project E<sup>3</sup> Workshop, teachers can reserve these free exhibits for their classrooms for up to 30 days. This educational outreach is provided by the Offshore Energy Center, and the production of the Project E<sup>3</sup> guide, and the concept, development and supply of the Knowledge Box program was sponsored by the American Association of Drilling Engineers. The development of the Playing with Petroleum Kit was sponsored by **Halliburton**.

In another information exchange, the OEC worked closely over the last few months with the East Texas Energy Museum in Kilgore, Texas, to share ideas on launching an educational project in that area and OEC's education director co-facilitated their first “Got Oil Café” workshop.

In addition, the Houston Museum of Natural Science is collaborating with the Offshore Energy Center by offering the use of their facilities to the Offshore Energy Center to conduct 4 of their 2007 PE<sup>3</sup> Teacher Workshops in their conference facilities. HMNS is also conducting workshops for their **ExxonMobil** Teacher Tuesday series of Teacher workshops, and OEC will be co-facilitating that workshop, utilizing their Project E<sup>3</sup> curriculum guide.

For more information and links to participating museums, please go to [www.iadc.org/IFECM.htm](http://www.iadc.org/IFECM.htm). ♪



**IFECM participants receive a guided tour of the Ocean Star Offshore Rig & Museum in Galveston, Texas, on 27 March 2007.**



**Mr White (left) discusses museum exhibitions with an Ocean Star tour guide.**

## Mission statement

The International Forum of Energy Centres and Museums is a collaboration to share ideas on educational programs that will better engage the public and increase educational capacity, thereby improving public understanding of the petroleum industry and its role — past, present and future.

IFECM's objectives are to educate the public on how the petroleum industry provides:

- A vital fuel to satisfy the world's energy and economic needs;
- Excellent environmental stewardship;
- A strong emphasis on safe working conditions and process operations;
- Advanced technology to find and develop hydrocarbon reserves that often crosses over to other industries and endeavors;
- Rewarding and well-compensated careers and opportunities across a diverse spectrum of disciplines;
- Opportunities for research, innovation and entrepreneurship;
- The raw materials for a plethora of products both commonplace and of critical necessity;
- Opportunities for development of other energy sources to create world energy sustainability. ♪