

"Outreach" hosted by Warren Allmon, David Wolfe, and Lee Humphreys

Thursday, March 4
12:00 - 1:00 PM
300 Rice Hall

Effective outreach by scientists on the work they are doing can improve scientific literacy of the public at large, guide sound policy-making, garner more support for research, and inspire and recruit new young scientists. Please join us for a discussion on emerging outreach techniques and opportunities for partnering at Cornell. Topics to be encompassed will include:

- emerging technologies and delivery mechanisms e.g., "Facebook and other social networking, interactive webpages, iPhone apps, etc."
- approaches to meeting new outreach requirements for NSF and other funding agencies;
- outreach to policy-makers and other non-traditional audiences;
- Cornell resources for assistance.

There should be something of interest for the well-seasoned outreach/extension specialist as well as those interested in developing an outreach effort for the first time.