



2018 Science On a Sphere® Users Collaborative Network Workshop

Connecting Communities and Stakeholders Through SOS

November 27-29, 2018





CIRCLE OF LIFE

AN ENVIRONMENTAL FABLE



Overview

Areas of Focus

IDENTIFY POTENTIAL PARTNERS

Local government, institutions, organizations

INVEST IN SPECIAL EVENTS

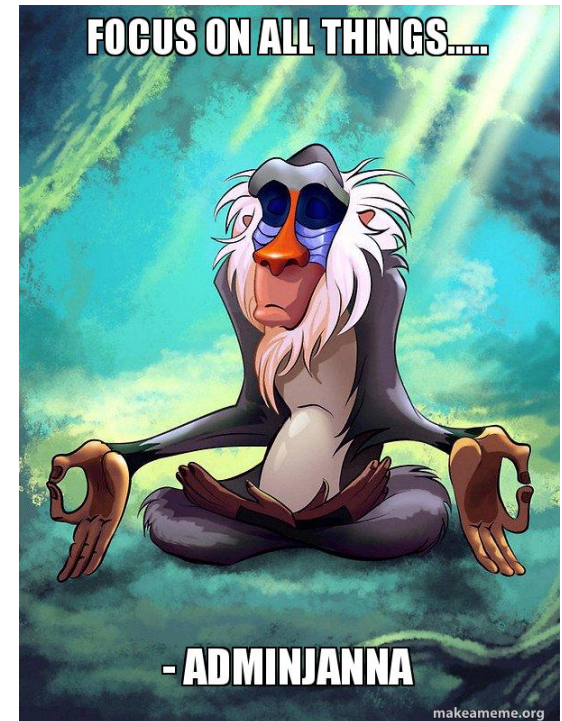
Public lectures, public events, media opportunities

DETERMINE APPROPRIATE NARRATIVE

Identify intended outcomes, experiences

BECOME THE “GO-TO” FOR PUBLIC INFORMATION

SOS resources



Crossroads and Focus



Frameworks

Top of mind attitudes



Top of mind attitudes

INTERNAL STAKEHOLDERS

Science education

EXTERNAL FOCUS GROUPS

Mildly positive perceptions

Not top-of-mind

ASPIRATIONAL

A go-to resources in the community

A must-do for visitors and parents

“We haven’t been in a long time.”

Program and content development

IDENTIFY POTENTIAL PARTNERS

Local government: City and County agencies

Institutions: Universities, Museums, Science centers

Industries: Energy, Urban development, Health, Transportation

Organizations: Networks, Core-message groups, Clubs and Societies

INVEST IN SPECIAL EVENTS

Public lectures

Public events

Media opportunities

Government and Institutions



Industries and Organizations



Citizens' Climate Lobby



SIERRA CLUB



Partners and Events



UTAH^{AND} CLIMATE CHANGE

2015 SERIES

a multi-disciplinary panel discussion series on
Climate Change in Utah, and its role in science,
the economy, media, and religion

presented by Clark Planetarium



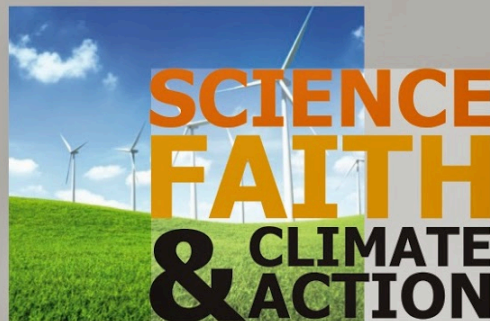
thursday, january 29 @ 7:00pm

ROB DAVIES, physicist, USU
MAURA OLIVOS, sustainability coordinator, ALTA
GABRIEL LOZADA, economist, UofU
LAURA BRIEFER, water resource manager, SLC



wednesday, february 25 @ 7:00pm

**Panelists will be announced
at a later time.**



thursday, march 26 @ 7:00pm

a special lecture by
DR. KATHARINE HAYHOE,
atmospheric scientist and Evangelical
Christian. Author of "A Climate for
Change: Global Warming Facts for
Faith-based Decisions"



for up-to-date information on the series
and how to get tickets visit:
<http://clarkplanetarium.org/climate-change>

Partners and Events

CLIMATE VARIABILITY AND HEALTH SYMPOSIUM


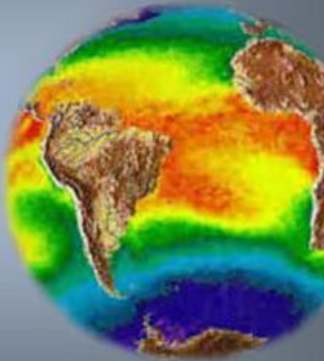
Viridian Center 8030 South 1825 West, West Jordan

April 6, 2016
8:30am to 4:30pm

April 7, 2016
8:30am to 12:00pm

Featuring:

- Dr. Robert Davies, Utah State University
- Dr. Linda Rudolph, Public Health Institute
- Dr. Daniel Mendoza, University of Utah
- Dr. Amanda D. Smith, University of Utah
- Dr. Jennifer Miller, Public Health Institute
- Dr. Ary Faraji, Salt Lake County Mosquito Abatement
- Dr. Julia Corbett, University of Utah



Partners and Events



Professor Robert Mendelsohn



 **SUMMER**   **LECTURE SERIES**
"School is out but learning never ends"

MAY 30TH
ECONOMICS OF
CLIMATE CHANGE

Now showing in select environments everywhere!

 NATIONAL GEOGRAPHIC

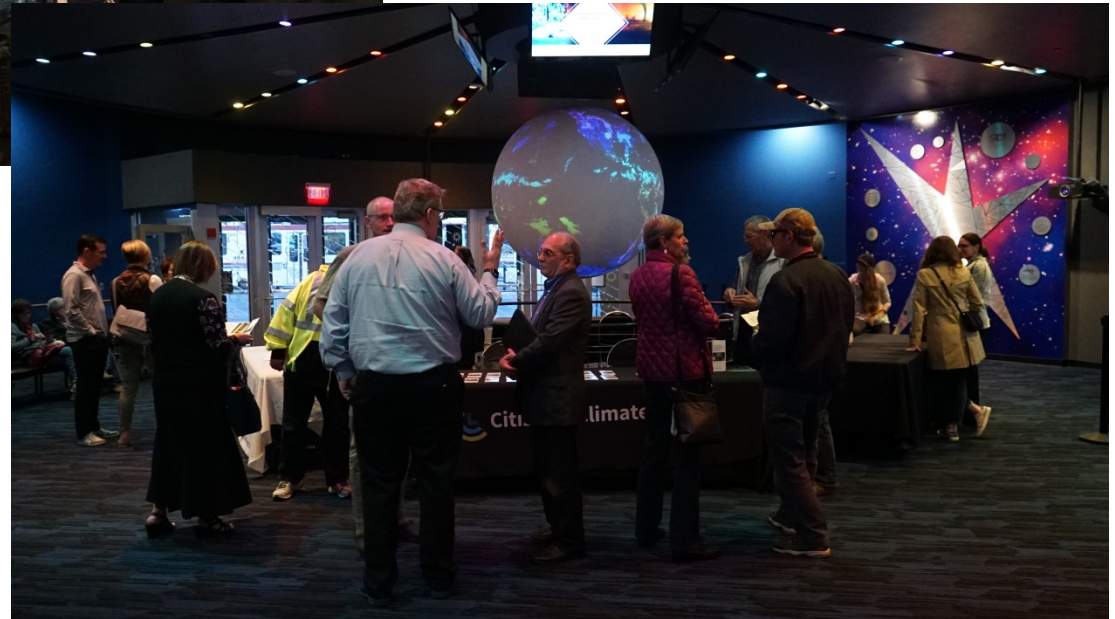
EXTREME WEATHER 3D

POWERFUL FORCES ARE COLLIDING

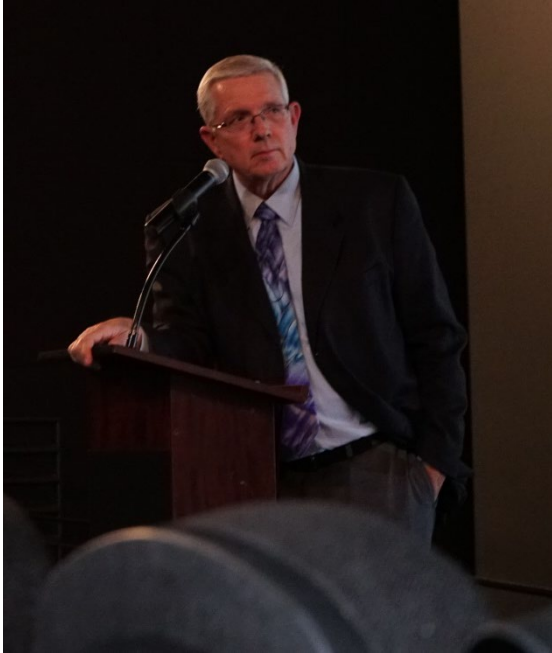
“Extreme Weather, Climate Change, and You”

A panel discussion and movie at Clark Planetarium

Partners and Events



Partners and Events



Sterling Pulsen, KUTV

Michael Shea, HEAL Utah
Thomas Quayle, Clark Planetarium
Kate Bowman, Utah Clean Energy
Bill Barron, Citizens Climate Lobby - Salt Lake City
Royal DeLegge, Health Dept.



Butt what about the kids?



Join us, and together we can rule the community...

STAR WARS DAY
MAY THE 4TH
BE WITH YOU



We're looking for a few good scientists



Program and content development

DETERMINE APPROPRIATE NARRATIVE

Intended outcomes: Measure and report, Set public science-based targets, Commit the resources and engage executives and employees to put your goals into action, Support smart policy, Accelerate environmental innovation

Experiences: Creating that ah-hah moment, inspire the growth of a cohesive and collaborative network, expand the breadth of approaches

BECOME “GO-TO” FOR PUBLIC INFORMATION

SOS resources

Inspire the growth of a cohesive and collaborative network

Expand the breadth of approaches

Facilitation of Partnerships

GOALS

Spark initial interest

Provide an introduction or overview of industry initiatives

Investigate experience or understanding of topics being presented

Encourage participation and engagement

Sustain participation by following community initiatives

Offer positive reinforcement

Provide guidance for taking action

Ask about observations and predictions

Deepen understanding through making connections

Support meaning by encouraging discussion about applying gained understanding

Offer resources to help make connections between community and industry

*Creating “light-bulb”
moments.*

Facilitation of Partnerships

PRACTICES

- Welcome industries and invite them into your space
- Promote awareness to the community about industry initiatives
- Value current thinking and ideas
- Support when frustrations are encountered
- Guide people to perspectives that may have been overlooked
- Relate connections and links between communities and industries

TECHNIQUES

- Orient the audience to the information and narrative
- Offer a place to start working on initiatives together
- Show examples that demonstrate a variety of thinking
- Show enthusiasm for industry initiatives
- Point out shared goals between community and industry
- Let participants express thoughts and inquire about steps and processes
- Discuss how initiatives promote connection and progress

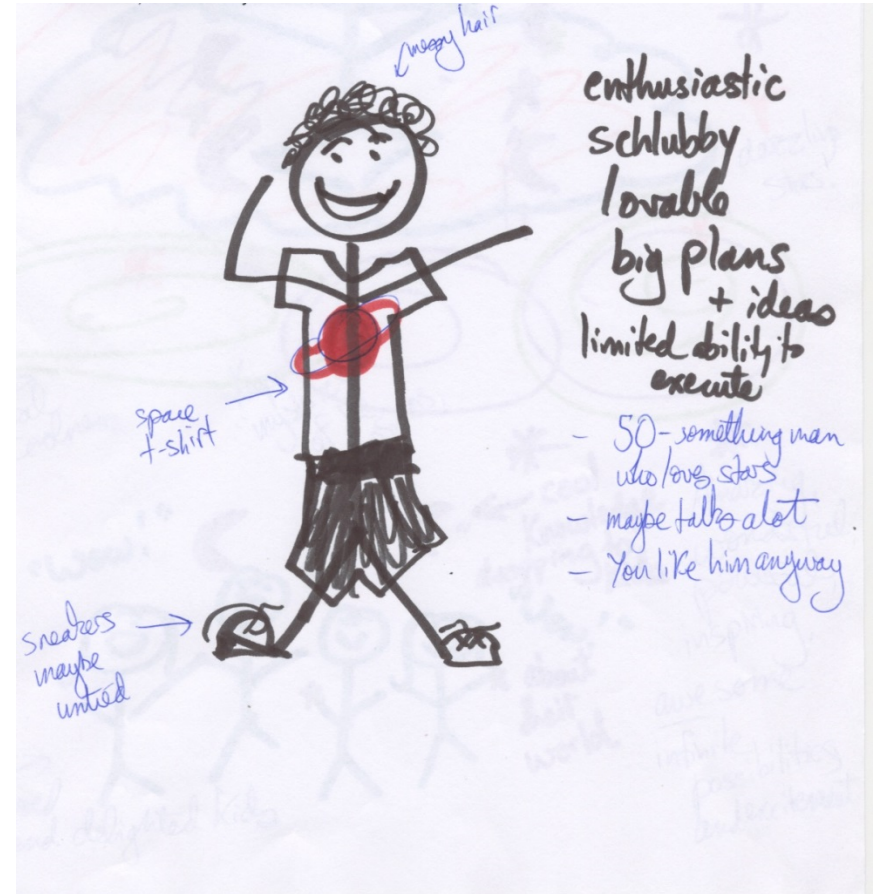
Current Brand Personality

INTERNAL STAKEHOLDERS

Older
Established scientists and authority figures

EXTERNAL FOCUS GROUPS

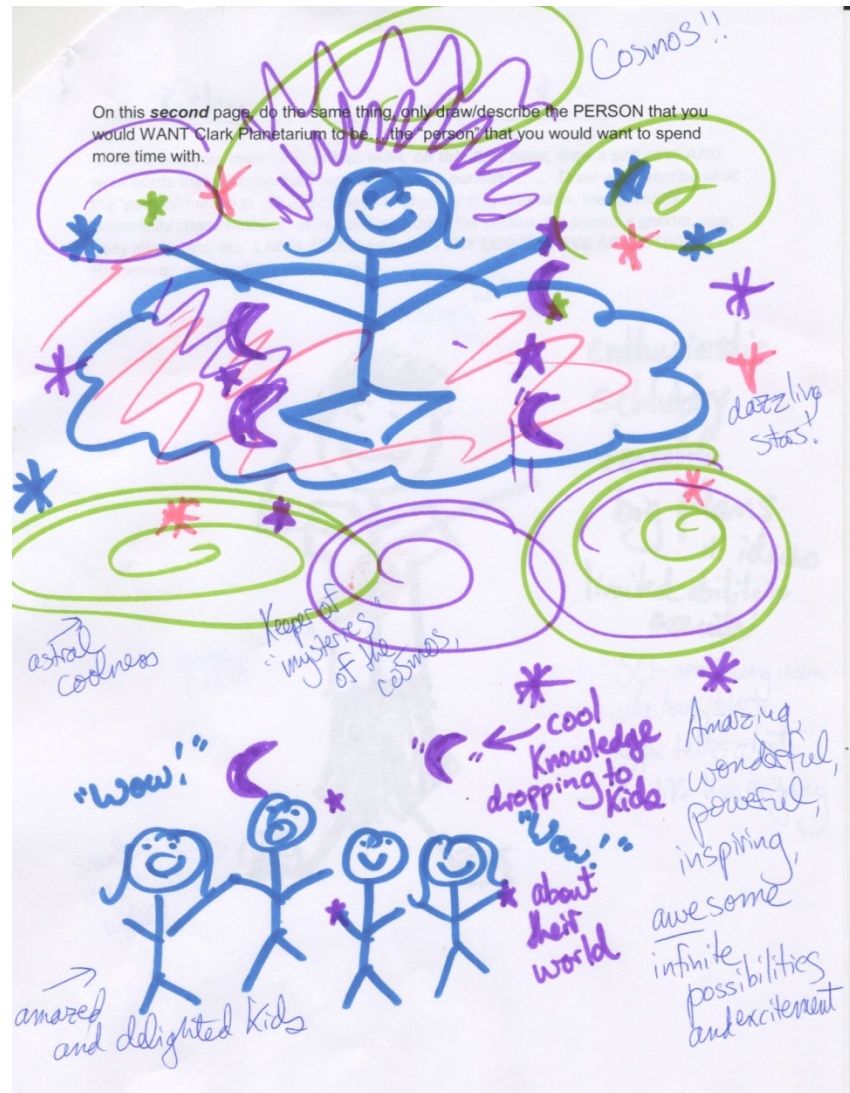
Typically older
Loves science
Outdated
Stagnant



External Focus Group: Non-Members

Aspirational Brand Personality

Inspirational
Accessible
Fun, not stuffy
Younger
Dynamic
Collaborative



External Focus Group: Non-Members

Expectations for New Planetarium

INTERNAL STAKEHOLDERS

Interactive and collaborative exhibits about science and space
World-class, cutting-edge space education
Emotive experience

“Create a mind-boggling experience.”

EXTERNAL FOCUS GROUPS

Want the Planetarium to fill adults and kids with wonder
Busy, interactive and cool science
Understand the unimaginable

“Get dazzled by our solar system.”

Group Activity

IDENTIFY POTENTIAL PARTNERS

Introduce yourself and the institution you work for
Brief description of your institution's focus and goals

INVEST IN SPECIAL EVENTS

Explore what you could offer to the others in the group
Explore what you could benefit from others in the group

DETERMINE APPROPRIATE NARRATIVE

Identify intended outcomes, experiences

BECOMING “GO-TO” FOR PUBLIC INFORMATION

How could the use of SOS help in promoting collaborative events

Make Your Mark

