



CENTER FOR RESEARCH
AND EVALUATION

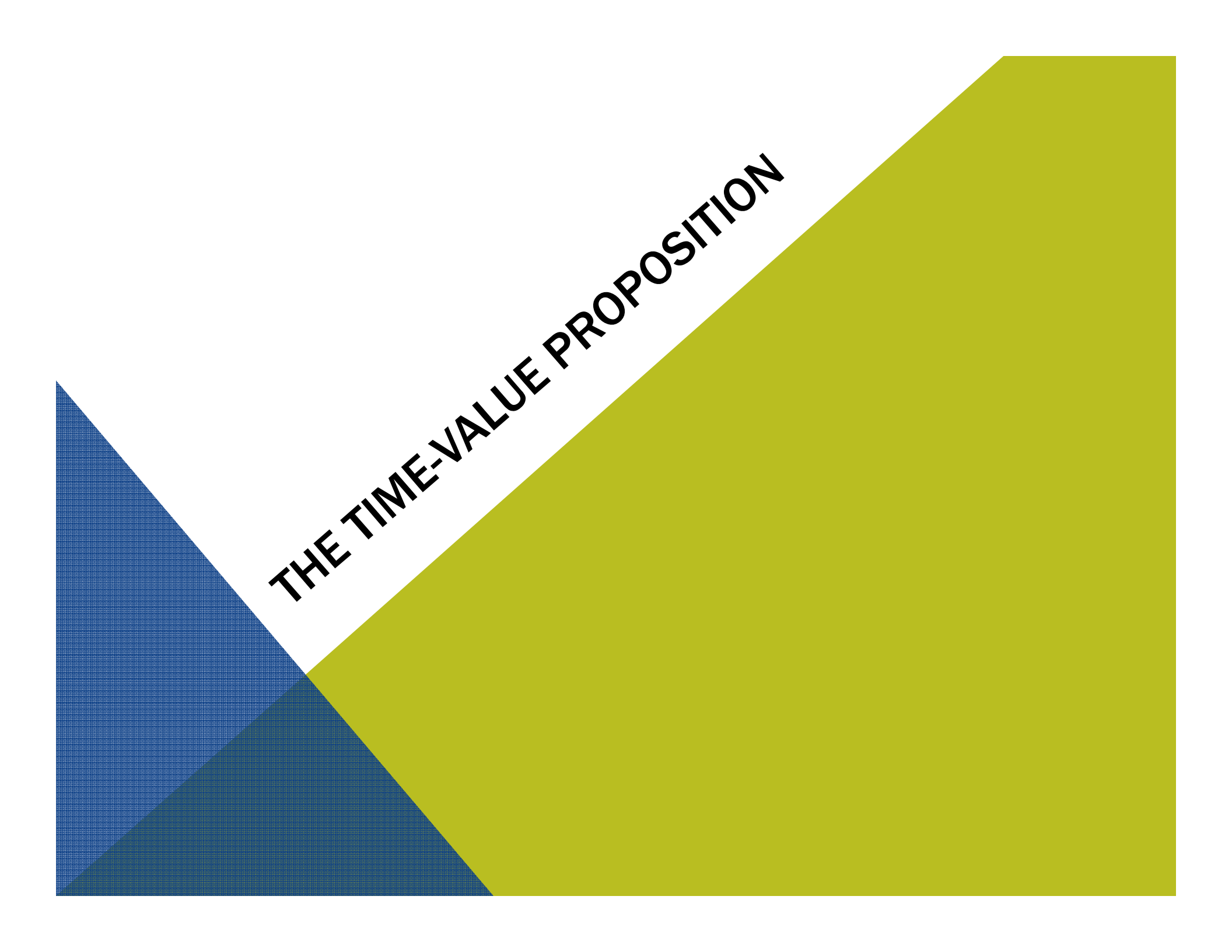
Lifelong Learning Group

FROM THE FRONT LINES OF THE SCIENCE OF SCIENCE COMMUNICATION

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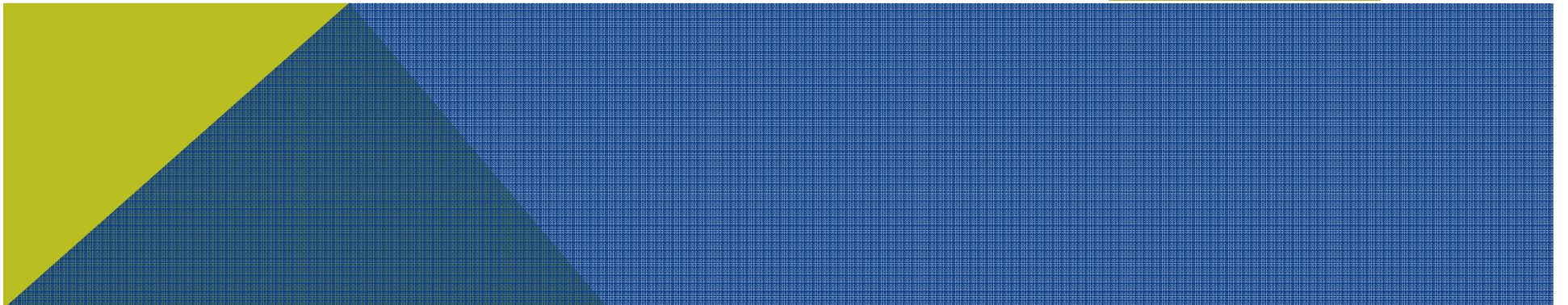
THE TIME-VALUE PROPOSITION

SCIENTISTS

Willing to put in the time for training

But must see value in it

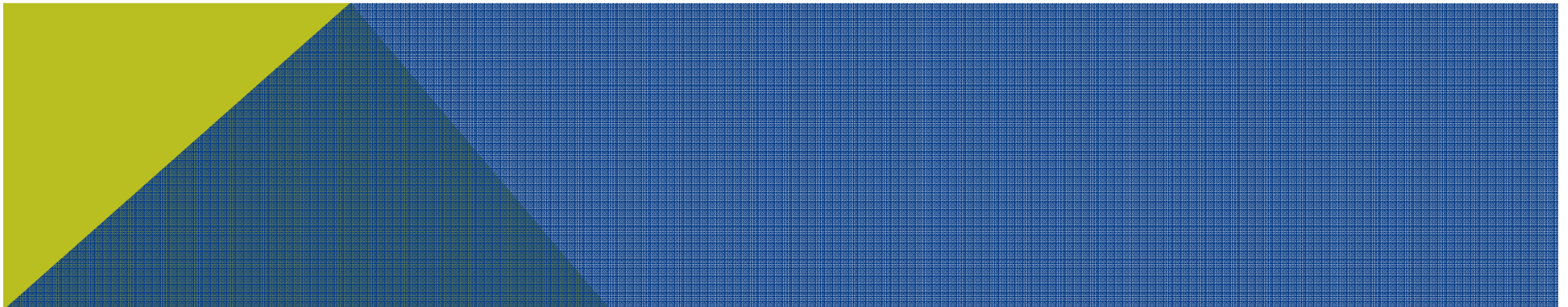
- Training for a purpose
- Can see gains
- Understand unique value



NOT EVERY SCIENTIST IS CUT OUT FOR PUBLIC COMMUNICATION



Get off
my
zoo's
lawn!





WHAT'S IN IT FOR ME?

THE VALUE FOR SCIENTISTS OF PUBLIC OUTREACH (SPECIFICALLY ISE)

Meeting like-
minded scientists

Connect with
my community
about science

- Improved communication skills

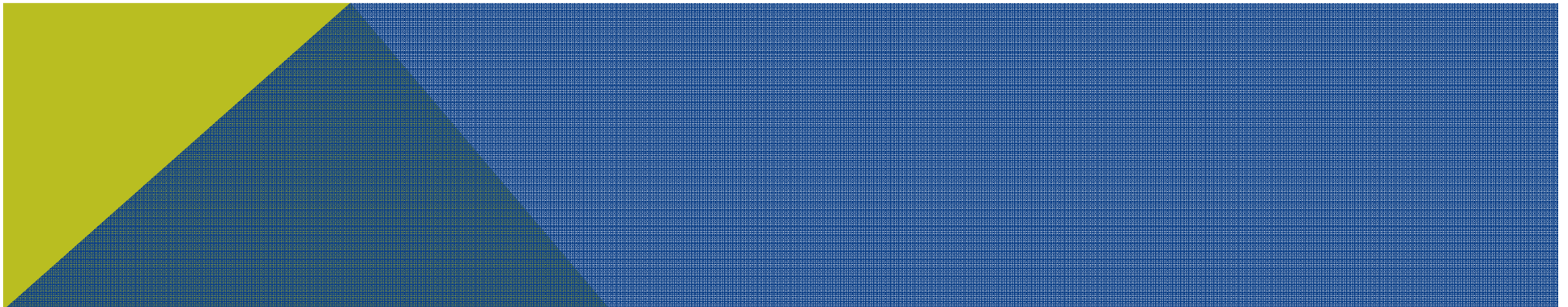
It's fun!

Giving back

- A specific opportunity, audience, purpose

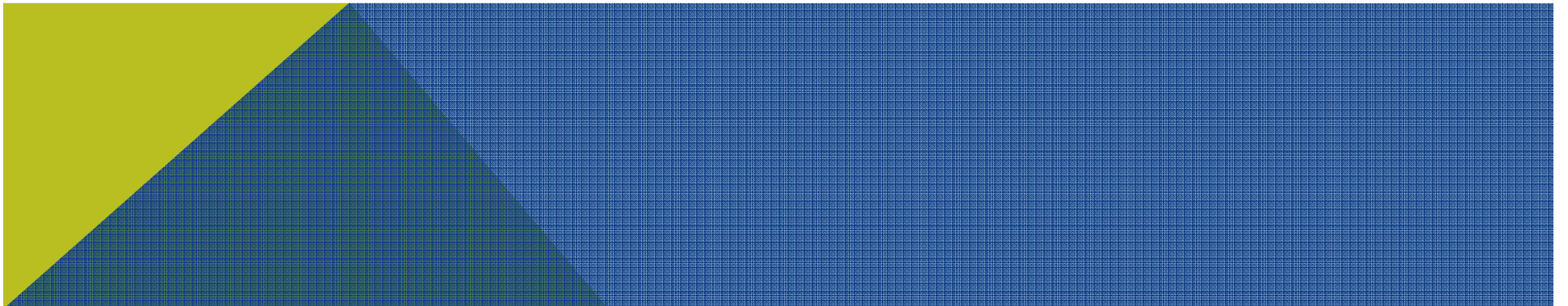
Outreach requirements

Resume boost





**Faculty can even benefit by
becoming better
teachers.**





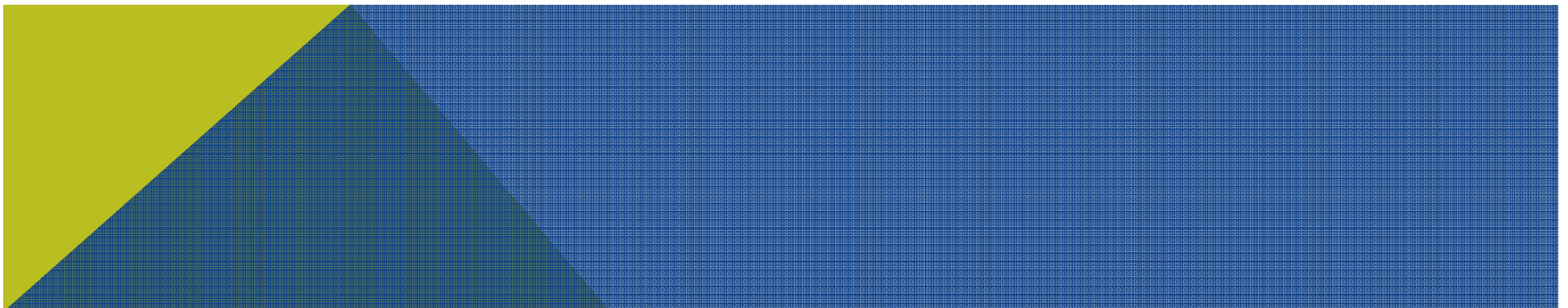
KNOW THY AUDIENCE
AND PLAN ACCORDINGLY

FORGET THE IDEA OF A “GENERAL PUBLIC”

- Know who the audience is
- Consider what they want/need
- Weave “content” into a message relevant to their needs

“... people are most concerned about matters/issues that have a DIRECT impact on them. Bringing the content of any discussion to the audience level is essential for having a decent level of engagement....”

-Science & Engineering Ambassador



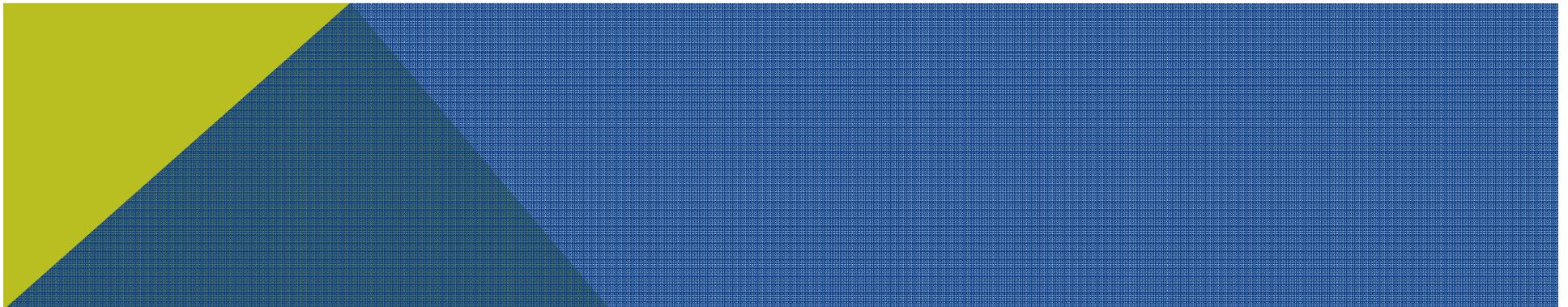
SCIENCE COMMUNICATION TRAINERS... THIS APPLIES TO YOU, TOO.



Best-received training session:

**“The Science of Science
Communication”**

**The neuroscience, physiology,
psychology behind attention and
information processing.**





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