

Deep-Sea Outreach Workshop

Goal: Prepare NDSF users to

- a) conduct their own effective outreach, and/or
- b) partner with outreach professionals to share their experiences with deep-sea work.

Program: A ~2-3 day practical workshop for interested / promising / funded deep-sea scientists. Invite outreach leaders from relevant disciplines to lead sub-groups.

- Define “effective”: what do funding agencies, scientists, and outreach professionals consider to be successful?
 - Develop an assessment rubric for outreach activities (# of people / demographic reached, impact, etc.)
- Production - divide into disciplinary groups (video, audio, writing, curriculum, etc.) and work with a relevant professional to generate a viable product over the course of a day or two.
- Dissemination – discuss strategies for getting the work out to the target audience
 - Develop a “cheat sheet” for contacting news outlets, institutional outreach teams, etc.
- Discuss building relationships with outreach professionals
 - Develop a list of trusted partners with whom scientists could work, ideally from the start of proposal development.

Goal: Develop a set of community resources that builds a track record of successful outreach efforts, can be referenced in proposals, and increases funding success rates.