Science Outreach: How to Increase the Impact of Your Work
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Project Goals
- For attendees to learn about different forms of outreach, how they can get involved, and the impact it can have on their careers, the community, or other target populations
- Empower attendees to start an event, write a blog, make a video, become active on social media, or come up with their own unique way to get involved

What attendees wanted:
- "Learning how to perform STEM outreach"
- "Skills to create a cost-efficient [and] effective outreach event"
- "How to effectively use social media platforms to increase science literacy & highlight URM scientists"
- "Ideas of how to present my research to non-scientific audience"
- "Learn different avenues for outreach"

Workshop Summary
Part 1 (9:00 am - 12:30 pm) was a presentation from experts on the impact of outreach and steps towards developing effective events or science communication including feedback from personal experiences. This part ended with a panel discussion with the speakers to address additional audience questions.

Speakers:
- _____
- _____
- _____

Key K-12/Community Outreach Take-Aways:
- Clarify your goals before you get started and as you plan
- Tailor events to your audience
- Word about great events spreads like wildfire
- Less is more; focus on meaningful interaction not facts
- Make sure your activities are active
- Don’t reinvent the wheel; ask others at Davis for help or ideas

Key Sci Comm Take-Aways:
- Promoting your work on social media (Twitter) can help
- Obtain career assistance (jobs and/or collaborations)
- Increase your research network
- Keep up with literature
- Engage with conference attendees
- We should use our stories to change narratives. This can be done through social media, podcast, videos and or other media platforms such as scientific and mainstream magazines.

Part 2 (12:45 pm – 2:00 pm) was a collaborative brainstorming exercise for attendees to come up with ideas for their own outreach events. Some groups even helped develop actual upcoming events! This part ended with a group discussion of ideas for additional feedback. (See pictures to the right.)

Part 3 (2:00 pm and onward) began with a presentation on how to seek funding and resources from departments and organizations and ended with a networking session amongst workshop attendees.

Attendee Demographics
- Many different attendee disciplines
- Many attendees familiar with outreach, but mentioned learned something new!
- Improvement suggestions mostly from unfamiliar attendees

Attendee Survey Results

What went well for attendees:
- "The panel and hearing [about] outreach activity on campus"
- "Learning the details and work needed to prepare for outreach event"
- "The breakout session"
- "Learning that there is a concept of science communication"
- "Learning how to formulate your story, cater to values"
- "I enjoyed this workshop & learned exactly what I came for. Thank you!"
- "Great program; refreshing to see"

- We created a hashtag (#UCDavisSciComm) on Twitter that was used to share all the content of the workshop and it was a success!

What we could do better next time:
- "The breakout session could be longer or allow time to participate in multiple sessions"
- "A wider range/more general science topics for outreach"
- "Small group specialists to be able to use everyone else's background and specialties"
- "Maybe split the workshop into 2 days so that it was easier to attend. It was hard to have a full day off"
- "Pre-designed scenarios [for the brainstorming]"

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