WHO WE ARE

The AAAS Center for Public Engagement with Science & Technology offers workshops and seminars for scientists and engineers who wish to develop their public engagement and science communication skills, enabling them to establish meaningful dialogue with diverse audiences. Since 2008, the center has offered more than 450 workshops, seminars, and other events serving more than 15,000 scientists and engineers at academic institutions, government agencies and research organizations worldwide.

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aaas.org/pes/communicating-science-workshops
SCIENCE COMMUNICATION AND PUBLIC ENGAGEMENT FUNDAMENTALS
The introductory-level, three-hour Science Communication and Public Engagement Fundamentals module introduces scientists and engineers to the latest science communication research and basic best practices for engaging with the public. Participants develop individual plans that include a public engagement goal and address ways to engage a relevant audience with tailored messages. Participants also brainstorm an engagement scenario and identify next steps to put their plans into action. This workshop is designed for scientists and engineers who don’t have much experience with public engagement, although experienced engagers may find it useful.

ENGAGING THE PUBLIC WITH SOCIAL MEDIA
The three-hour Engaging the Public with Social Media module guides scientists and engineers through reflection on the state of the evolving social media landscape and their roles in it. Appropriate for both novices and those who are already using social media, participants evaluate their online presence and think critically about how they can use social media to accomplish their public engagement goals. This module combines instruction, guided discussion and individual and group activities and culminates with participants developing comprehensive social media public engagement plans.

ENGAGING COMMUNITIES IN CLIMATE CONVERSATIONS
The three-hour Engaging Communities in Climate Conversations module guides scientists through the fundamentals of engaging in conversations about climate change, with a focus on impacts and solutions. Participants consider the American public’s attitudes and concerns about climate change and response options, develop actionable goals for engaging around these topics, think carefully about their target audience, and craft science and solution-minded messages that will resonate with that audience. Participants analyze real-world examples of communities responding to climate change and consider how to cultivate similar conversations in their own engagement work.

ENGAGING PEOPLE OF FAITH
The three-hour Engaging People of Faith workshop was developed in collaboration with the AAAS Dialogue on Science, Ethics, and Religion (DoSER) Program to support inclusive engagement with diverse publics, particularly communities and people of faith. Through guided discussion, participants review the historical and social context for science engagement; how culture, worldview, and identity (including faith) influence ideas about science; and best practices for science engagement on potentially contentious topics. Participants collaborate with peers on a challenging question or situation to help shape how they approach future public engagement activities with people of faith.

ENGAGING THE MEDIA
The three-hour Engaging the Media module helps scientists plan for engaging with journalists and media consumers. Participants consider how news is reported, the range of audiences and platforms for conveying news, the role of intermediaries such as public information officers, and the benefit of the media as a tool to extend the reach of conversations. With guidance from a facilitator, participants evaluate the newsworthiness of their research and prepare for a planned or hypothetical media engagement. Participants rehearse a media interview, both sitting in the “hot seat” and playing the role of a journalist, broadening their perspective on how the media works.

ENGAGING POLICYMAKERS
The three-hour Engaging Policymakers module illuminates the policy landscape, illustrating where and how policy happens and the many roles scientists and engineers can play in decision-making. Participants develop an individual engagement goal, strategically identify a target audience and identify key ideas around which to center conversations. Facilitators guide participants through thinking critically about mechanisms for engaging policymakers, encouraging dialogue and evaluating their activity to inform future engagements. Participants analyze a real-world example that informs their engagement plans.

For more information, please visit aaas.org/pes/communicating-science-workshops