

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

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 **STC Presentations (Class of 2013)**

11:15 am **Edward Snell**, SUNY Buffalo
Center for Biology with X-Ray Free Electron Lasers (BioXFEL)

11:30 am Questions & Discussion

11:35 am **Kenneth Blum**, Harvard University
Center for Brains, Minds, and Machines (CBMM)

11:50 am Questions & Discussion

11:55 am **Robert Westervelt**, Harvard University
Center for Integrated Quantum Materials (CIQM)

12:10 pm Questions & Discussion

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 **STC Presentations (Class of 2016)**

- 3:50 pm **Ritchie Patterson**, Cornell University
Center for Bright Beams (CBB)
- 4:05 pm Questions & Discussion
- 4:10 pm **Wallace Marshall**, UC San Francisco
Center for Cellular Construction (CCC)
- 4:25 pm Questions & Discussion
- 4:30 pm **Vivek Shenoy**, University of Pennsylvania
Center for Engineering MechanoBiology (CEMB)
- 4:45 pm Questions & Discussion
- 4:50 pm **Margaret Murnane**, University of Colorado
Center on Real-Time Functional Imaging (STROBE)
- 5:05 pm Questions & Discussion

5:15 pm **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, Palo 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**

2018 STC DIRECTORS MEETING: PROGRAM SCHEDULE

WEDNESDAY, AUGUST 22, 2018

7:30 am **Breakfast**

8:00 am **STC Presentations (Class of 2010)**

- 8:05 am **Erik Goodman**, Michigan State University
Center for the Study of Evolution in Action (BEACON)
- 8:20 am Questions & Discussion
- 8:25 am **Jan Amend**, University of Southern California
Center for Dark Energy Biosphere Investigations (C-DEBI)
- 8:40 am Questions & Discussion
- 8:45 am **Roger Kamm**, Massachusetts Institute of Technology
Center for Emergent Behaviors of Integrated Cellular Systems (EBICS)
- 9:00 am Questions & Discussion
- 9:05 am **Ananth Grama**, Purdue University
Center for Science of Information (CSol)
- 9:20 am Questions & Discussion
- 9:25 am **Eli Yablonovitch**, UC Berkeley
Center for Energy Efficient Electronics Science (E3S)
- 9:40 am Questions & Discussion
- 9:45 am **Project ENGAGES** video presentation (*EBICS*)

9:55 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**

Patricia Raun, Center for Communicating Science, Virginia Tech

11:30 am **Breakout Sessions**

STC Directors
STC Managing Directors
STC Education/Diversity Directors

Workshop (11:30–12:45 pm)

Patricia Raun, Virginia Tech
“Communicating science: Learning to listen, listening to learn”

12:20 pm **Reports from Breakout Sessions**

12:50 pm **Concluding Remarks**

Eli Yablonovitch & Michael Bartl, Center for E3S, UC Berkeley

1:00 pm **Boxed Lunch**

1:30 pm **Optional: Visit of the Exploratorium**