



March 4-11, 2016
Hilo, Hawai'i

**Science Communication Workshop for Science-Based Professionals
Journey through the Universe - Hilo, Hawaii – March 4, 2016
Imiloa Astronomy Center
Led by Dennis Schatz**

All workshop elements are highly interactive and provide opportunities to use skills highlighted in the workshop experience. As states across the nation begin to adopt the Next Generation Science Standards (NGSS), references to NGSS will be made during this workshop and how the interactive approach that Portal advocates is nicely aligned with the Scientific Practices in NGSS.

MORNING SESSION

Science Communication 1.0

For scientists that did not attend the 2015 workshop

Participants in the Morning Session need to come to workshop with a current scientific research topic in mind that you want to focus on during the workshop. Please complete the attached information sheet -- Assessing Audience Prior Interest and Knowledge.

8:30am – Introduction and overview of Portal to the Public Network, including viewing of six-minute video and ending with explaining that workshop is a sample of the PD provided scientists who become Portal to the Public Science Communication Fellows.

9:00am – Making Meaning -- Demonstrates the importance of developing personal connections with audiences based upon shared experiences/knowledge.

9:30am – Building a Common Vision – Highlights how people learn and the implications for effective science communication.

10:30am - Questioning Strategies – Shows the value of questions, plus how to use questions to understand people's preconceptions and develop effective mechanism to communicate scientific concepts and practices.

11:15am – Concept Mapping – Provides strategy to identify key concepts that make for effective science communication of the topic participants describe on the Assessing Audience Prior Interest and Knowledge worksheet.

Break embedded in small group discussion time associated with Concept Mapping – to be taken as participant desires.

12:00pm– Talk To Your Neighbor – Explores strategies to convey a scientific topic to diverse and multi-generational audiences.

12:30pm– Adjourn

AFTERNOON SESSION
Science Communication 2.0

For scientists that attended the 2015 workshop or the morning workshop

Participants in the Afternoon Session need to come to workshop with three tools that you use in your work. These will be used in the Tool and Career Clues portion of the agenda. Please bring these tools in a large shopping bag. This can be as elaborate as a sophisticated piece of equipment, or as simple as a writing tool, piece of clothing or computer printout.

1:30pm - Introductions and reminder of prior work.

1:45pm – What’s In a Word – Learn how to identify and avoid jargon and other potentially confusing or unnecessarily complicated language.

2:30pm – Tools and Career Clues – Explore how tools provide clues to a person’s career and how these can be used to develop interest by audience members.

Break embedded in discussion time associated with Tools and Career Clues – to be taken as small group desire.

3:30pm – Did They Understand Me? Did I have an Impact? -- Suggestions for various ways to evaluate the impact of your presentations.

4:30pm – Adjourn

Please contact Janice Harvey, jharvey@gemini.edu, to register for either the morning or afternoon Journey through the Universe astronomers/engineers workshop conducted by Dennis Schatz. The sessions are limited to 50 attendees, please sign-up early!