



"Scientific Inquiry Starts Here!™"; ANOVA Science Education Corporation Purchases ScientificInquiry.com and Launches RIP Awareness Campaign

ANOVA Science Education Corporation announces its recently acquired domain name to the education world using the slogan, "Scientific inquiry starts here!™" This announcement coincides with the company's promotional campaign for raising the awareness of its successful Research Investigation Process (RIP) science education program among kindergarten through high school educators.

Honolulu, HI (PRWeb via [PRWeb](#)) February 20, 2008 -- ANOVA Science Education Corporation (ANOVA Science; <http://www.anovascience.com> or <http://www.ScientificInquiry.com>) ANOVA Science Education Corporation announced today that it has purchased the domain name ScientificInquiry.com. This domain will help to establish the company as the premier leader in kindergarten through high school level scientific inquiry professional development services and products, including its Research Investigation Process (RIP®) books and wall posters published by its subsidiary, ANOVA Science Publishing. According to ANOVA Science Board member Mr. Gordon Schaubhut, "This is a milestone in our current thrust to begin a nation-wide advertising campaign that will make elementary through high school teachers and administrators, and colleges and universities across the nation take notice of our proprietary and very successful science education program." According to the company, the awareness initiative will target the community of elementary school teachers and secondary school teachers through print media, including professional science education and general education journals and newsletters; dispersment of promotional materials at science, science education, and general education conventions and conferences; and through company sponsored promotional seminars and workshops.

The RIP, a scientifically-research-based science education program that incorporates scientific inquiry and critical thinking in an instructional model, is at the center of the professional development services and education products marketed by ANOVA Science. "ScientificInquiry.com is the most appropriate domain name for development of a marketing website for our products and 'Scientific Inquiry Starts Here!™' a fitting slogan for the support services we provide to teachers and schools," said ANOVA Science president and neuroscientist, Dr. Robert Landsman. "Research in the fields of education, learning, and motivation provides convincing evidence that students who learn science in the context of scientific inquiry are more motivated learners, do better in science, and are more likely to pursue science in higher education and as careers than students who learn in more traditional manners. The mission of our company is to use scientific inquiry to foster more positive student attitudes toward science and to promote higher student achievement in the learning of science across the country."

Included in its advertising initiative, ANOVA Science has begun to offer brief hour to two-hour, as well as half-day and full-day, informational sessions designed to provide a taste of the RIP program professional development experience for educators. These sessions are typically hosted by education organizations such as a college, university, or school district, and attended by a wide variety of participants, ranging from teachers to superintendents. According to Dr. Landsman, "These mini-workshops demonstrate to educators that scientific inquiry really does start here. They raise awareness about our company's mission in education and provide participants with a sampling of our professional development activities focusing on scientific inquiry and critical thinking. Most importantly, they have consistently resulted in extremely positive reviews." One such session,



hosted last December by the Professional Resources in Science & Mathematics (PRISM) center at Montclair State University in New Jersey, was attended by approximately 30 educators from 12 school districts covering Northern New Jersey. Following the session, PRISM Director Dr. Jackie Willis commented, "Before the end of the RIP program, the teachers and administrators were having many 'Aha!' moments and were asking how they could bring the RIP training and materials into their own classrooms. Clearly, the Research Investigation Process program and products have broad application for the improvement of science and mathematics teaching."

RIP is a trademark or registered trademark and service mark or registered service mark, of ANOVA Science Education Corporation, ANOVA Science Publishing, and Dr. Robert Landsman in the U.S. and/or other countries. ANOVA Science Education Corporation assists schools in implementing scientific research-based science education programs, providing students with critical thinking and decision-making tools for life-long learning skills that support economic growth and the maintenance of security in the USA. As sole distributor of products and services associated with the Research Investigation Process (RIP ®) inquiry-based science education program for K-12 schools, the contribution of ANOVA Science's vision, services and products toward the nation's movement for science education reform has been recognized and is well received by national and state education organizations. ANOVA Science's activities and services include professional development workshops, seminars and projects; teacher coaching and mentoring; curriculum development addressing state and national standards; and publishing education materials available online at <http://www.anovascience.com> or <http://www.ScientificInquiry.com>.

For more information about the RIP or to speak with Dr. Landsman directly, please call 808-741-8512.

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