

***FINAL AGENDA* Second Century Stewardship Communications Workshop
18-21 November 2019 | Asilomar, CA**

During this two-day Monterey, CA-based training event, teams of researchers, interpreters, and managers will learn communication skills to effectively work together to engage visitors with park science. By the end of the course:

- NPS employees and researchers will have begun developing effective working relationships that support the communication of science to the public and/or engagement of the public with science.
- Teams will commit to common messages about park research that are consistent with best practices in science communication in informal settings and with the goals of the PWR Science Strategy, park interpretive themes, and related Service-wide documents.
- Teams create a draft plan for a new program, product, or practice that communicates current science to visitors or engages visitors with current science. Workshop organizers will provide ongoing support for implementation after the workshop.

Participants will contribute to the broader goals of the Service-wide Communication and Engagement Community of Practice by

- helping to identify and reduce barriers to incorporating science into interpretive services.
- informing generalized guides, templates, best practices, and other resources that will be made available for park staff who did not participate in the workshop.
- expanding beyond traditional interpretation of places and resources and into interpretation of science as a distinct way of knowing about those places and resources.

All meetings in Heather Hall and all meals in Crocker Hall

Monday, November 18	
4:00-6:00	Understanding Our Science Quick introductions. (All) Research presentations. (15 minutes each team) ¹ Researcher interest in collaborative science communication. (Merson) Exercise: Moment of Joy (Schmitt)
6:00-7:00	DINNER

Tuesday, 19 November	
7:30-8:30	BREAKFAST
8:30-9:00	Understanding Ourselves Welcome from Schoodic Institute & Second Century Stewardship. (Fischelli) Welcome from Pacific Region, Science Strategy learning goals. (Forbes) Recapping the opportunity before us. (Watkins)
9:00-9:10	Exercise: Approaches to communicating science.
9:10-9:30	Team discussions of exercise; whole group discussion of differences and similarities in how participants communicate science. Develop a common language and understanding of each others' initial interests, priorities, and needs, and how they complement (or conflict with) each other. Report out.
9:30-9:45	Understanding Our Purpose "Strategic" Communication and Engagement Overview (Schmitt) Exercise: Why communicate science?
9:45-10:00	Team discussions of initial purpose and goals.
10:00-10:15	BREAK w/ refreshments

¹ Researchers from each team should be prepared to present their park research, 15 minutes.

10:15 -11:15	Understanding Audiences <ul style="list-style-type: none"> ▪ Public understanding of and engagement in science. (Schmitt) ▪ Pacific Region park audiences. (All Teams)²
11:15-11:55	Team discussions of audiences for their project and report-out.
12:00-1:00	LUNCH
1:15-1:45	Exercise: Encounters in the Field
1:45-2:30	Understanding Messages: Challenges & Opportunities Challenges of science messages and communication. (Schmitt) Challenges of science messages and engagement. (M. Merson, iSWOOP)
2:30-3:00	Team discussions of messages, challenges and opportunities of interpreting science. What are the “essential questions” that arise from your project, about big issues and impacts on people, that might engage visitors? Report out.
3:00-3:15	BREAK w/ refreshments
3:15-3:45	Approaches to successful communication and engagement. ³ (Schmitt)
3:45-4:15	Teams revisit and refine their audience, message, purpose, and begin discussing possible approaches for their product or project. Report-out.
4:15-4:30	Reflection on the day. (Watkins)
4:30-6:00	BREAK
6:00-7:00	DINNER
7:30-9:00	Science Journey Storytelling (optional) <i>Location TBD</i>

² Team presentations on their park audiences (visitors and nonvisitors), 10 minutes each.

³ By November 8, please send Catherine your favorite example (good or bad) of park science communication.

Wednesday, 20 November	
7:30-9:00	BREAKFAST
9:00-10:00	<p>Understanding What's Next</p> <p>Group discussion and development of Best Practices.</p>
10:00-10:30	Team discussions of other active research projects in their parks, and how to extend their impact/make their ideas transferrable. ⁴
10:30-11:00	Developing a plan - The logistics of communications - timelines, budgets, etc., and what happens after the workshop, maintaining relationships. (Schmitt, all)
11:00-11:45	Teams discuss plans for their communication project, Report-out.
12:00-1:00	LUNCH

⁴ Bring a list of active research permits in the park.