

# Berkeley Lab Community Advisory Group

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Executive Director, Science at Cal  
Monday, November 8, 2021







**SCIENCE** at *Cal*  
scienceatcal.berkeley.edu

**Celebrate Science.**

**Science at Cal brings the wonder and excitement of UC Berkeley  
STEM research to the community.**





1. PROGRAMMING  
**\*HISTORICAL\***

2. BROADER IMPACTS  
**\*NEW\***



**All of our events and programs are free & geared towards public audiences.**



### **Events & Programs**

Science Cafes · Lectures · Festivals  
· Cal Day and more...

### **Campus & Community Partners**

Consulates · Libraries · First Friday  
· Farmer's Markets · Community  
Centers · Artists





## What Science at Cal provides Cal:

- Deep-rooted, respected campus program
- "Household" name, both on campus & in the community
- In contrast to the Lawrence, our bread & butter programs focus on adult audiences
  - Caveat would be boothing is family oriented
- Wide-reaching faculty network
- Conduit/triage/point of contact the Lawrence with Faculty (...eventually)



# REOCCURRING PROGRAMS

Camminos<sup>de la</sup> Ciencia

East Bay  
Science Cafe



SCIENCE<sup>at</sup> Cal  
Lecture Series

Grounds *for* Science

*at the Juice Box*





# REOCCURING PROGRAMS







presentando...  
**Luis Valentin-Alvarado**

**CRISPR  
ILUMINA LAS  
PRUEBAS DE  
COVID-19**

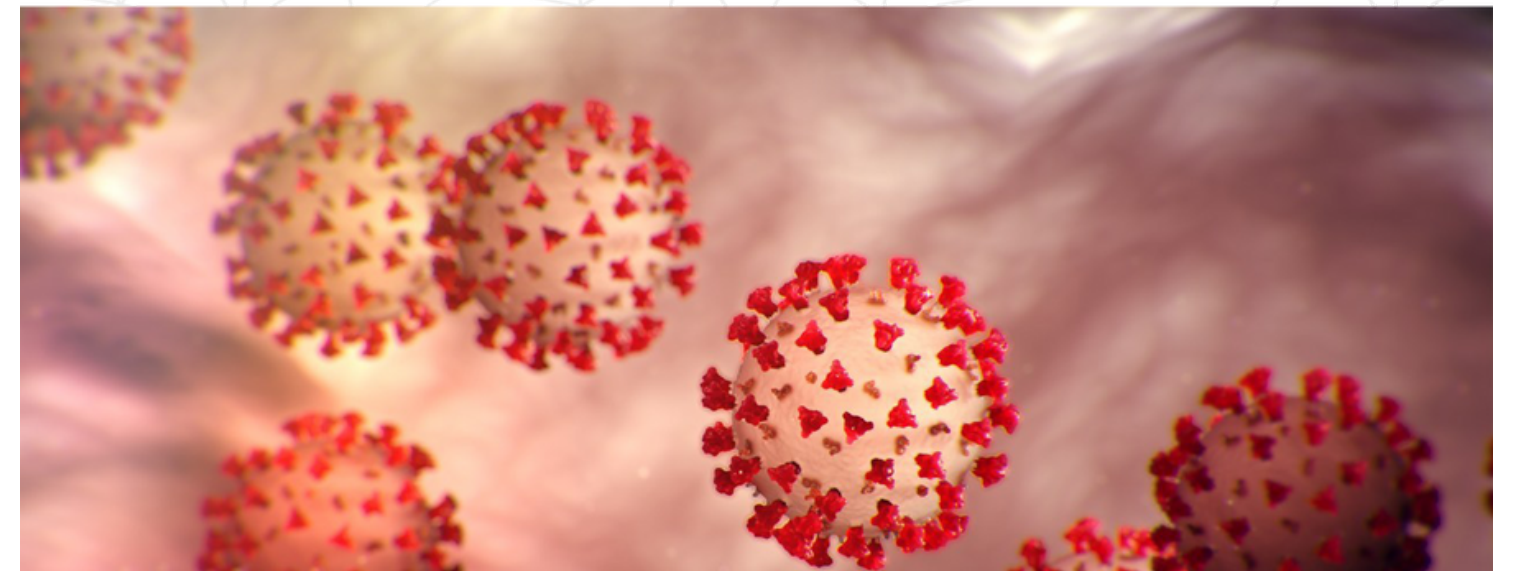
**SCIENCE**<sup>at</sup> *Cal*  
scienceatcal.berkeley.edu

# COVID PIVOTS

## SCIENCE<sup>at</sup> *Cal* @home

**Chatting·in·Place**

The Science of COVID-19




**Live Science**

**Science  
in the Sky**

Friday, July 31 at 2pm pst

Join Berkeley Lab staff in  
exploring how innovative  
research meets fun hobbies



# Midday Science Cafe





**Since moving online (a bit over a year)**

We've hosted 30 virtual events

Including:

Grounds for Science (2nd Thursday, 5pm)

Midday Science Cafe (3rd Thursday, 12pm)

Lecture (4th Wednesday, 6pm)

3 Festival programs and a movie premier/roundtable



## Grounds *for* Science

**Thur, Aug 12th | 5 - 6 PM**



### Life Finds a Way

How can humans & wildlife co-exist  
in an increasingly developed world?  
Dr. Christine Wilkinson



### Product of Mexico

The Socio-Environmental  
Impacts of Food Trade  
Sarah Hartman

*Both speakers work within the Dept. of Environmental Science, Policy, & Management*

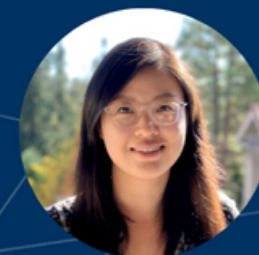
## Midday Science Cafe



### The Periodic Table

How the Basic Elements of Life are Advancing the  
Frontiers of Research

**THURSDAY, AUGUST 19 • 12:00 - 1:30 PM**



#### Dr. Eva Ge

Postdoctoral Researcher  
Dept. of Chemistry  
UC Berkeley



#### Kathy Shield

PhD Candidate  
Heavy Element Chemistry Group  
Berkeley Lab

LEARN MORE:  
[SCIENCEATCAL.BERKELEY.EDU/MIDDAYCAFE](http://SCIENCEATCAL.BERKELEY.EDU/MIDDAYCAFE)

SCIENCE at *Cal*

 **BERKELEY LAB**  
Bringing Science Solutions to the World



**SCIENCE** at *Cal*  
Lecture Series

**THE SCIENCE OF  
HAPPINESS**



**Emiliana Simon-Thomas, Ph.D.**  
Science Director  
Greater Good Science Center

**Wed, July 28th | 6 to 7 PM**

Register: [Scienceatcal.berkeley.edu/Lectureseries](https://scienceatcal.berkeley.edu/Lectureseries)





## **Goals: Expand our reach; focus on diversity & inclusivity.**

### **Motivation: Who is our audience?**

- Task: Clean-up our listservs to understand past audience
- Task: Better survey our current audience
  - Adding gender, age, race, affiliation questions in registration

### **Motivation: What is our impact?**

- Task: Create historical archive/database of events and programs and reach (when possible)



**Reviewing current and past trends in order to:**

- Set goals
- Create targeted marketing to underserved groups (underserved by Science at Cal)
- Evaluate effectiveness of those efforts



**Our current audience (50-200/event) is mostly:**

- 50:50 split men:women
- White, 45-75
- Made up of community members (80%)
- Hearing about us from our newsletters

**Our speakers are:**

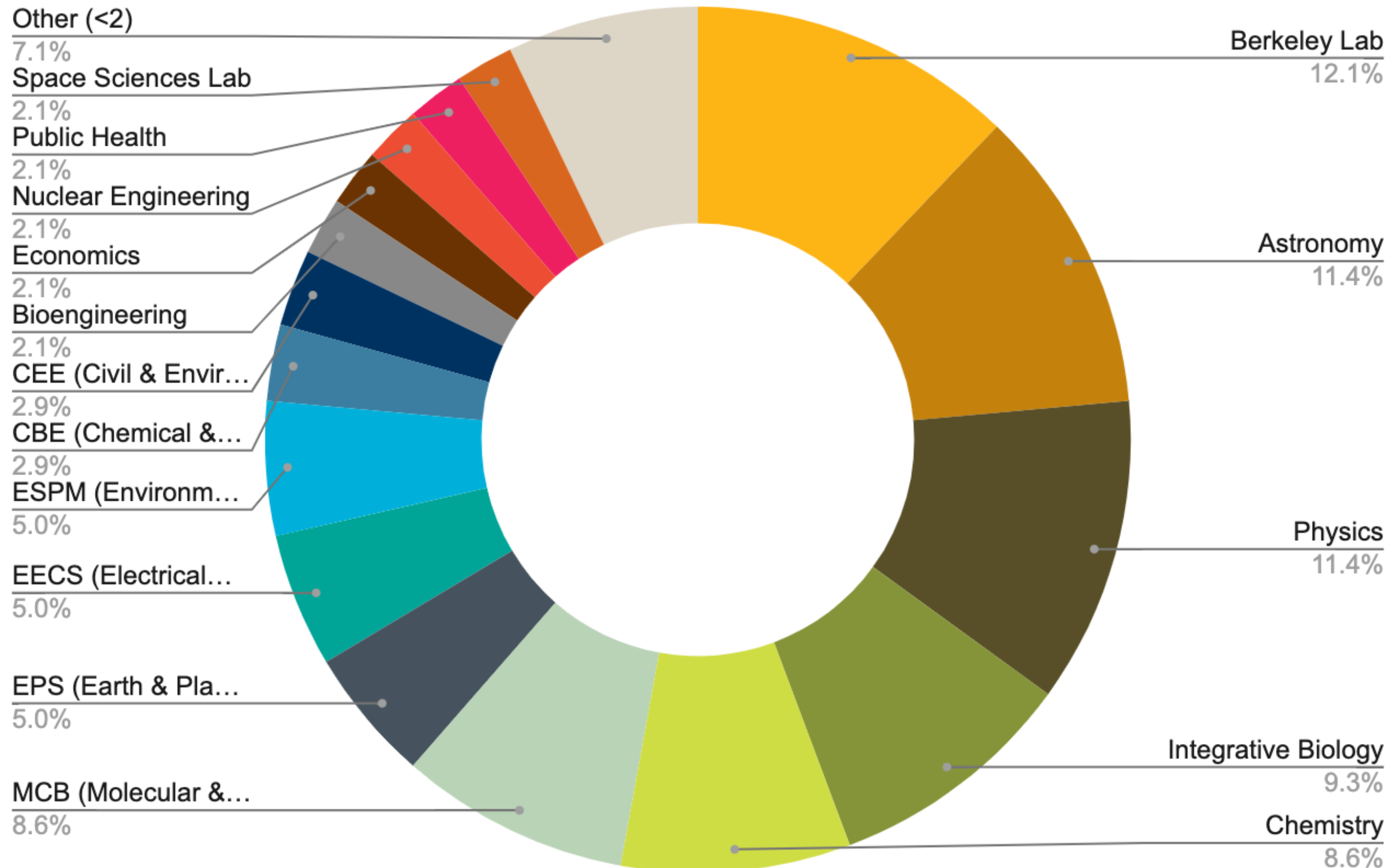
- 25:75, men:women
- 25:75, racially minoritized:white
- From all career levels & departments



# Speaker Demographics

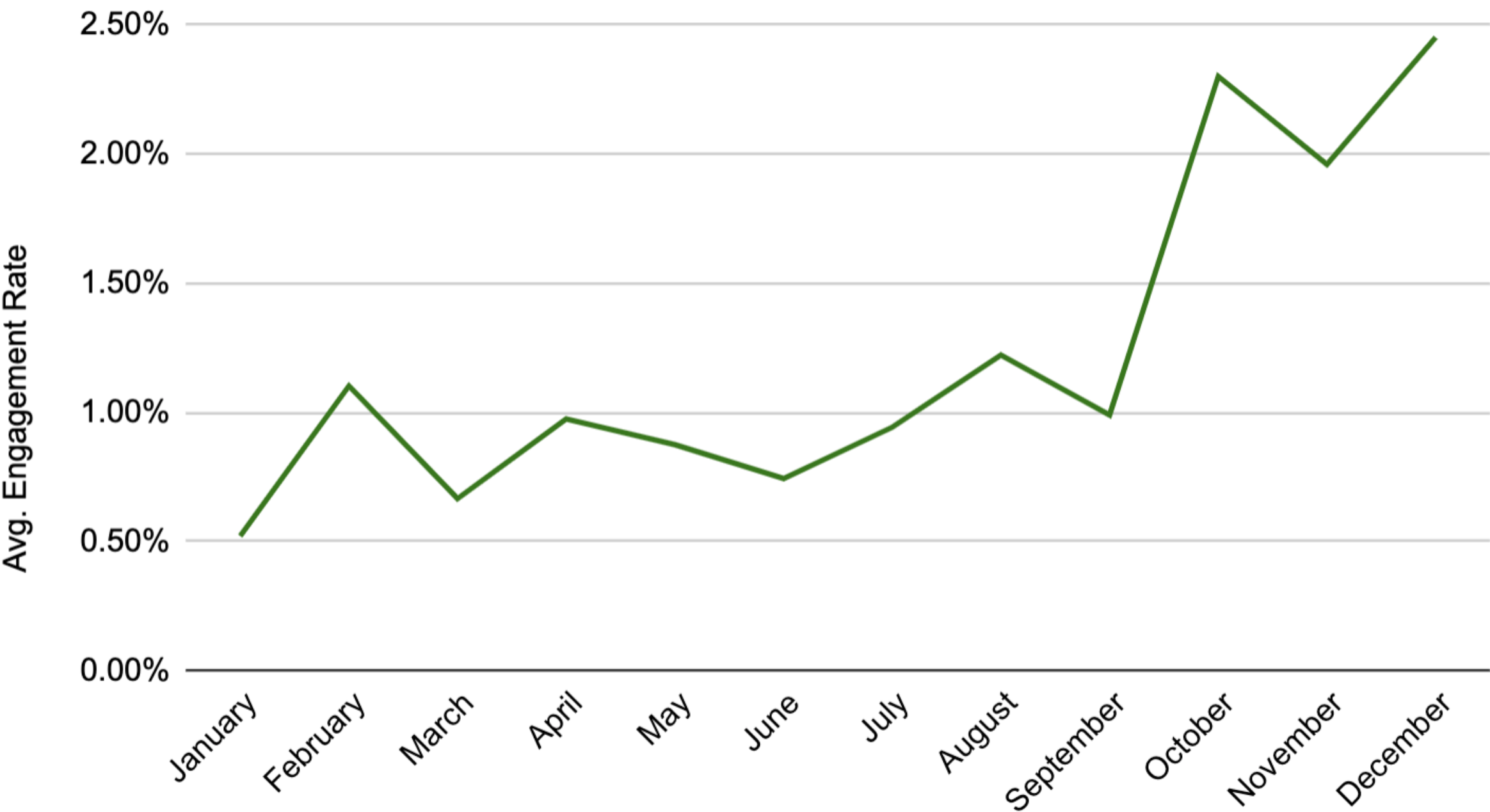
## Department 2015–2021

Our events have featured scientists from 23 departments since 2015





Avg. Engagement Rate Over 2020





## **What are Broader Impacts and why are they important?**



## **What are Broader Impacts and why are they important?**

- The National Science Foundation has a clear mandate:
- Research will be funded based on
  1. **Intellectual Merit** — The potential of a project to advance knowledge and understanding within its own field or across different fields
  2. **Broader Impact** — The potential of a project to benefit society or advance desired societal outcomes
- There is an expansion of funding agencies (NOT JUST NSF) that are exploring the importance of research impacts.

## **Areas of Broader Impacts**

- Full participation of women, persons with disabilities and underrepresented minorities in STEM
- Improved STEM education and educator development at any level
- Increased public STEM literacy and public engagement with STEM
- Improved well-being of individuals in society
- Development of a diverse, globally competitive STEM workforce
- Increased partnerships between academia, industry, and others
- Improved national security
- Increased economic competitiveness of the United States
- Enhanced infrastructure for research and education



## **I have been trained and can provide RI institutional training across the university**

- Broader Impacts 101
- Evaluating BI Activities
- Broadening Participation
- Establishing a BI Identity
- Establishing Successful Partnerships
- NSF Early Career BI Support
- + Science Communication
- + Marketing & Branding

## **UC Berkeley Broader Impacts Office**

Program to Enhance Institutional Capacity to Support Research Impacts,

- Creation of broader impact training plan (how/what would that look like?)
- Creation of broader impact website (services/resources, etc) on Sci at Cal page
- Creation of broader impacts online portal:
- Using the Lawrence as a pilot





**THANK YOU!**

## **Team member:**

Elise Matera

Public Engagement Specialist

**THANK YOU!!**

