

Communicating Science for Impact - UT Austin

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Scientists are regularly asked to share their research in informal settings throughout their careers: a classroom, a museum, a science center, a public conference. But engaging the public to really understand sometimes complex notions does not necessarily come naturally. This workshop pairs participants with experts from improvisational theatre and Informal Science Education so that participants can gain the tools and insight needed to better communicate their own research with a public of all ages and backgrounds. Part of the workshop will introduce participants to these tools using the Portal to the Public program. In addition, tools borrowed from improv will be used to help participants understand group dynamics, tell stories, and say yes in the face of the unknown. This workshop is beginner-friendly and free to anyone within the Jackson School of Geosciences.

"It was magical - I am inspired and I will definitely communicate science better because of this workshop!"
- 2017 EarthScope Communicating Science for Impact participant

WORKSHOP AGENDA

9:00-9:30 **Introductions and Overview**

9:30-11:00 **Personal Learning & Building a Common Vision**

Explore how people learn with an appreciation for different backgrounds and perspectives; identify our professional blind spots

11:00-11:30 **What's in a Word?**

Identify jargon as a communication barrier

11:30-12:00 **Points of Connection**

Listening to learn, to connect with our audience

12:00-1:00 **Lunch & group photo**

1:00-1:30 **But Why?**

Develop and practice elevator speeches for different audiences

1:30-2:30 Social Media

Learn to leverage social media for science communication

2:30-3:00 Visualizing Science

Improve your visuals for a non-specialized audience

3:00-4:30 STEMprov

- Accessing Creativity and Getting Out of Your Head
- Collaboration and “Yes And”
- Connection, Listening, and Empathy
- Engaging with Your Audience
- Being in the Moment and Playing Off-the-Cuff
- Turning Facts into Storytelling
- Risk-taking and Learning from Failure
- Giving and Taking Feedback