



Adapting a New Education Strategy in the Age of COVID-19: MQA

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Introduction

COVID-19 has caused the education program to effectively cease all in-person direct education including the Mosquito SWAT Lab out of commission and switching to virtual platforms. Similarly, 93% of students have engaged in distance learning at some point this past year¹. There is a belief among parents that view distance learning as worse than in-person learning and Spring Semester 2020 of distance learning was not effective; with the top two challenges in the difficulty in sustaining a child's interest and a captivating a child's motivation². GLACVCD's education team observed additional obstacles including: students' unfamiliarity with the use of technology (i.e. audio/video muting), fragmented focus, speaker-audience dynamics, school planning (oversized virtual rooms), and the need for more interactive elements in the virtual presentation. This study will discuss elements incorporated into the education program, making it more engaging to students and appealing to educators that ultimately led to reaching nearly 1,500 students in 2020 at the height of a global pandemic.

Objectives

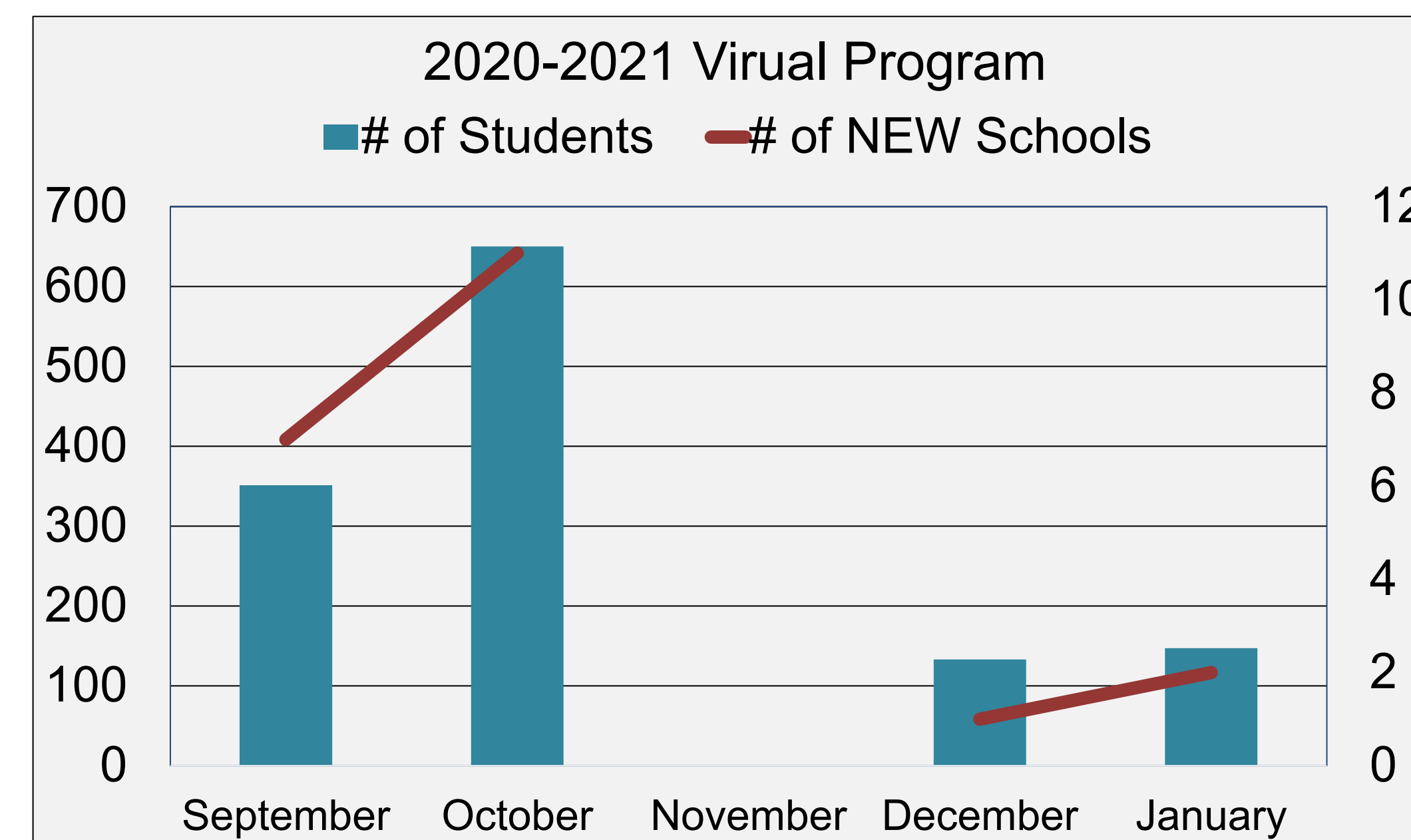
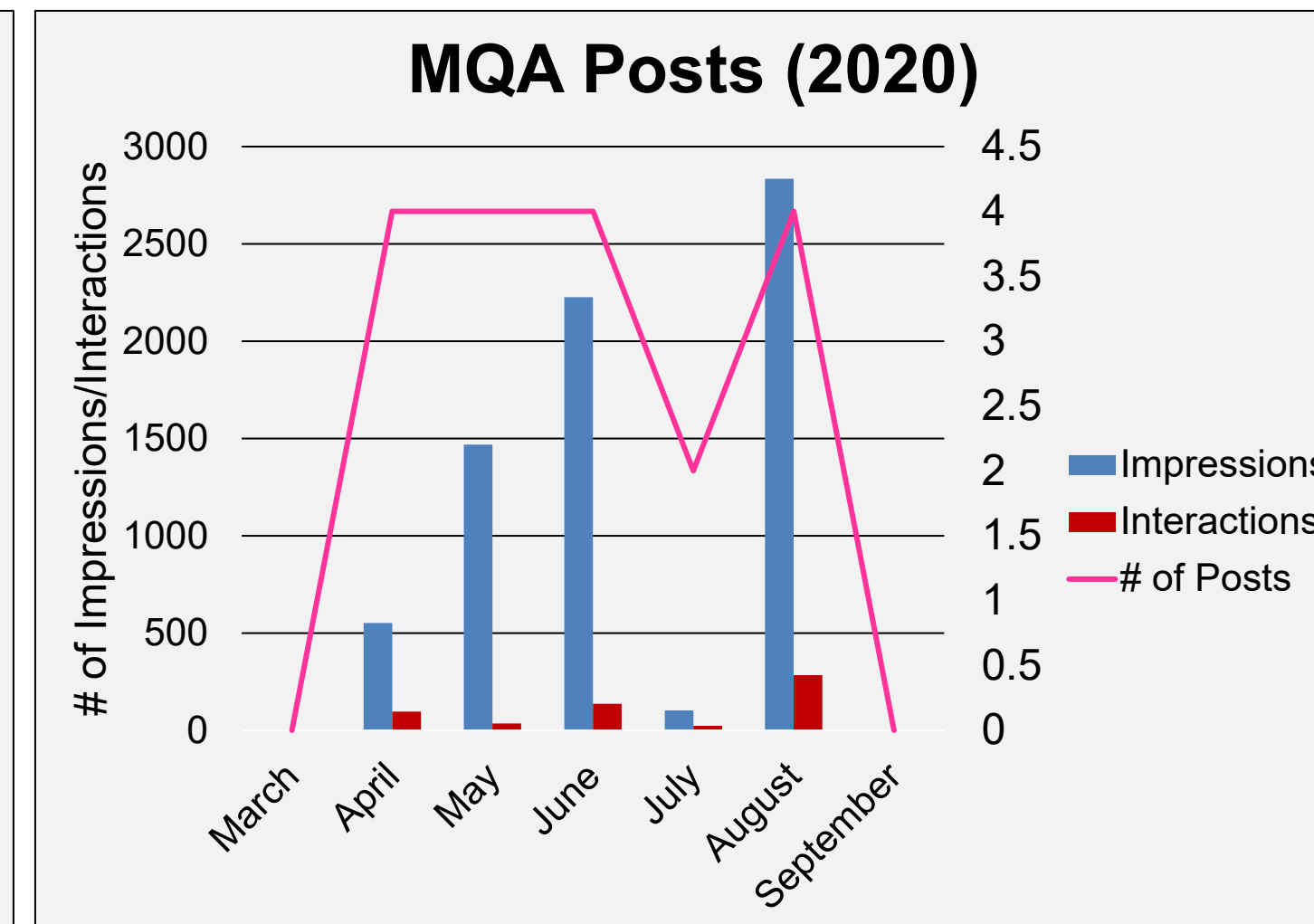
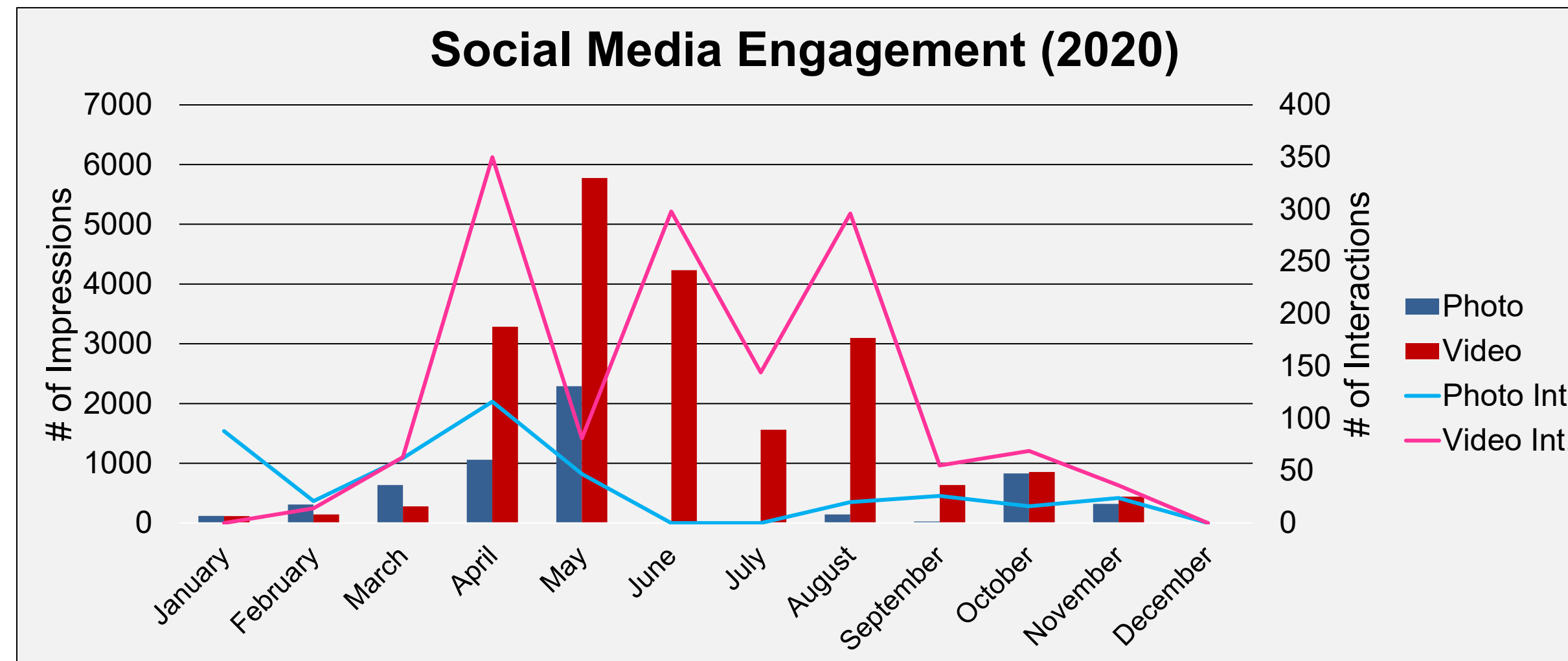
- Convert the Mosquito SWAT Lab experience into a virtual presentation
- Establish an evergreen education program
- Examine and address areas to increase student engagement and interaction

Method

- Social Media | MQA Mosquito Questions Answered
 - Season 1: 10 Episodes
- Virtual Presentation
 - 45 minutes
 - 5 components
 - Dual presenter
 - Feedback Survey (30)
- 360° Home Inspection
 - Indoor & Outdoor
 - Reintroduce Education Mascot

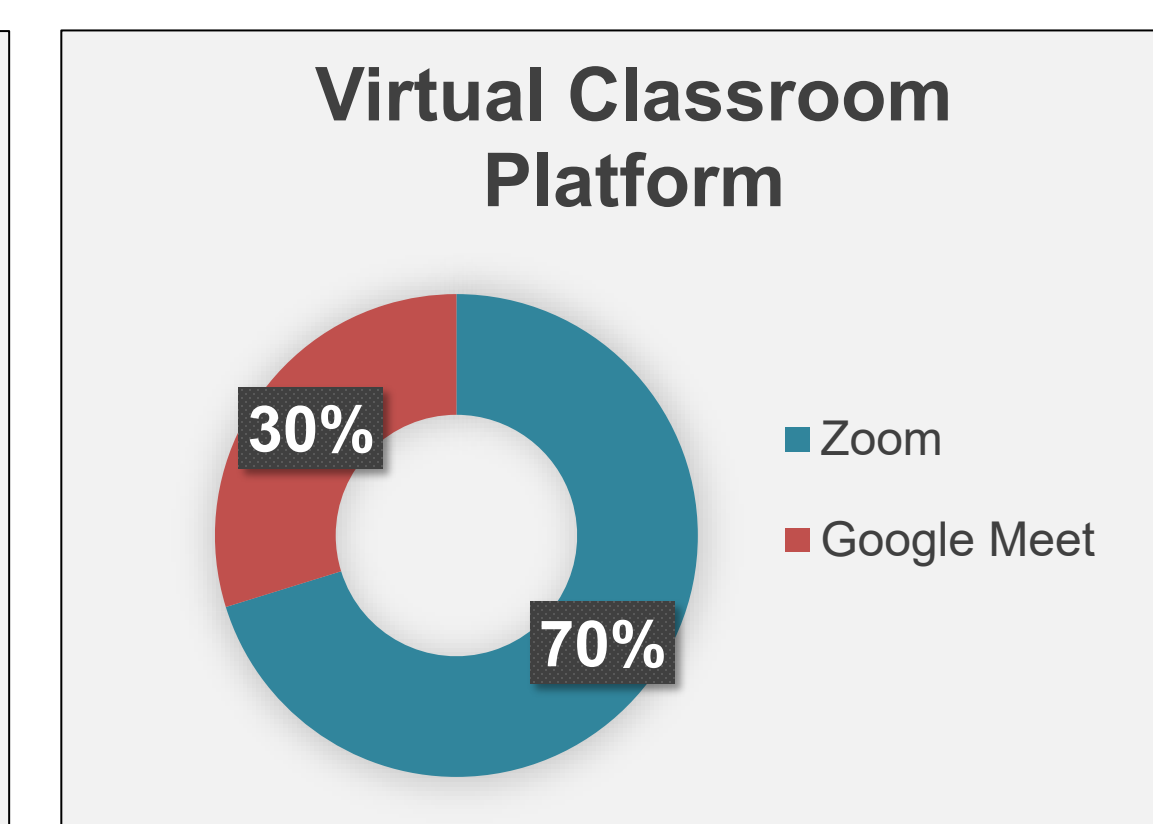
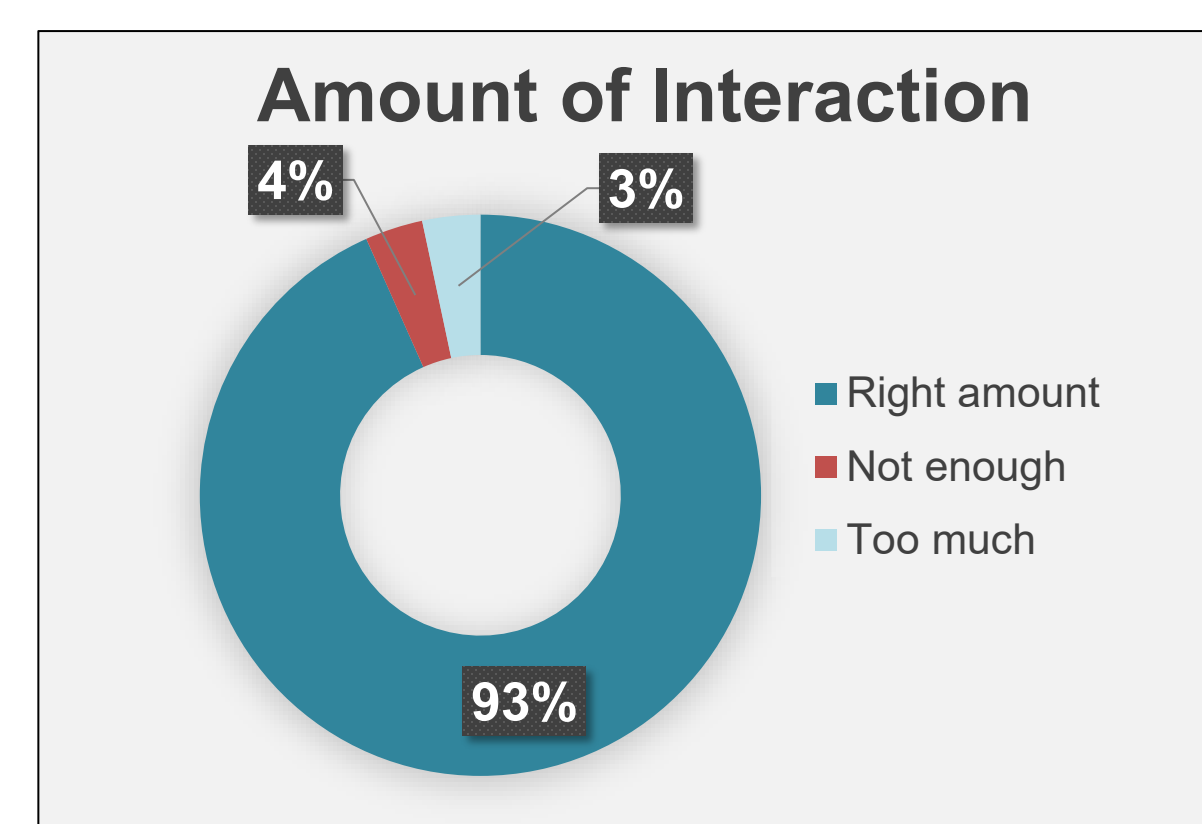
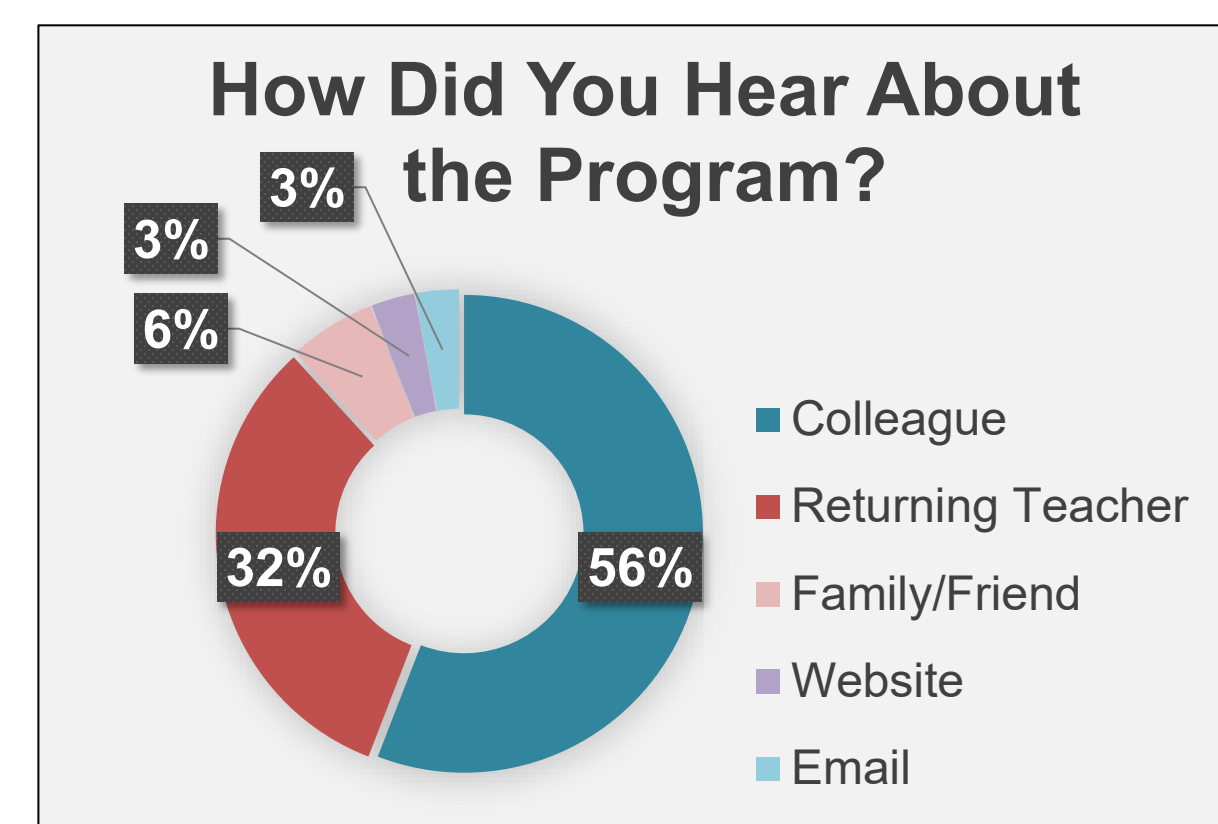


Results



	Pre-COVID	Virtual Program
# of Presentations	48	47
Surveys completed	8	30

Grades Seen	4 th	5 th	Other
Pre-COVID	87	1,292	5
Virtual Program	152	1,109	124



What did your STUDENTS like about the program?

“ They enjoyed the visuals and being able to ask questions. They particularly enjoyed the break from their regular program. ”

Excerpt 1. Virtual Program Feedback Survey

★★★★★

Discussion

- MQA most successful social media post.
- MQA can be easily incorporated with the virtual program; students visibly enjoyed comedic elements.
- Learning curve – students and teachers more prepared for virtual classrooms for 2020-2021.
- Incorporating more media: 360° Home Inspection, MQA, and fun videos led to positive reviews from teachers. Designed to reinforce topics throughout program.
- Virtual Program is more efficient. Less travel time and allows for more schools in one day. Allows access to education program to a wider audience (in-person SWAT Lab Program is one school per day; targeting 5th grade exclusively).
- Virtual communications and district policies stand as obstacles to add more student engagement.
- Provides opportunity to promote Education Program brand and online resources.

Conclusions

- Virtual program is easier to market, register, and implement lesson plan versus the SWAT Lab Program.
- Having interactive segments and a dual presenter allow to control pace of the presentation to keep students engaged and entertained.
- The virtual program can be used post COVID for schools that cannot physically host the SWAT lab.
- Distance learning allows the education team the creative space to incorporate contemporary online trends students can relate to.

Acknowledgments

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Literature Cited

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