

17th UMCES Faculty Convocation Agenda
 May 15-16, 2017
 Appalachian Laboratory
 University of Maryland Center for Environmental Sciences
 Frostburg, MD
 THEME: *Science Communication and Engagement*

Monday, May 15th

Pre-Convocation Meetings		
10:00am	Graduate Faculty Council meeting (AL Library)	---
Lunch and Registration (AL lobby)		
11:30am	General faculty arrives Buffet lunch Distribution of Convocation materials	----
Plenary (AL IVN Room)		
1:00pm	Welcome/Introduction <ul style="list-style-type: none"> • Convocation Welcome • AL welcome and Setting the context 	Dave Secor, Senate Chair Eric Davidson, Director AL
1:15pm	Communicating and Engaging with Broad Audiences Session (or How to Talk with (and not at) your Neighbor) ¹ <i>Part 1: Communications Improv Lab</i>	Brian Palermo, guest
3:15pm	Break	----
3:30pm	<i>Part 2: Small Group Discussion on Reflections and Future Directions</i>	Elizabeth North, HPL Cat Stylinski, AL
4:30pm	<i>Part 3: Large Group Sharing and Discussion</i>	Elizabeth North, HPL Cat Stylinski, AL
5:15pm	Depart for Frostburg hotels	----
Check-in, Dinner		
5:30pm	Hotel check-in (depart by 6:00pm) - Hampton Inn and Quality Inn	----
6:30pm	Dinner - Savage River Lodge <ul style="list-style-type: none"> • Introduction of new faculty • Presentation of the President's Award for Excellence in Science Application 	----

¹ See page 3 for details

Tuesday, May 16th

Continental Breakfast (AL Lobby)		
7:30am	Conversation and breakfast	-----
Plenary (AL IVN Room)		
8:30am	Share summary of faculty reflection and action on science communication/engagement	Elizabeth North, HPL Cat Stylinski, AL
8:45am	Senate/GFC Reports <ul style="list-style-type: none"> • Faculty Development • Faculty Performance • Education 	Lora Harris, CBL Dave Secor, CBL Larry Sanford, HPL & VP Education
9:45am	Center Reports <ul style="list-style-type: none"> • Administration • Development • Public Relations • IAN 	Lynn Rehn, VP Administration David Balcom, VP Inst. Advancement Amy Pelsinsky – Director PR Bill Dennison – VP Science Application
10:05am	Break	----
10:15am	Unit Reviews <ul style="list-style-type: none"> • AL state of the lab • CBL state of the lab • IMET state of the institute • HPL state of the lab • MD Sea Grant 	Eric Davidson, Director AL Tom Miller, Director CBL Russell Hill, Director IMET Mike Roman, Director HPL Fredrika Moser, Director MDSG
10:40am	The UMCES Vision	President Boesch
11:40am	Convocation wrap-up and adjournment	Dave Secor
UMCES Commencement (AL patio/tent)		
12:00pm	Luncheon	---
1:00 pm	Commencement Ceremony	---

17th UMCES Faculty Convocation
*Communicating and Engaging with Broad Audiences Session,
or How to Talk with (and not at) your Neighbor*

Rationale:

Science is under attack, and we all recognize that we need to do a better job connecting to people and talking with them about the value of science and the relevancy to their lives. Keys to successful engagement with these broader audiences can be found in the social science research and the practice of communication and entertainment professionals. Yet, there are few opportunities for UMCES faculty to reflect on this literature or work with experts to enhance our two-way communication skills. To help address this need, we will hold a special session on communicating and engaging with public audiences at the 2017 UMCES faculty convocation.

Goals: (1) Introduce UMCES faculty to new skills and perspectives for enhancing communication and engagement with broader audiences and (2) To lay the foundation to expand UMCES' expertise in communicating and engaging with broader audiences on our research.

Targeted Outcomes:

- Faculty are more aware of communication and connections skills that can improve their exchanges with non-scientific audiences
- Faculty gain some initial skills in these strategies
- Faculty identify resources and supports needed to apply these strategies and enhance UMCES' relevancy and relatability
- Faculty are aware of ways that they can continue to expand their communication/engagement skills

Related References

- Agre, P. and Leshner, A.I., 2010. Bridging science and society. *Science*, 327(5968), pp.921-921.
- Bauer, M.W. and Jensen, P., 2011. The mobilization of scientists for public engagement. *Public Understanding of Science*, 20(1), pp.3-11.
- Groffman, P.M., Stylinski, C., Nisbet, M.C., Duarte, C.M., Jordan, R., Burgin, A., Previtali, M.A. and Coloso, J., 2010. Restarting the conversation: challenges at the interface between ecology and society. *Frontiers in Ecology and the Environment*, 8(6), pp.284-291.
- Varner, J., 2014. Scientific outreach: toward effective public engagement with biological science. *BioScience*, p.biu021.

Brian Palermo bio

Brian is an [actor](#)², improv instructor, and writer who has worked on a variety of stage, tv, film, and radio productions. He is co-author of [Connection: Hollywood Storytelling Meets Critical Thinking](#)³ with Randy Olson and Doris Barton. He has led workshops on science communication for various institutions and organizations, including the [Association for the Sciences of Limnology and Oceanography](#)⁴, Louisiana State University, Monterey Bay Aquarium Research Institute, and National Park Service.

² <http://www.imdb.com/name/nm0006488/>

³ https://www.youtube.com/watch?v=V_KIA8nx3LQ&index=5&list=

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