



2006 Leadership Academy Action Learning Team – Community Service

“Sowing the Seeds of Science
in the Community”

Team members



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Overview

- Goals and vision for the project
- Stakeholder interviews
- Findings
- Recommendations
- Conclusions



The project focus

- President's Council guidance for the project
 - *How can we promote UCAR/NCAR/UOP in our local community (Boulder, CO, etc.)?*
 - *What impact do we have in the community?*
 - *What responsibilities do we have to our community?*



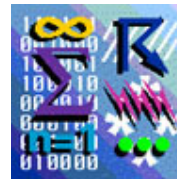
Team vision and goal

“We strive to produce achievable recommendations that include specific, appropriate implementation efforts to sow the seeds of science in our community.”

Communicating our identity



NCAR



A sampling of who we are...



Internal stakeholder interviews

- *What responsibility does UCAR/NCAR/UOP have to promote science to the community?*
- *How well do you perceive UCAR/NCAR/UOP to be doing this?*
- *How could we be doing it better?*



External stakeholder interviews

- *What do you know about UCAR/NCAR/UOP?*
- *How is UCAR/NCAR/UOP perceived in terms of our project goal of “sowing the seeds of science in the community”?*
- *How is this goal relevant to your institution/groups interests?*
- *Is there anything that UCAR/NCAR/UOP can do to help you or your group reach these goals?*
- *What responsibilities does UCAR/NCAR/UOP have to the local community?*



Findings

- It is important to communicate to the public about our science and the relevance of what we do
- Diverse outreach efforts exist institution-wide
- Communicating our identity to others is challenging
- Multiple science labs in Boulder contributes to public confusion



Recommendations

- Encourage greater involvement by all employees
- Promote a consistent and clear message about UCAR/NCAR/UOP's identity
- Build on our existing education and outreach resources



Specific recommendations

■ Four areas

- Internal coordination
- Business community interactions
- Publications and communications
- Public and K-12 education and outreach



Internal coordination

- Recruit and train more staff to serve at local events
- Revise or create a new position to coordinate outreach efforts



Business community interactions

- Encourage employee outreach and participation in the business and non-profit community
- Continue participation in the Boulder Chamber Expo
- Continue participation in the CU Leeds School of Business “50 for Colorado” program



Publications and communications

- Continue training for scientists doing interviews with media
- Hold public science seminars
- Conduct a science and technology day for the public



Public and K-12 education and outreach

- Create an e-mail list to announce events and opportunities for local educators
- Encourage, train and coordinate staff interactions with school districts and other community groups
- Inventory current public education outreach activities of employees and programs across the institution



Communicating Science Expo at the cafeteria

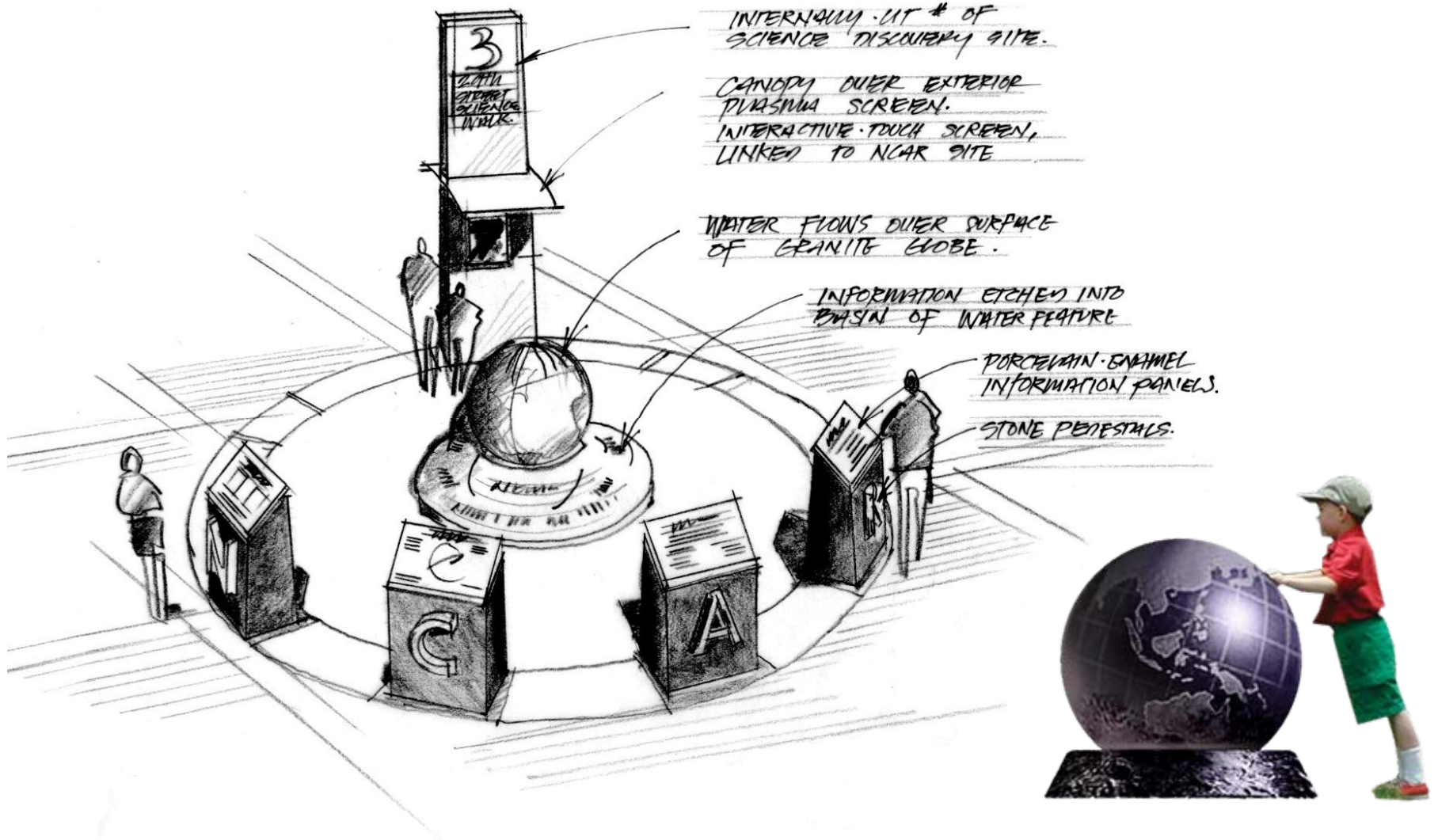


Super Science Saturday



Boulder Creek Festival

Celebrating Science at Twenty Ninth Street



An opportunity for continued outreach...



Conclusions

- Evaluate and identify how our recommendations can be further developed and implemented
- Improve the impact of our current outreach activities through more effective internal coordination



Conclusions

- Develop a clear, concise outreach-focused description of UCAR/NCAR/UOP to help employees be effective institutional ambassadors
- Prepare for successful outreach in the Twenty Ninth Street project



*Sow seeds of science
Bring global science research
to local neighbors*



Plan B

Caution: Contents Hot!



Global Warming Green Chile Beer



SURGEON GENERAL'S WARNING:
GLOBAL WARMING MAY BE HAZARDOUS TO YOUR
HEALTH SO YOU MIGHT AS WELL DRINK THIS
COOL AND REFRESHING BEER.

Sowing the *suds* of science...