

Public Affairs: Economic & Social Impact Report

Description of Initiative : Spearhead the development of a combined “Economic and Social Impact” report that mixes hard financial data with quantifiable societal measures that reinforce the Lab’s reputation as a socially responsible and progressive institution.

Primary Objective

Create an educational product that informs, excites and motivates elected officials, policy makers and people of influence to support the Lab’s agenda

Resources Needed

- Budget for economic report itself and design and printing of document
- Close collaboration with OFCO

Timeline

- December 2009 — April 2010
- Release should coincide with major Lab event

Public Affairs: Community Advisory Group

Description of Initiative : Spearhead the development and implementation of a Community Advisory Group that advises Lab leaders on growth and development issues.

Primary Objectives

Create a collaborative process that results in a smoothly functioning, broadly based CAG, while building support for and reducing suspicions about Lab development activities; substantiate Lab reputation of openness

Resources Needed

- Budget for advisory group development consultant (approved)
- Close collaboration with Facilities and Lab leadership

Timeline

- December 2009 — pre-meeting
- January-February 2010— initial CAG meeting



CFO

LAWRENCE BERKELEY NATIONAL LABORATORY

Office of the Chief Financial Officer

Public Affairs: Public Education & Engagement

Description of Initiative : develop a new menu of science-for-the-public engagement activities that build off the success of Science at the Theater and that showcase Lab science and Lab scientists.

Primary Objectives

Substantiate the connection between Lab science and personal and societal benefit; create buzz among UC and DOE audiences about the innovative tactics used to build reputation; build new ties to Berkeley business community

Resources Needed

- Budget for special video editing services, rental fees for venues; budget for Open House
- Close collaboration with many Lab entities, particularly for Open House

Timeline

- Science Café debuts February 2010
- Visitor video for flat screens, February 2010
- Open House, late spring or fall 2010