Workshop notes (unedited)

Approximately 20 people participated in the post-conference workshop. Moderator Ricardo Gomez guided the group through a discussion of what they learned from the conference, what the takeaway messages were, and what actions they would like to see as a result of this conference.

The group's feedback was self-organized into three categories as follows:

1. Norms & Paradigms
    a. Include outreach training in tenure requirements
    b. What will change the cultural (and institutional) attitudes toward communication in science?
    c. Cultural change in academia to shift tenure requirements
    d. Insitutitutional support for open access
    e. Improve communications capacity of research institutions
    f. Track impact for more research products
    g. Improve impact assessment
    h. Methodology development for analyzing and evaluation of inforation veracity in the public domain
    i. Digital natives expect more, but they aren't in a "leadership" position yet.
    j. Train public to participate in the large networking projects discussed
    k. Institutions need more statisticians working at the level of experimental design
2. Access
    a. Further explore the iPubSci web concept---feasible?
    b. Collaboration with library to incorporate issues raised into information literacy education
    c. Work on better journal access for those unaffiliated with large institutions
    d. Meet with my journal editors and related info from this conference
    e. What could libraries fund instead of subscription journals?
    f. Will more self-archiving of papers solve the access problem?
    g. Stephen Friend + Jevin West + Stewart Lyman = iPubSci?
3. Ways to Communicate
    a. Quality communication
    b. Follow-through (on outreach/communication)

c. Bridge gaps
d. Finding common language (between scientists and public)
e. Respect for the public (and the media)
f. How do we educate the public about science? We can tell them to read science news but how can they trust what they read if they don't know how to read about science intelligently and critically?
g. Enhance credibility of science with the public
h. Efficiency
i. Dissent
j. Community best practices
k. Network
l. Provide communication training to scientists
m. Educate fellow scientists on importance of science communication
n. Learn rhetoric of science
o. Speakers needed to talk to our scientists about the state of science journals future and present

Going forward, cateory 1 will be explored more fully by Marissa Konstadt, Jen Davison, Elan Portner, Emily Grassberg, Phuong-Cac, Don Whitmore, and Monica Feliu Mojer. Category 2 will be explored by Kirstin Duffin, Elan Portner, Wendy Alexander-Adams, and Leslie Harding. Category 3 will be explored by Anna Batorsky, Emily Glassberg, Phuong-Cac, Jen Davison, Leslie Harding, Monica Feliu-Mojer, Karina Vega-Villa, Nissim Ezekiel, Marissa Konstadt, and Elan Portner.

What else?

1. Build network
   a. Host another event (conference, focus group, luncheon, workshop, training class) and invite scientists, specialists, public, and decisionmakers
   b. Host another conference in another region
   c. Science communication challenge
   d. STEM communication with institutions for education and outreach
2. Need money, resources, contacts