

The Future is Bright

Overall Campaign Questions
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“The Future is Bright” campaign

Q: What is “The Future is Bright” campaign?

A: In celebration of DNA Day on April 25th, “The Future is Bright” campaign is an initiative to reach **10,000** students, teachers, and members of the general public through Illumina’s genomic literacy efforts. Throughout the month of April, Illumina will partner with community organizations around the United States to lead career panels, implement genomics curriculum, and even perform a hands-on experiment from home.

Q: Who can participate in “The Future is Bright”?

A: We are partnering with K-12 classrooms (public, private and charter), after-school programs, and non-profit organizations to bring genomic activities to students. If students are at home, family members are welcome to join in the fun as well.

Q: Who should fill out the survey?

The registration survey should be filled out by the teacher, program coordinator, or educator who will be leading the students. *For example, if charity XX shares this opportunity with an entire school, EACH teacher will need to fill the form out for their classroom.*

Q: How do I get started? What are some tips on how to be successful in bringing this to my class?

A: Take [our survey](#) to let us know how you want to participate in the campaign. Opportunities include:

- Access free genomics curriculum at [DNA Decoded](#)
- Watch a genomics themed live-stream through [Skype a Scientist](#)
- Invite a genomics professional to speak to my group
- Receive a free [Strawberry DNA Extraction CLASSROOM kit](#) (32 experiments)
- Receive a free Strawberry DNA Extraction SINGLE kit (2 experiments)
- Sign up for assorted virtual STEAM sessions through [San Diego Festival of Science & Engineering](#) April 25 - May 1

For additional tips and tricks to a successful classroom experience, please attend one of our training sessions at the end of March. During this session we will share best practices for each engagement as well as an in-depth tutorial on the strawberry DNA extraction activity.

Q: What if we want to have a scientist come into our classroom outside of April?

Illumina’s genomic literacy programs run all year round, so if you are not able to participate in these activities you can still inquire about connecting your classroom to scientists through our partner [Skype A Scientist](#).

Q: Can I share this opportunity with my fellow teachers?

Yes! We would love for you to share these opportunities with your teacher teams and colleagues. Just be sure that if they want to participate in any of the hands-on portions, they register their own group/class.

Q: How long should I allot for these activities?

We suggest allotting 45 minutes for these activities but include time to get your class set up online if you are in a virtual setting.

Q: Are there any requirements of me as a teacher to participate?

Most importantly - have fun! Beyond that, we are asking that you fill out our post-event survey and to share your experience with your colleagues and social media networks.

LIVE Skype a Scientist Sessions

Q: How is Skype a Scientist connected with Illumina?

A: Skype a Scientist, a non-profit whose goal is to make science accessible and fun through personal connections with scientists, is one of the educational partners for Illumina and the Illumina Corporate Foundation. We have worked with them to connect classrooms around the world with our Illumina scientists.

Q: What grades are these LIVE sessions aimed at?

A: We have three LIVE Skype a Scientist sessions aimed at various groups.

- March 27: Bringing DNA and Genomics into Your Classroom (intended for teachers)
- April 28: Careers in Biotech for High School Students
- April 29: The ABC's of DNA for Elementary Students

If you are not able to make these sessions, you can watch them on the Skype A Scientist [YouTube Channel](#) after they air.

Hands-On DNA Extraction Kits

Q: What age/grades is this activity best for?

We have had successful in-classroom experiences from 2nd grade through 12th grade. The biggest difference is how you share the content with the students. If students are in elementary school, we recommend highlighting different traits we can see in the world around us (i.e. who has dimples, hair color, eye color, right/left-handed, etc.). When we are talking to middle/high school students, we discuss traits, genomics applications, and emphasize different careers that are possible at Illumina. Many of them do not know that there are related non-scientist jobs available or how many different types of scientist and engineering jobs there are.

Q: How much do the kits cost to order?

A: Illumina and the Illumina Corporate Foundation will be covering DNA extraction kit costs in celebration of DNA Day on April 25th. ***The only responsibility of the non-profit organization, teacher, or household would be purchasing a strawberry (fresh or frozen) ahead of the experiment.***

Q. What is the difference between a single kit and a classroom kit?

A: A single kit provides enough materials for two strawberry DNA extractions and is suited for a single demonstration. A classroom kit provides enough materials for 32 strawberry DNA extractions and can be separated into single student stations.

Q: How do I order a Strawberry DNA Extraction kit?

A: Fill out our Illumina survey here: <https://www.surveymonkey.com/r/DNAMonth2021>. Complete the contact, address, and kit selection portions of the form so we can send the appropriate kit to you.

The deadline to fill out our survey and guarantee a kit in time is March 5th **(NOTE: limited supplies are available)**. Kits should arrive from Carolina Biological Supply by March 26th at the latest. All materials EXCEPT the strawberry will be provided. Teachers/organizations will be responsible for ensuring that their students obtain a strawberry prior to the experiment, whether they provide it or if it is the responsibility of the family. NOTE: You can use fresh or frozen strawberries for this activity.

Q: Who will the kit be coming from?

A: The kits will be provided and shipped by Carolina Biological Supply. If you have shipping questions, please contact Carolina's customer service directly with your order number that they will provide.

Phone: 1-800-334-5551

Online/chat support: <https://www.carolina.com/help/contact-us>.

Q: If our students are in a remote learning environment, how can they participate in the strawberry DNA extraction activity?

A: We understand that safety is a priority in our current environment. Even in a remote learning environment, there are a couple different ways students can still participate in our strawberry DNA extraction activity.

1. Order a classroom kit and separate the kit into 32 individual kits.
 - a. If you need more than 32 kits, please order the appropriate number of kits in multiples of 32, for example if you have a class of 60 students, you will need to order 2 kits and break them up into 60 individuals.
 - b. In order to break this up, some additional steps will need to be completed in order to get them their kits. We will be filming a video to guide you through this process, all materials needed to break down the kits, other than strawberries, will be included.
2. Order a single kit and do a demo for them, going through all the steps listed. Do not order single kits for students. These are reserved for teachers or scientists to perform demos.

Q: How many kits can we order?

A: We are allowing teachers to order the necessary number of kits to include all their students. Because of the limited amount of kits we have to share with non-profits and schools, please only order what you need so we can offer this opportunity to as many teachers as possible.

Q: Can an entire school request a kit?

A: Yes, but be sure that, if multiple teachers want to participate in any of the hands-on portions, they register their own group/class.

Q: What is the safest way to dispose of excess materials after the event?

A: See below:

- **Teachers:** Since the kits have [ethanol](#) to help separate the DNA from the strawberry, we suggest following of your school's waste guidelines.
- **Students/Families:** If you are disposing of materials at your home, the mixed solution (strawberry, ethanol, and soap) can be thrown away after you have removed your DNA. If you have leftover ethanol, be sure to dilute it with equal parts water before discarding it in your trash or sink.

Career Chats

Q: How many employees will I have for my career chat?

A: We have committed to providing at least 1 employee per classroom (assuming the student count is approx. 30 students).

Q: Who will be facilitating the career chat? The teacher or someone else?

A: Once teacher/employee matches have been made in mid-March, it will be the responsibility of the pair to decide which virtual platform will work best for the students. We recommend using the platform that students are most familiar with.

Q: Will the Illumina employee be covering an introduction to DNA/Genomics?

A: This is entirely up to the teacher and professional to decide what is best for the class. We do have introductory materials the Illumina employee can use, but we want to make this the best experience for YOUR class.

Q: Do students need to come up with their own questions ahead of time?

A: We highly recommend talking to your students about who will be coming into the "classroom" that day and giving them time to think about questions to ask to keep the conversation going.

Q: Who should I contact if I have further questions?

If you have additional questions, reach out to illuminacares@illumina.com