

# STEM AMBASSADOR PROGRAM

BRIDGING SCIENCE & SOCIETY

## Design Workshop



National Science Foundation Award # 1514494 & 1906408

[www.stemap.org](http://www.stemap.org)

 [@stemapteam](https://twitter.com/stemapteam)

# Materials



Orientation

Connect

Immerse

Design

Engage

Reflect

## Module Content

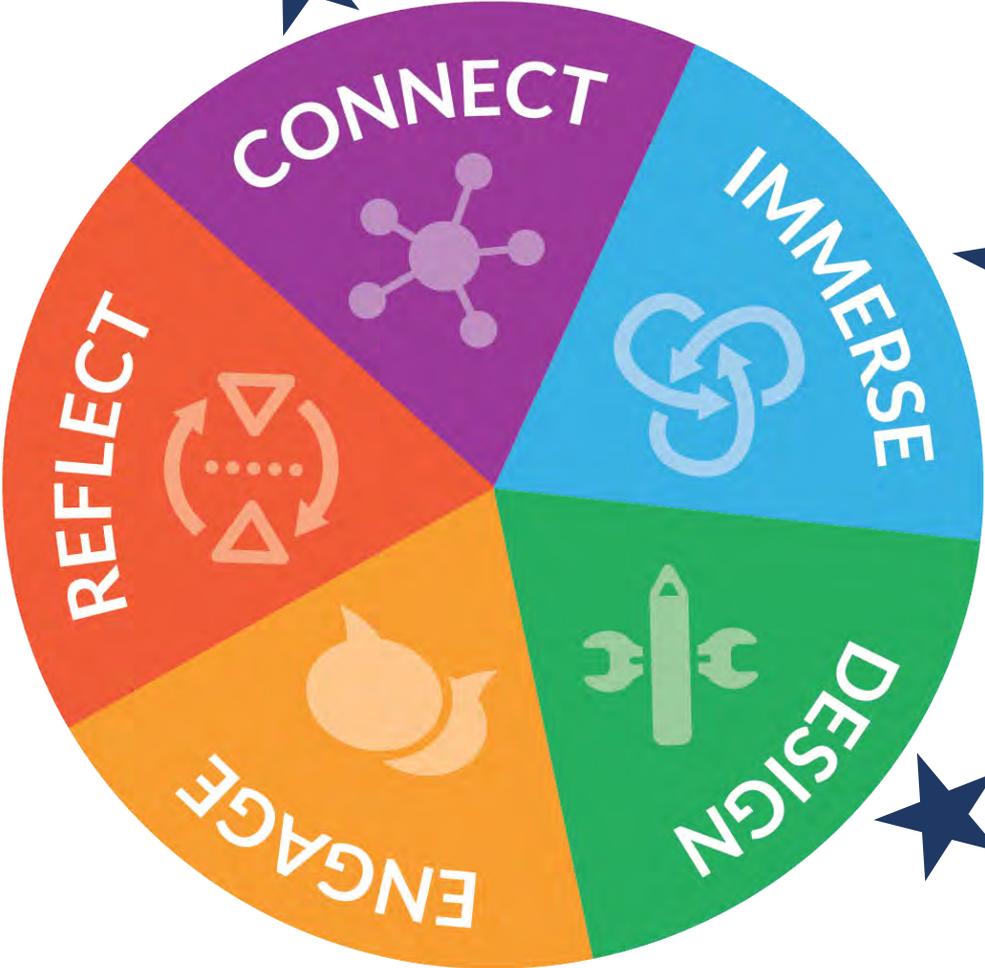
Participate in the Design Workshop on Feb 26 at 11:30 MT

Download engagement proposal

Sign up for at least one Engage Elective by March 3

Submit your engagement proposal by March 5

# STEMAP Process



# Design Process

Reflect on immersion



Set objectives



Draft “Insight Statement”



Brainstorm



# Reflect on Immersion

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## **Interpretations/ Insights**

- What interests, values, goals, or experiences do members of the focal group appear to share with each other?
  - Are there areas of overlap with your interests, values, goals, or experiences?
- Where are the opportunities to engage?
- How can this inform your project?
  - What should you do?
  - What shouldn't you do?

# Set Engagement Objectives

What beliefs, feelings, or framing do you want to affect in yourself and/or others...

## **...for building trust**

- High in integrity
- Willing to listen
- Caring
- Shares values

## **...for building & applying knowledge**

*(building trust and...)*

- Awareness/Interest
- Benefit
- Supported by norms
- Confidence/Efficacy

# Objectives Inform Actions (Trust)

Show...	Possible Actions
Integrity	<ul style="list-style-type: none"><li>• Follow through on your commitments</li><li>• Be honest about what you do and don't know</li></ul>
Willingness to listen	<ul style="list-style-type: none"><li>• Ask people about their own ideas and experiences</li><li>• Be responsive to focal group feedback</li></ul>
Caring about the community	<ul style="list-style-type: none"><li>• Offer to help with a focal group project</li><li>• Share how you hope your work will benefit others</li></ul>
Shared values	<ul style="list-style-type: none"><li>• Highlight shared interests or experiences</li><li>• Participate in an activity you both enjoy</li></ul>

# Objectives Inform Actions (Knowledge)

Show/Build...	Possible Actions
Awareness/ Interest	<ul style="list-style-type: none"><li>• Avoid jargon</li><li>• Invite and ask questions</li></ul>
Benefit	<ul style="list-style-type: none"><li>• Discuss ways in which the information might be useful to the focal group</li></ul>
Supported by norms	<ul style="list-style-type: none"><li>• Invite others to share how they apply or have benefitted from the information</li></ul>
Confidence/ Efficacy	<ul style="list-style-type: none"><li>• Provide opportunities to practice new concepts (e.g., hands on activities)</li><li>• Offer positive constructive feedback</li></ul>

# Draft Insight Statement

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How might I engage with (**description of group**)...to...(b**objective**)?

- Describe group (who are they, what do they value?)
- Mention constraints (security rules, time limits)
- Include your objective(s)



# Sample Insight Statement

**How might I engage with citizens** at a community council meeting who have offered me 10 minutes to speak and are concerned with quality of life in Salt Lake City to demonstrate that I am willing to listen, care about the community, share the community's values (i.e., clean air), increase awareness of air quality issues, and increase my own knowledge of community air quality concerns?



# Sample Insight Statement

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**How might I engage with school-aged children on an adaptive climbing trip in the Cottonwoods, with limited group time and technology to demonstrate I share values with the participants, increase awareness of local watersheds, and increase my own awareness of community perceptions of science?**



# Draft Insight Statement

## Breakout Rooms

1. Set objectives
2. Draft insight statement— *include remote requirement*

*Objectives and Insight Statement*



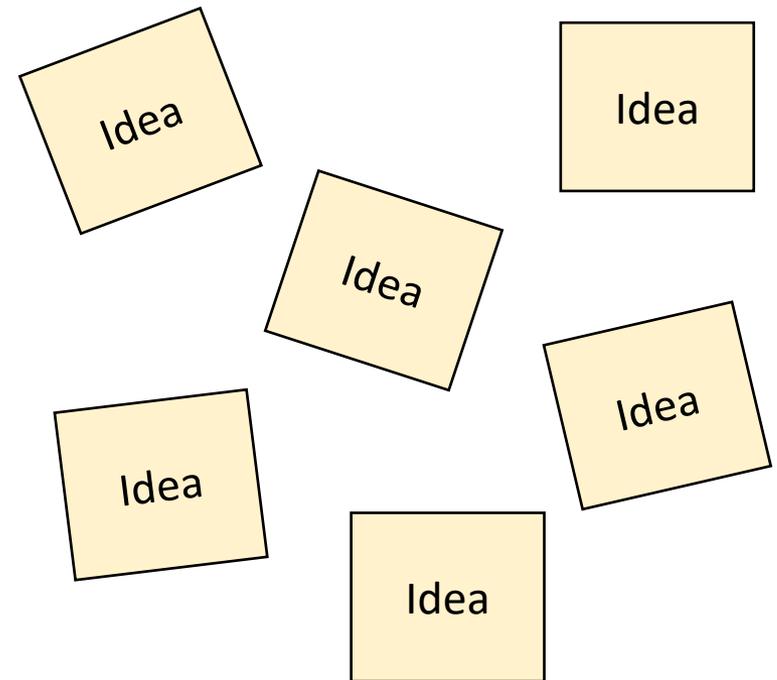


# Brainstorm

- Reference insight statement
- Say each idea out loud as you post
- Avoid spending too much time on one idea
- No bad ideas!

*Miro*

How might I engage with (*description of group*)...to... (*objective*)?



# Remote Formats



HEALTH & SCIENCE / HEALTH

## How to Cook Chicken That Won't Make Your Kids Sick

Everything you wanted to know about superbugs on your dinner, according to a dad and scientist.

By Benjamin J. Koch



Jan 29 2019, 2:42 PM

<https://www.fatherly.com/health-science/how-to-cook-chicken-without-making-your-kids-sick-antibiotic-resistant-bacteria/>

You know the drill. It's 6pm. With heavy feet, an aching head, and rapidly dwindling mental capacity sapped by a full day, you stumble through the front door with a hungry kid in tow. Another day nearly done, and all you want right now is a few quiet moments on the couch.

But it's dinnertime. Past dinnertime, in fact. And you are a responsible parent, dammit! So get it in gear! No frozen pizza tonight. No sir. We need fresh vegetables and protein. We need to model some healthy eating habits for this child.

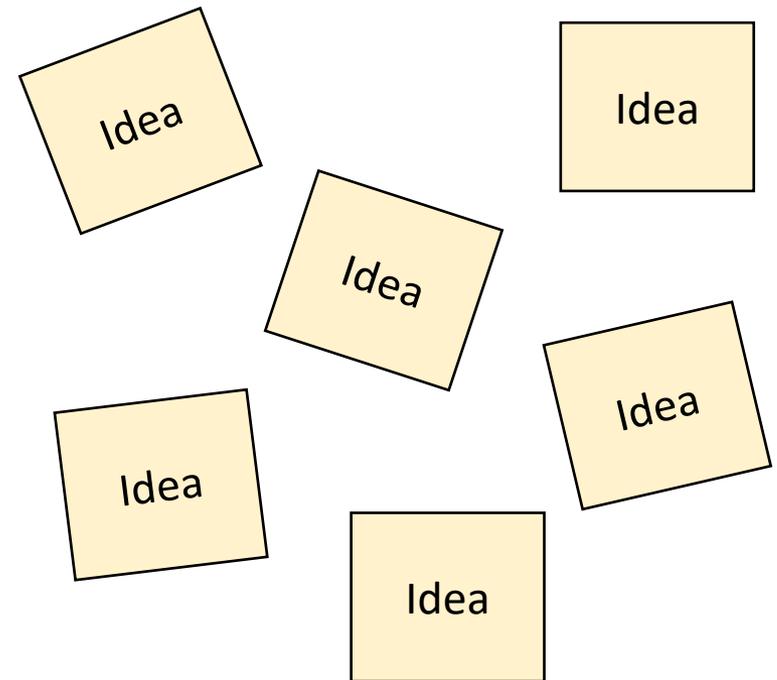


# Brainstorm

- Reference insight statement
- Say each idea out loud as you post
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*Miro*

How might I engage with (*description of group*)...to... (*objectives*)?



# Upcoming Engage Sessions

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## March 5

**11:30-1:05: Session 1, Basic communication skills**

1:10-1:50: Session 2, Dialogue

## March 12

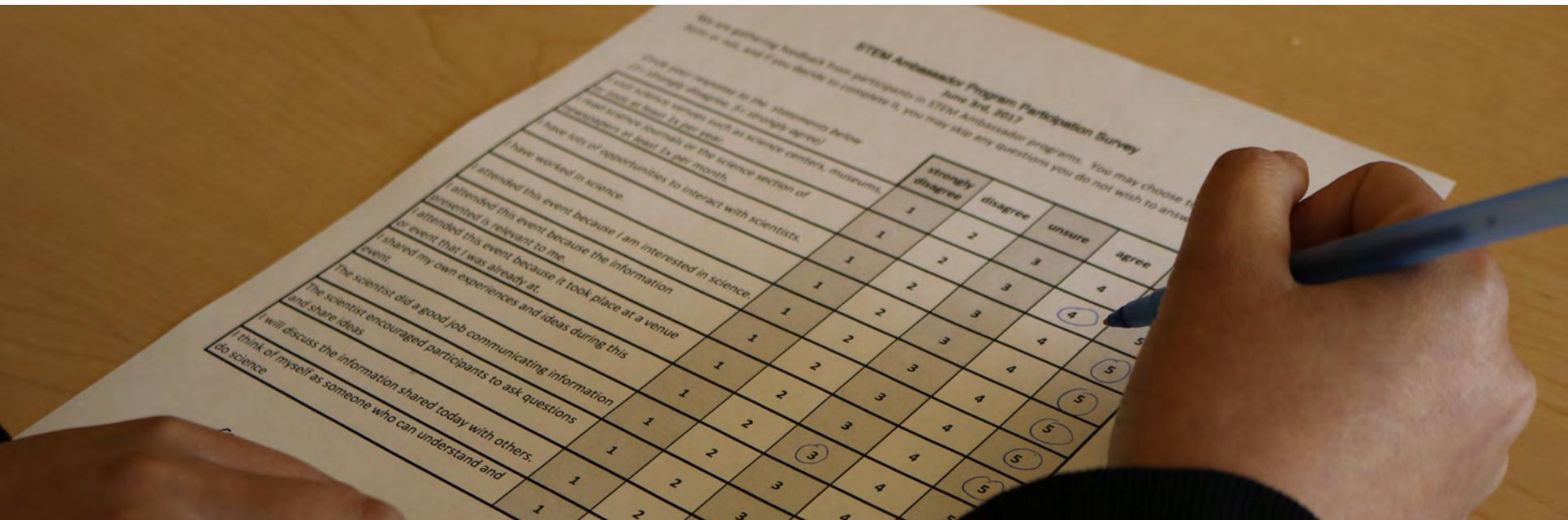
11:30-12:35: Session 3, Online engagement

12:45-1:50: Session 4, Activities

*Engage sign up*

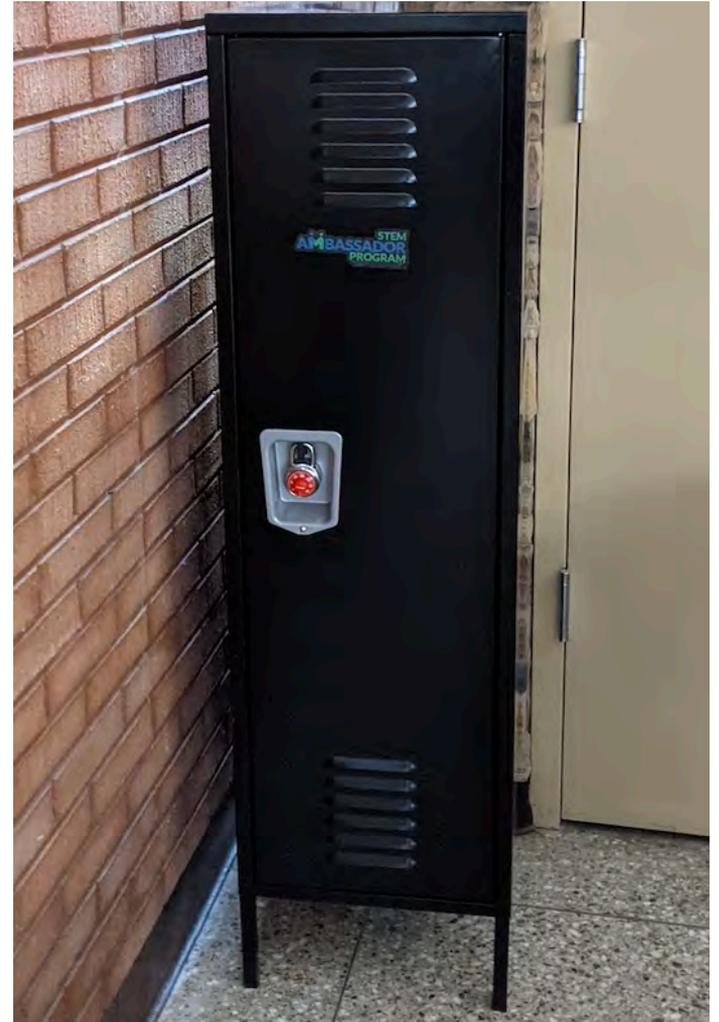
# Refining Ideas

- Prepare an engagement proposal
- Register your project for evaluation



# Supplies

- \$50 for supplies with an approved budget
- Materials you can reserve and borrow
  - Ring light
  - Webcam
  - Tripod



# Next Steps

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1. Workshop survey
2. Engagement proposal due **3-5**
3. Engage workshop 1 and 2 on **3-5**
4. Engage workshops 3 and 4 on **3-12**
5. Register your project ~2 weeks before



Your project should not involve travel or in-person meetings