

*The National Academies of*  
**SCIENCES • ENGINEERING • MEDICINE**

Standing Committee on Advancing Science Communication

**February 7, 2022**

**DAY 1**

OPEN SESSION

11:15 am – 4:15 pm

**Zoom Info:** <https://nasem.zoom.us/j/93015333090>

Telephone: 1-646-558-8656

Meeting ID: 930 1533 3090

**Engaging Communities across Diverse Sectors at the Colloquium**

**11:15 am**     **Welcome and Overview of the Meeting**  
*Dietram Scheufele and Kirsten Ellenbogen*

The Standing Committee on Advancing Science Communication is planning a Colloquium that will bring together a wide range of stakeholders from research, science communication, communities, government, and industry for a national dialogue about *Reimagining Science Communication in the Covid-19 Era and Beyond*. As part of the planning process, the Standing Committee is interested in learning about the experiences, challenges, and aspirations of stakeholders from communities and sectors not traditionally engaged through our work. Insights from these discussions will inform the development of the Colloquium agenda, ensuring that the convening is engaging, relevant, and useful for all participants, and will also inform the follow-up activities of the Standing Committee after the event.

Guiding prompts/questions:

1. Describe how you and/or your organization think about your role related to science communication and engagement.
2. What are the biggest challenges you've faced around science communication and engagement, such as accessing science or data, reaching and engaging audiences, building trust, facing discrimination or inequities, etc.?
3. Are there materials that could be produced or connections we could foster at the colloquium that would be helpful to you in addressing your biggest challenges?
4. What would make our May Colloquium most valuable to you? What conversations should take place there? Who should we make sure to include in conversations at the colloquium?
5. Are there any approaches that you would recommend we use (or not use) to engage communities you work with at the colloquium?

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**11:30 am Engaging the broader science communication practitioner audience**

*Moderator: Dietram Scheufele*

- Ann Merchant, Deputy Executive Director of Communications, National Academies

**12:00 pm Community Leaders in Environmental Justice**

*Moderator: Angela Bednarek*

- Kent Key, Academic Outreach Specialist, Michigan State University
- Catherine Coleman Flowers, Environmental and Climate Justice Activist

**12:45 pm Break**

**1:15 pm New Science Communicators: The Education Sector**

*Moderator: Kirsten Ellenbogen*

- Paul Goldbart, Stony Brook University
- Keisha Scarlett, Chief Academic officer, Seattle Public Schools
- Susan Singer, Vice President for Academic Affairs and Provost, Rollins College

**2:15 pm Hardly reached: Engaging rural communities**

*Moderator: Laura Helmuth*

- Abigail Echo-Hawk, Director, Urban Indian Health Institute
- Anne Cafer, Director, Center for Population Studies, University of Mississippi

**3:00 pm Break**

**3:15 pm Engaging Civic Science Fellows and Networks at the Colloquium**

*Moderator: Dietram Scheufele*

The Civic Science Fellows program and the Standing Committee have evolved together, rooted in the science of *Communicating Science Effectively* and aimed at building capacity toward advancing evidence-based and equitable science communication and engagement. The Standing Committee would like to plan a session focused on Civic Science. Discussion today with previous and current Civic Science Fellows will inform that planning process.

Civic Science Fellows:

Lomax Boyd, Johns Hopkins Berman Institute of Bioethics Civic Science Fellow  
Ivel Gontan, Woodland Zoo (2020 CSF Alumna)

Eunice Mercado-Lara, Open Research Funders Group Civic Science Fellow

Jylana Sheats, Aspen Institute Civic Science Fellow

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Natasha Udu-Gama, Thriving Earth Exchange (2020 CSF Alumna)

Guiding prompts/questions:

1. What are the cross-cutting issues related to Civic Science that you see as most important to discuss at the Colloquium? (e.g., centering communities in civic science, engaging new audiences around science, or career paths in civic science and engagement)
2. Who should be involved in those discussions?
3. What opportunities to foster collaboration and networking would you find especially valuable?
4. Are there creative ways that the Colloquium could feature or advance the work of the Civic Science Fellows?

**4:15 pm      Adjourn**