Communicating Science for Impact Workshop
in conjunction with the 2017 IAVCEI Meeting

Sunday, August 13, 2017
8:30am - 12:00pm
Native America Student and Community Center, Room 110, Portland State University
Instructor: Beth Bartel, UNAVCO // bartel@unavco.org

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. Share your expertise and inspire others 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

8:30-8:45 Welcome and introductions

8:45-9:15 Activity One: Making Meaning (30 min)
Goal: Icebreaker & starting from the known: What are the ingredients of a meaningful learning experience?

9:15-10:15 Activity Two: Building a Common Vision (60 min)
Goals: Explore how people learn in informal learning environments; personal communication styles and objectives; identify professional blind spots

10:15-10:25 Break

10:25-10:30 Group photo

10:30-11:00 Activity Three: What's in a Word (30 min)
Goal: Identify jargon as a communication barrier

11:00-11:30 Activity Four: But Why? (30 min)
Goal: Develop and practice elevator speeches

11:30-11:50 Debrief discussion and resources

11:50-12:00 Survey