

2018 NSF STC DIRECTORS MEETING

Engaging Diverse Audiences: Broadening Participation
Through Science Communication

August 21-22, 2018

Banatao Auditorium, 300 Sutardja Dai Hall
University of California, Berkeley

Center for Energy Efficient Electronics Science

2018 STC DIRECTORS MEETING: PROGRAM SCHEDULE – STUDENTS

TUESDAY, AUGUST 21, 2018

7:15 am **Registration & Breakfast**

8:00 am **Welcome Remarks**

Tsu-Jae King Liu, Dean, College of Engineering, UC Berkeley

Eli Yablonovitch, Director, Center for E3S, UC Berkeley

Michael Bartl, Executive Director, Center for E3S, UC Berkeley

8:20 am **Informal Science Communication**

8:20 am **Caleb Cheung**, Chabot Space & Science Center, Oakland
“Bringing science closer to the public through children and youth”

8:45 am Questions & Discussion

8:55 am **Carol Lynn Alpert**, Museum of Science, Boston
“Science communication skills that advance discovery and innovation”

9:20 am Questions & Discussion

9:30 am **Jennifer Frazier**, Exploratorium, San Francisco
“Seeing the unseen: Engaging the public in new areas of research through visualizations”

9:55 am Questions & Discussion

10:00 am **Break**

10:20 am **Panel: Bringing Science and Engineering to the Public**

Roseanne Ford, Moderator (Chemical Engineering, University of Virginia)

Panelists: **Caleb Cheung** (Chabot Space & Science Center, Oakland), **Carol Lynn Alpert** (Museum of Science, Boston), **Jennifer Frazier** (Exploratorium, San Francisco), **Seth Shostak** (SETI Institute, Mountain View), **Kedrick Perry** (Center for E3S, UC Berkeley)

11:10 am **Diversity & Inclusion Workshop (Professional Development Activity)**

11:15 am **Welcome Remarks**

Michael Bartl, Kedrick Perry, Lea Marlor (Center for E3S, UC Berkeley)

11:30 am **Kedrick Perry**, Diversity Director, Center for E3S, UC Berkeley
“Increasing diversity and inclusion in science and engineering”

The purpose of this workshop is to develop a greater understanding and awareness for increasing diversity and inclusion in any organization or program. Students will learn about best practices, processes, and tactics to sustain successful diversity initiatives and to create new ones. A general overview of current diversity topics will be provided, which may also serve as a refresher for those in the business of DEI (diversity, equity, and inclusion).

12:15 pm **Lunch**

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1:15 pm **Science Journalism: Are We Preaching to the Choir?**

- 1:15 pm **Peter Aldhous**, BuzzFeed News, San Francisco
“Science reporters: Cheerleaders or watchdogs?”
- 1:40 pm Questions & Discussion
- 1:50 pm **Erika Check Hayden**, Science Communication Program, UC Santa Cruz
“Communicating to close the gap between scientists and the public”
- 2:15 pm Questions & Discussion
- 2:25 pm **Nsikan Akpan**, PBS NewsHour, Washington, DC
“PLEASE WATCH! Video storytelling for science news”
- 2:50 pm Questions & Discussion
- 3:00 pm **Seth Shostak**, SETI Institute, Mountain View
“Is telling people how science works a lost cause?”
- 3:25 pm Questions & Discussion

3:30 pm **Break**

3:45 pm **Media Training Workshop (Professional Development Activity)**

Sarah Yang, Executive Director, COE Marketing/Communications, UC Berkeley
Roxanne Makasdjian, Director of Broadcast Communications, UC Berkeley

This workshop will provide participants from science and engineering disciplines a training on how to interact with the media. The goal is to help researchers from various fields to develop skills necessary for talking to reporters and working with the media, in general.

5:00 pm **Break**

5:15 pm **Career Panel: The Path from Scientist to Science Communicator**

Aditi Risbud, Moderator, College of Engineering, UC Davis

Panelists: **Ben Young Landis** (Capital Science Communicators, California Council on Science and Technology), **Todd Ostomel** (Squire Patton Boggs, Paolo Alto), **Erika Check Hayden** (Science Communication Program, UC Santa Cruz), **Peter Aldhous** (BuzzFeed News, San Francisco), **Nsikan Akpan** (PBS NewsHour, Washington, DC)

6:15 pm **Walk to Hearst Memorial Mining Building**

6:30 pm **Wine & Cheese Reception**

7:15 pm **Dinner**

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WEDNESDAY, AUGUST 22, 2018

- 7:30 am** **Breakfast**
- 8:30 am** ***Walking Tour of the UC Berkeley Campus***
Students and staff from the Center for Energy Efficient Electronics Science (E3S) will lead a walking tour of the campus of the University of California, Berkeley, including a visit of the famous Berkeley campanile.
- 9:45 am** **Break**
- 10:10 am** ***Panel: Communicating Effectiveness – The Role of Evaluation***
Catherine Amelink, Moderator, Center for E3S, Virginia Tech
Panelists: **Lizanne DeStefano** (CBMM, Georgia Institute of Technology), **Lubi Lenaburg** (CNSI, UC Santa Barbara), **Cynthia Phillips** (Office of Integrative Activities, National Science Foundation), **Lea Marlor** (E3S, UC Berkeley)
- 11:00 am** ***Communicating Across Differences***
11:00 am **Patricia Raun**, Center for Communicating Science, Virginia Tech
- 11:30 am** ***Improvisation Workshop (Professional Development Activity)***
Patricia Raun, Director, Center for Communicating Science, Virginia Tech
“Communicating science: Learning to listen, listening to learn”
In this experiential workshop, participants will be led through a series of practical and unusual exercises. These experiences will introduce the approach to developing skills of communication. The tools of actor training (such as improvisation, role-play, and serious games) will be used to build communication skills in science and technology professionals. This particular workshop will introduce practical exercises that focus on listening, situational and self-awareness, and communicating personally to increase audience connection. Prepare to move, engage, and enjoy yourself!
- 12:50 pm** ***Concluding Remarks***
Eli Yablonoitch & Michael Bartl, Center for E3S, UC Berkeley
- 1:00 pm** **Boxed Lunch**
- 1:30 pm** ***Visit of the Exploratorium (Optional Professional Development Activity)***
Dr. Jennifer Frazier (Program Director, Living Systems, Exploratorium) has generously offered to host a visit of the San Francisco Exploratorium: The Museum of Science, Art and Human Perception. The mission of the Exploratorium is to create inquiry-based experiences that transform learning. The Exploratorium has been described by the New York Times as the most important science museum to have opened since the mid-20th century, an achievement attributed to "the nature of its exhibits, its wide-ranging influence and its sophisticated teacher training program".