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News Release

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URBANA SCHOOL DISTRICT 116 SOCIAL MEDIA SPECIALIST HEADED TO NASA ON ASSIGNMENT

Urbana – Urbana School District 116 is sending one of its own to the Kennedy Space Center to find out what it takes to launch a rocket, and it will all be on social media. USD116's Communication Specialist JoAnne Geigner will join other social media specialists at NASA's launch of the Space Exploration Technologies (SpaceX) Falcon 9 rocket, currently set for Monday, April 13. This special access will provide a learning opportunity for USD116 students, while using technologies that are just beginning to be used in the classroom.

"This is a wonderful opportunity to show the power of social media," said JoAnne Geigner. "For students and teachers to be able to use social media to not only enhance their learning, but directly connect to the engineers of NASA is a great opportunity." She added, "I'm also very excited about seeing the rocket launch from a location not many people get to see in person."

NASA is providing social media specialists access to facilities and personnel that normally require press privileges. The tours, interviews, and press conferences NASA has scheduled for the group will provide the social media specialists opportunities to give their audiences a peek behind-the-scenes of a rocket launch. Ms. Geigner will use this opportunity to connect USD116 students with knowledge in ways that are new to most classrooms. Students have provided her with "assignments" that she will complete while at the Kennedy Space Center. She'll use the District Twitter, Facebook, Google+, Instagram accounts and YouTube channel to share what she learns with students. One group of Prairie 5th graders is currently working on parachutes lessons and has asked for information about how material engineers test parachutes for use on earth and in space. Interviewing an aerospace professional and providing the classroom this information directly from the engineer will help show students and teachers the power of social media as an educational tool.

To be part of the NASA Social conversation, follow USD116 on these social media accounts:

- Twitter – @Urbana116
- Facebook – USD116
- Google+ – Urbana School District #116
- Instagram – @Urbana116
- YouTube – Urbana School District #116

More information about the NASA Social program can be found on their web site at:
<http://www.nasa.gov/connect/social/>

Urbana High School is celebrating their 100th anniversary during the 2014-15 academic year. The Joseph Royer-designed building saw its first students in November of 1914. Urbana School District #116 is a unit district located in east central Illinois. Our outstanding schools in an outstanding community comprise of an early childhood school, six neighborhood elementary schools, a middle school, a high school, and an adult education center. To discover more about our award winning schools and students, please visit www.usd116.org. You can find us on Facebook at www.facebook.com/USD116 or follow us on Twitter: @Urbana116.

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Outstanding schools in an outstanding community!

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