

Communicating Science for Impact Short Course

in conjunction with the 2017 EarthScope National Meeting

Monday, May 15, 2017

8:00am - 6:00pm

K'enakatnu room, Dena'ina Convention Center, Anchorage, Alaska

Instructors: Beth Bartel, UNAVCO & Maite Agopian, ESNO

Scientists are regularly asked to share their research in informal settings during their careers: a classroom, a museum, a science center, a library, a public conference. But engaging the public to really understand sometimes complex notions does not necessarily come naturally. Gaining some insight and tools from Informal Science Education (ISE) experts will help you better communicate your own research with a public of all ages and backgrounds. This short course will introduce you to these tools using the [Portal to the Public](#) program, as well as to lessons learned regarding specific communications channels such as social media, mass media, and policy makers. You are the expert in your field. Share it and inspire in a whole new way!

"I feel like I finally learned how to make my science topic approachable to the average person...and how to engage them and discover what they know."

- Portal to the Public scientist

AGENDA

- 8:00-8:15 Get breakfast, get settled; welcome from Beth & Maite
- 8.15-8.45 Activity One: **Making Meaning**
Goal: Icebreaker & starting from the known: What are the ingredients of a meaningful learning experience?
- 8.45-10:15 Activities Two & Three: **Personal Learning** (20 min) & **Building a Common Vision** (60 min)
Goals: Explore how people learn in informal learning environments; identify professional blind spots
- 10.15-10.30 Break**
- 10.30-11.00 Activity Four: **What's in a Word**
Goal: Identify jargon as a communication barrier
- 11.00-11.50 Activity Five: **Questioning Strategies**
Goal: Develop communication strategies that support inquiry
- 12:00-1:30 Lunch - Humpy's Great Alaskan Alehouse**
<http://www.humpysalaska.com/>

- 1:30-1:40 Group photo
- 1:40-2:00 Activity Six: **But Why?**
Goal: Develop and practice elevator speeches
- 2:00-3:00 Topic One: Working with the Media
Guest: Yereth Rosen, Alaska Dispatch
Exercise: Interviews
- 3:00-3:15 Break**
- 3:30-4:00 Topic Two: Meeting with Policy Makers
Exercise: Messaging
- 4:00-4:45 Topic Three: Leveraging Social Media
Exercise: Boiling it down
- 4:45-5:15 Topic Four: Face-to-face outreach
Activity: Concept Mapping
- 5:15-5:45 Where to Next? Introduction to the rest of the program & worksheets
Goal: Define a personal or group plan for now through program end in August
- 5:30 - 6:00 Report out, group feedback, and accountability agreements; how to connect the morning learnings to the afternoon planning
- 6:30 Dinner, TBD**