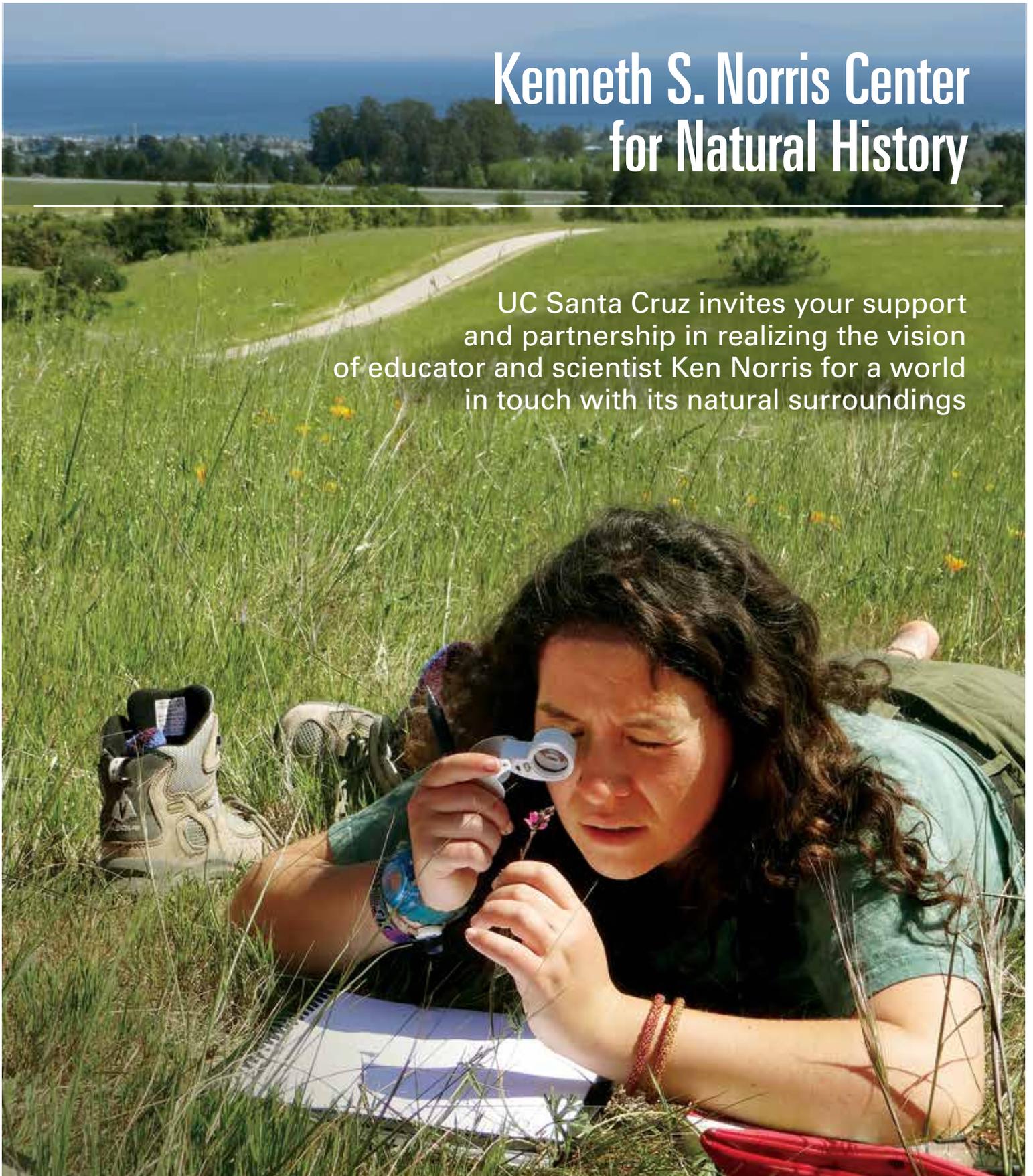


# Kenneth S. Norris Center for Natural History

UC Santa Cruz invites your support  
and partnership in realizing the vision  
of educator and scientist Ken Norris for a world  
in touch with its natural surroundings



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When students are encouraged to observe nature deeply, they develop a lasting understanding and desire to protect the environment. The Kenneth S. Norris Center for Natural History expands opportunities for students of every age to cultivate natural history skills and fosters their passion for the natural world.

**The Norris Center will educate new and diverse generations of environmentally conscious scientists, citizens, and policy makers through efforts in these key areas:**

**EXPANDING NATURAL HISTORY TRAINING**

Each year, more than 2,000 students at UC Santa Cruz deepen their understanding of the natural world through field-based classes, internships, and independent research. The opportunities span many departments and topics, from general natural history to marine ecology to field geology. Student engagement ranges from full-quarter immersion to two-unit, on-campus natural history courses and weekend field trips in lecture-based courses. Demand for these classes far outstrips supply. Our goal is to support more natural history courses, research projects, and internships for undergraduates. Our initial focus will be on expanding offerings for first- and second-year students and on increasing scholarships to enable a diversity of students to participate.

**ENGAGING THE BROADER COMMUNITY**

The Norris Center promotes public engagement with the natural world through publications (including the popular “Natural History of the UCSC Campus”), open houses, and collaborations with organizations such as the local chapter of the California Native Plant Society and the Fungus Federation of Santa Cruz. We will extend this engagement by working with regional institutions to develop lectures and outings, exhibits, social media, and K-12 curricular materials. Longer term, we will engage with the wider campus to expand short course offerings in natural history.

**BUILDING ON THE LEGACY OF KEN NORRIS**



The strong tradition of natural history education and research at UC Santa Cruz is due in no small part to the late Ken Norris, an acclaimed marine mammal researcher and longtime professor of natural history. Norris’s impact in the

University of California and beyond was enormous, including his role in the creation of the UC Natural Reserve System and in helping write the national Marine Mammal Protection Act of 1972.

His unique way of teaching natural history profoundly influenced hundreds of educators and researchers and thousands of students in California and around the world. He emphasized the importance of slowing down to match nature’s rhythms and the primacy of direct observation for developing and refining hypotheses about the workings of the natural world. He understood that students feel empowered when they learn from each other and the natural world, and that this passion is critical to fuel the next generation of environmental leaders.



## CURATING STRATEGIC COLLECTIONS

The Norris Center houses more than 125,000 specimens of plants, fungi, lichens, marine algae, insects, fish, amphibians, reptiles, birds, and mammals. These collections are currently used by more than 20 undergraduate classes, and are an important resource for undergraduate interns, faculty and graduate student researchers, and members of the community. A high priority for curation is the unique, 70,000+ insect collection compiled by renowned local naturalist Randall Morgan, who over a decade-long period recorded plant-pollinator interactions in Santa Cruz County. It is an invaluable collection for research into plant-insect interactions and how they may be altered by a changing climate.

## TRAINING THE TRAINERS

To further our influence, we plan to develop materials and courses to train the people who teach natural history courses at UC Santa Cruz and at other institutions. This is a large unmet need with an enormous potential to multiply the impact of the Norris Center. As a first step, we are compiling online materials for new instructors on best practices for field-based instruction. Over the longer term, we will develop short courses to provide training to graduate students, faculty, and others who share Professor Norris's commitment to hands-on learning.

## ESTABLISHING A HOME

The Kenneth S. Norris Center for Natural History was established with an endowment from the David and Lucile Packard Foundation in 2014 to honor Norris's legacy and expand on UC Santa Cruz's deep commitment to natural history training.

We are creating a dynamic teaching and learning space on campus to facilitate the type of peer-to-peer mentoring that Professor Norris promoted, and we are providing opportunities for students, faculty, alumni, and community members to come together and learn about the biodiversity of California.

The Norris Center supports field-based natural history training, research projects and publications as well as student scholarships, fellowships, and the curation of key natural history collections. It is the goal of the center to serve the greater community of natural history learners, researchers, and professionals. In the spirit of Norris, we want to influence the national dialogue about the importance of natural history in science and society.



The Norris Center advances natural history research and education that is the basis for understanding complex and rapidly changing ecosystems in California and the world. Your investment will have immediate and lasting impact in these areas:

- Expanding natural history course offerings to first- and second-year students
- Providing scholarships for undergraduates to help with field course fees and independent natural history projects
- Supporting graduate students in mentoring undergraduates and integrating their projects into ongoing natural history research
- Supporting the director's work leading new center initiatives, facilitating class use of the collections, and training students in natural history and museum science
- Fully curating and digitally archiving the Randall Morgan Insect Collection
- Developing and organizing educational programs and displays for the public
- Creating curricular materials for a natural history instructor training program

THE NORRIS CENTER IS PART OF THE COASTAL SUSTAINABILITY INITIATIVE OF THE CAMPAIGN FOR UC SANTA CRUZ



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