

ET-PP Meeting

January 30th 2023

WP10: Education, Outreach and Citizen Engagement

Co-ordinators: Dorota Rosinska & Martin Hendry

From ET-PP Proposal: Part B

Objectives

WP10 - Education, Outreach and Citizen Engagement [led by UW] - has the mandate to promote to the widest possible audience the game-changing scientific potential of ET for astronomy, cosmology and fundamental physics. It will coordinate across all member countries of our Consortium the creation and dissemination of educational and promotional materials that will bring the scientific vision of the ET RI to all relevant stakeholders - including other scientists, journalists, politicians and policy makers, industry leaders, school and university students and the general public. M. Hendry (UKRI) and D. Rosinska (U. Warsaw) act as co-coordinators of WP10 in this proposal.

Description of work

Task 10.1 Establish a network of communications and outreach points of contact, with robust procedures for gathering and disseminating news updates and outreach materials.

Task 10.2 Develop and maintain ET Consortium website and social media platforms, supported by high-quality multimedia materials.

Task 10.3 Develop strategic plan for ET Consortium engagement with the scientific community, funding agencies, politicians and other key stakeholders.

Task 10.4 Develop and deliver a comprehensive, sustainable mentorship and training programme for ET Consortium early-career researchers.

Deliverables / coordinators:

	Deliverable	Lead personnel	Lead Institution	Timeline (month)
D1	Initiate strategic media & communications plan Appoint outreach officer	Dorota Rosinska Martin Hendry Susanne Milde	Univ of Warsaw (Poland)	11
D2	Launch website and social media accounts	Vincenzo Napolano Sascha Rieger Chris North	EGO (Italy)	24
D3	Formulate strategic media & communications plan	Gideon Koekoek Vincenzo Napolano Susanne Milde	NIKHEF (Netherlands)	24
D4	Create bank of graphics and multimedia resources	Isa Cordero Livia Conti Sascha Rieger	IFAE (Spain)	36
D5	Launch ECR mentorship and training programme	Martin Hendry Marek Biesiada Gideon Koekoek	UKRI (United Kingdom)	44

Recent and planned future activities:

- Task coordinators and priorities identified
 - Plans for future work shared; brainstorming session planned for February
- Job description for 0.5 FTE Communications and Outreach Officer:
 - JD written, awaiting approval from UW
 - Target date to advertise position – early February
 - Interviews March
 - Target start date: as early as possible thereafter
- Regular telecons - Wednesdays, 9:00 CET
 - Bi-weekly meetings for all WP10 participants
 - ~monthly meetings for task coordinators
 - F2F +remote Workshop, 15th November, EGO
- Wiki pages created: https://wiki.et-gw.eu/INFRA_DEV/WP10
- Will invite other WPs to planning discussion at bi-weekly meetings
- Plan to organise F2F meeting of WP10 in second half of 2023

ET EINSTEIN TELESCOPE

INFRA_DEV/WP10

You are here: ET - Einstein Telescope Wiki Pages > INFRA_DEV/WP10 Web > WebHome (30 Jan 2023, Rosinska)

Welcome to the INFRA_DEV/WP10 web

Chairs: Dorota Rosinska (drosinska@astrow.edu.pl), Martin Hendry (Martin.Hendry@glasgow.ac.uk)

Schedule for WP10 ET-PP meetings

bi-weekly, Wednesdays 9:00 am

NEXT WP10 MEETING 1st February

- short ET-PP WP10 update (Dorota & Martin)

- **Michael Hoch** - a summary of the outcomes from the Oman Science Festival 2022 and what lessons we can learn from that for doing other large-scale public exhibitions in future.

- **Gideon Koekoek** on a project of the Einstein Telescope Education Centre in the Discovery Museum, Netherlands

Topic: ET-PP WP10
Join Zoom Meeting
<https://uw-edu-pl.zoom.us/j/99273886641?pwd=RElzbG56MzBKWWRSNndmRVlEU2NoJT09>

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- INFRA_DEV
- WP1
- WP10

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WP10 ET-PP meetings

Date	Notes	Recording link	Recording passcode
2022-10-12		link	#HrN2&g
2022-10-19		link	I2K8m7#S
2022-11-02		link	zQn4*B*r
2022-11-30	2022-11-30	link	8*CF*W1.
2022-12-14	2022-12-14	link	gwX9#9r@
2023-01-18	2022-12-18	link	dQlGFVa4

WP10 coordinators meetings:

28th Sep 2022

15th Nov 2022 workshop, EGO

21st Dec 2022

11th Jan 2023

19th Jan 2023

Examples of priorities / planning (D1+D3) Einstein Telescope

Communications Strategy

Communication is crucial

In order to speak with one voice, convey coherent messages and sketch a consistent picture of ET, all communications activities should follow a clear strategy.

The strategy involves internal and external communications activities.

It follows defined policies and procedures.

For ET we suggest to develop

- **a short-term strategy for the next four years**
- **a skeleton for a long-term strategy for the following years.**

Communications experts will help to identify suitable content for communications, draw attention to pitfalls and consult in all areas of reaching out to our target audiences.

COMMUNICATIONS - Why?

- Secure broad long-term support in all areas, seek financial support from political leaders in Europe, ▸ Get the best people involved.

COMMUNICATIONS - HOW?

- Strategy, plan, team, materials, ▸ Story and key messages, ▸ Inform and involve, get and stay in contact with relevant audiences, ▸ Regular evaluation and adjustment of strategy.

NEXT STEPS

1. Build a Communications Team
2. Define goals
3. Define target groups
4. Develop the story and define key messages
5. Develop a strategy
6. Seek approval
7. Develop a plan: schedule, actions, budget, responsibilities
8. Create basic materials
9. Define a team that represents ET
10. Get in contact with relevant people.
11. Coordination

Examples of priorities / planning D10.4, D10.5

INFRADEV EINSTEIN TELESCOPE-PREPARATION PHASE WORKING GROUP 10

D10.4 – Complete bank of graphics and multimedia resources

Timeline: 36 months – long term activity.

Coordinators:

- Isabel Cordero-Carrión (University of Valencia, Spain)
- Livia Conti (INFN in Padova, Italy)
- Sascha Rieger (Max-Planck Institute for Gravitational Physics, AEI, Germany).

Goals:

- (1) Create a **repository** with already existing material from ET.
- (2) Discuss which **new material** should be developed / created.

Comments:

- **Best repository** for goal (1): as part of the website (with password access) or **separate website with CMS**. A Google drive is not really suitable as a consortium-wide repository (more suitable for a limited group (internal group work)).
- Goal (2) is part of a **wider communications strategy** and needs **input** from other groups in the ET consortium – beyond Infradev.
- **Budget?**

WP10 deliverable D10.5: Launch ECR mentorship and training programme

Co-ordinators: M. Hendry; M. Biesiada, G. Koekoek

Key tasks and milestones

1. Identify a “manifesto” for our mentorship and training programme (MTP): [deadline: March 2023]

What key skills and attributes are we seeking to identify and nurture in our ECRs? To help us answer that, we will:

- research what similar programmes (eg IMPRS and LECS) have offered, and how they were delivered;
- carry out a survey of ECRs within the ET Consortium to hear from them what their needs are;
- conduct focus group discussions with ECRs and experienced researchers, to refine our plans.

2. Form a “Mentorship and Training Council” (MTC): [deadline: December 2023]

We will advertise and recruit to a small working group of 5 or 6 members of the ET Consortium, who will take the outcomes from (1) and put together a draft programme, with timelines, proposed content, guidance document etc. The MTC will also identify success measures for the mentorship and training programme and how progress should be monitored.

3. Develop a plan for enlisting mentors and mentees: [deadline: December 2024]

- We will develop and run some online information sessions about the MTC (drawing upon the experiences of other mentor programmes e.g. LECS)
- We will create an infographic and FAQ pages to promote the MTC, and advertise it across the Consortium
- We will prepare for the launch of the MTP in spring 2025, e.g. launching at a Consortium meeting.

Recent guest speakers (30th November 2022) - Joanna Holt

The Dutch Black Hole Consortium Education Programme

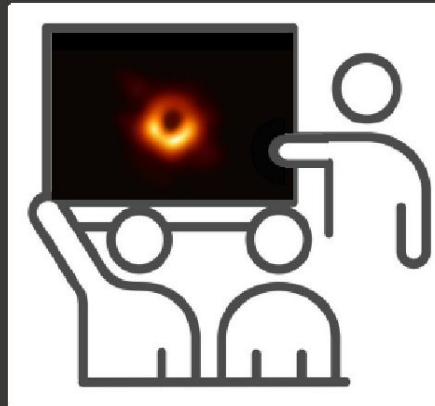
Joanna Holt ^{1,*}

on behalf of the Dutch Black Hole Consortium

¹ Amsterdam University of Applied Sciences, The Netherlands

^{*} The Netherlands Research School for Astronomy;

[◊] NAEC chair for the Netherlands



Joanna Holt, UvA

Recent guest speakers (18th January 2023)- William Garnier



William Garnier, SKAO

Upcoming guest speakers (1st February)- Michael Hoch, CERN

a summary of the outcomes from the Oman Science Festival and what lessons we can learn from that for doing other

large-scale public exhibitions in future.



Oman Science Festival 2022
October 10th – 16th

Organizer: Oman Ministry of Education
Total Science Festival Space: 12 000m²
Total number of Visitors: 258 000

Report Michael Hoch November 2022
https://mhoch.web.cern.ch/Art@CMS/OmanScienceFestival2022_summary.pdf

The banner features a large photograph of the festival's exhibition space, which is filled with various displays and people. A smaller inset photograph shows Michael Hoch, a man with short grey hair wearing a blue t-shirt, standing in front of a display of colorful, vertical, reflective strips. A yellow circle and a red arrow are drawn on the banner, pointing to the inset photo.



Michael Hoch, CERN

Key messages from SKAO discussion:

Lessons learned

- Extremely useful over the years to ensure wide delivery of the SKAO comms strategy across partnership
- Make sure SKACON members role is aligned with their annual objectives
- Varying levels of engagement have impaired the efficient implementation of the comms strategy locally → loss of opportunity and/or lack of awareness or support for the SKA project
- The higher the engagement, the better the quality of information and intelligence made available to the SKAO → direct positive impact on the Observatory's ability to support countries
- SC members should be high up in their organisations, with direct and regular access to their Council Representatives and representatives on key bodies, and ability to influence decision-making
- Build trust, ensure continuous engagement...

