

DUNE Education and Outreach Committee Meeting 2nd November 2022

Committee

- Matheus Carneiro (BNL)
- Linda Cremonesi (QMUL)
- Kirsty Duffy (Fermilab)
- Maxine Hronek (Fermilab)
- Helio da Motta (CBPF)
- Albert de Roeck (CERN)
- Kate Shaw (Sussex) chair

Mailing list: dune-outreach@listserv.fnal.gov
Email: dune-outreach@fnal.gov



DUNE Education and Outreach Committee Meeting

News : Committee Members

- **Albert De Roeck** : After 4 dedicated years he will step down
- Should we get a replacement, CERN / ProtoDUNE
- Discussion with Management

DUNE Education and Outreach Committee Meeting

News : IPPOG

International Particle Physics Outreach Group Meeting 26–28th October 2022

- Indico : <https://indico.cern.ch/event/1185824/>
- Linda Cremonesi joined representing DUNE
- See slides attached to agenda
- We can look to join IPPOG.
 - Usually 2 meetings a year
 - MOU will be needed
- We should work with masterclasses



DUNE Education and Outreach Committee Meeting

News : IPPOG

Points discussed

- How do we communicate about future facilities when some of these are competitive with each other and some scientists disagree
- Linda: Science results need to be reproducible, experiments often complementary (Measure same properties, different context, = complete picture) 😊
- **Is it really worth spending all this money rather than x?**
- Linda: blue sky science, serendipitous technology advances, building people with skills... But need stronger case.

DUNE Education and Outreach Committee Meeting

Agenda Today

- Discussion of the DUNE Education and Outreach Plan
 - To be presented for discussion and approval at January Collaboration Meeting

Main Work Areas:

- DUNE Merchandise
- Communication for Website
- Social Media
- Masterclasses
- Events and Activities
- Multimedia
- Resources

Time Line, Meetings, Planning

2022

- 2nd Nov, 16th Nov, 30th Nov : Committee meeting (10am) Working on the E&O plan.

2023

- 18th Jan : Finalise E&O Plan, Committee meeting
- **23-27th : Collaboration Meeting CERN**
 - Present our E&O plan to collaboration
 - Get approval from Collaboration / spokespeople
- 1st February, & first Wednesday every Month: Outreach Meeting for all, 10am
 - Collaboration invited to present outreach work
- Committee meet 2nd and 4th Wednesday each month

DUNE Education and Outreach Committee Meeting



DUNE Merchandise

Could aim for something at DUNE Meeting

ATLAS / IPPOG Merchandise FUN!



www.cafepress.com/+fermilab+mugs

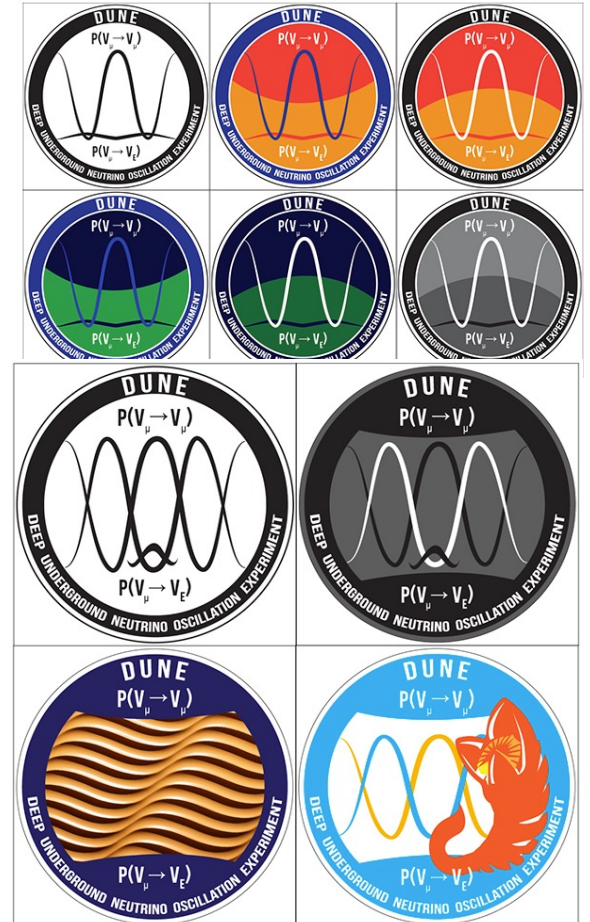
Redbubble



[Pixels](#)



<https://www.behance.net/gallery/25033637/DUNE-Deep-Underground-Neutrino-Oscillation-Experiment>





DUNE Education and Outreach Committee Meeting



Backup

The responsibilities of the EOC include:

- 1** Initiate, plan, and organize education and outreach activities related to DUNE science goals and technologies.
- 2** Work with the Fermilab Communications team to develop material communicating DUNE science to the public, including DUNE's public web presence.
- 3** Maintain the social media presence of the DUNE Collaboration.
- 4** Coordinate education and outreach activities with other collaborations.
- 5** Centrally support local DUNE education and outreach activities organized by DUNE collaborators at an appropriate level.
- 6** Approve centrally used DUNE education and outreach material.



Discussion points

1 Initiate, plan, and organize education and outreach activities related to DUNE science goals and technologies.

- Communicate, involve more of the collaboration
- Create a E&O Strategy together

2 Work with the Fermilab Communications team to develop material communicating DUNE science to the public, including DUNE's public web presence.

3 Maintain the social media presence of the DUNE Collaboration.

- Content development, multimedia
- Communications Strategy
- Social Media Strategy, campaigns



Discussion points

- 4** Coordinate education and outreach activities with other collaborations.
 - 5** Centrally support local DUNE education and outreach activities organized by DUNE collaborators at an appropriate level.
 - 6** Approve centrally used DUNE education and outreach material.
- Strategy to include collaboration engagement
 - Resource and material development
 - Host material, strategy on wiki/website
 - Give regular updates and host open outreach sessions



Strategy

Events and Activities – Online and In-person events

- [SURF Neutrino Day](#)

Communications and Social Media

- Items, news, campaigns/ Int Days for webpage/Web
- Twitter, Facebook, YouTube
 - [DUNE videos](#)

Materials and Resources

- Online content, multimedia, images, videos, gifs, banners
- Models, Lego
- Brochures and written content