

## MONDAY 04.17.23

Check in to [Campus at Lake Austin](#) (in the Learning Center) begins at 3:00 pm; dinner on your own. Coffee bar with specialty coffees, alcoholic beverages available for guest purchase open 3:00-8:00 pm with “grab and go” food items available after 5:00 pm.

## TUESDAY 04.18.23

We are meeting in **Classroom 206**.

Hot and cold beverages and break refreshments can be found in the **break station** on the second floor. Coffee bar in the Learning Center is open all day each day and bar/lounge after 5:00 pm.

**7:00-8:00. Breakfast** Main Building/Learning Center

8:30. Warm-up & introductions. (All)

9:00. Why science communication matters. (Catherine)

9:15. Strategic communications overview & activity. (Catherine & all)

**10:00. Break**

10:30. Finding our purpose. (Catherine)

10:45. Small group discussions of purpose. (All)

11:30. Panel: Who are we engaging, and how can science communication help? (Anne, Lori, Jami, Nicole, Claudia)

**12:00. Lunch** Main Building/Learning Center

1:30. Public understanding of science and challenges. (Catherine)

2:00. Panel: How can science communication help us achieve our goals? (Jennifer, Nifer, Carmen, Paul, Abe)

2:30. Small group discussions of aligning purpose and audience. (All)

2:50. Homework assignment.

**3:00. Break.**

3:30. Field trip! We'll visit a location on or near Campus on Lake Austin to sample dragonflies. (Kat)

**6:00-9:00. Dinner.** Room 106

## WEDNESDAY 04.19.23 UNDERSTANDING AUDIENCES

**7:00-8:00. Breakfast** *Main Building/Learning Center*

8:30. Report-out on homework. (All)

8:45. Science as a way of knowing. (Catherine)

9:30. Small group discussions of communicating science as a way of knowing. (All)

**10:00. Break.**

10:30. Messages we can share: Inclusive language and framing. (Catherine)

11:00. Exercise: Knowing jargon when you see/hear/feel it. (All)

11:30. Panel: Perspectives from the field. (Matt, Ashley, Paige)

**12:00. Lunch.** *Main Building/Learning Center*

1:30. The how: Approaches to communicating science. (Catherine and All)

2:30. Small group review of existing communication products. (All)

**3:00. Break.**

3:30. Small group development of messages and product ideas. (All)

4:00. Making a plan: How will we know we've been successful, and what do we need to get there? (All)

**5:00. Break.**

**6:00-9:00. Dinner.** *Room 106*

## THURSDAY

**7:00-8:00. Breakfast.** *Main Building/Learning Center*

8:00. Workshopping messages, products, plans. (optional)

**10:00. Break.**

10:30. Workshopping messages products, plans. (optional)

*Check out is at 11 a.m.; meeting space available until noon.*