



CPM 2012 and CSS 2013 “E&O” Study Group

Marge Bardeen, Fermilab

Dan Cronin-Hennessy, University of Minnesota



Reminder of Subgroups

- The General Public (Kyle Cranmer, Michael Barnett)
- Policy Makers and Opinion Leaders (Herman White and Katie Yurkewicz)
- The science community (Pushpalatha Bhat, Joe Lykken)
- Teachers (Tom Jordon, Peggy Norris)
- Students (Inga Karliner, Ken Cecire)



E&O Progress at CPM

We had a productive session yesterday. It was a nice balance of brainstorming and planning

Randy Ruchti opened our session with the NSF's perspective on "Broader Impacts". He provided specific examples of successful programs and their added value.

Our subgroup conveners provided status reports, plans and ideas.

We made fairly good progress on a written strategic plan for CSS2013

We discussed the organization and planned activities for the pre-meetings. And discussed coordination with the APS meetings organizers.



E&O Progress at CPM

Discussions included:

Addressing the messaging problem

- What are the messages we want to deliver?
- Our science and the value of our science to society
- Each target audience requires a different emphasis and mix
- Can we quantify the impact our field?
- How do we improve the delivery of our message?
- Investigate which E&O efforts are efficient and sustainable.
- Look for those that have intrinsic force multiplication.



E&O Progress at CPM

Discussions included:

What will be the E&O activities at CSS2013.

Boot camp for teachers, Communication training workshops, Assessment of novel education approaches (Physics 123/Flipped classes), Panels, Public Lectures, Physics shows.

Some of this follows the 2001 Snowmass model. The opportunity for engaging the public directly during CSS is enhanced by a large city campus. We need to exploit this opportunity.



Summary

- I think we achieved a successful start of our work at CPM
- We wish to thank the DPF executive committee

A charge that directs self study for E&O allows those dedicated to communication and education to more intimately connect to those carrying out the research.

- Marge and I would like to thank the subgroup conveners. This process has and will require sustained effort and creativity. Your contributions are essential and appreciated.
- I hope we can design an agenda at CSS that allows all community members to participate in the E&O meetings.