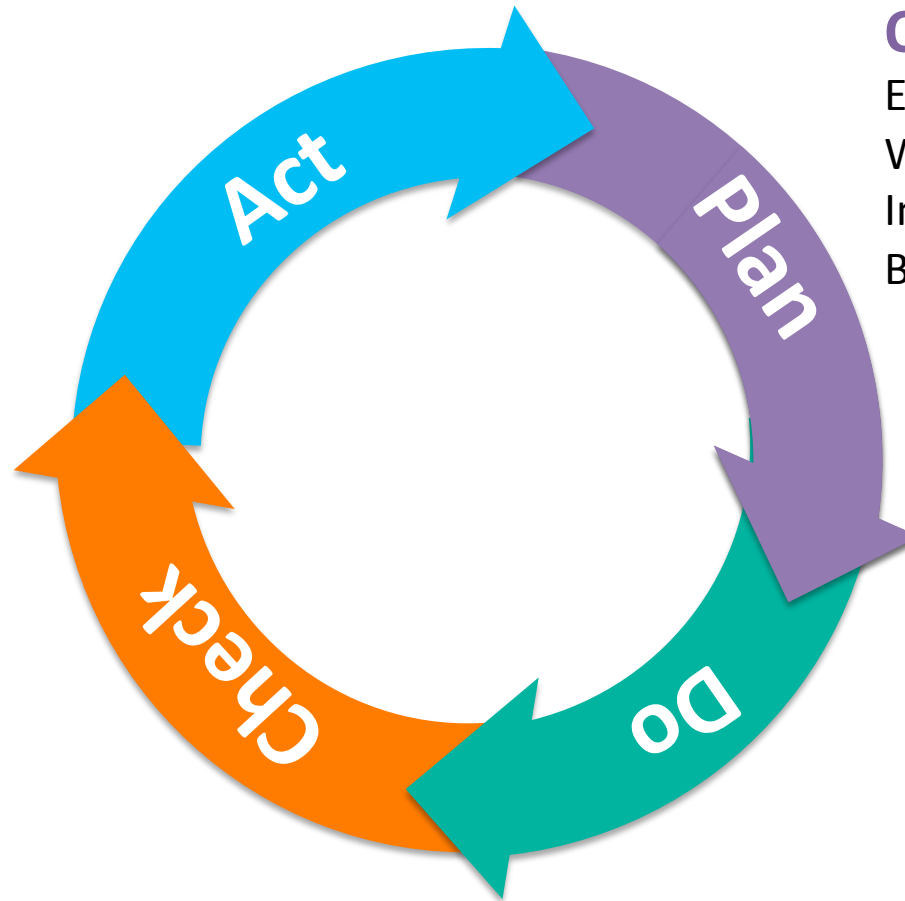




Outreach & Public Engagement

Erin McNeill – e.mcneill@leeds.ac.uk

Physics Outreach Officer



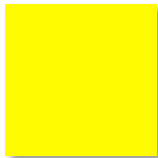
OBJECTIVES

Enrich & enhance curriculum
Work with families
Increase attainment
Bring careers awareness

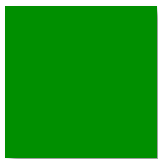
Who are you?



Basic Training Students



Advanced Training Students



Academics

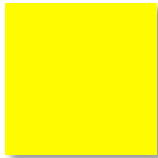


Industry

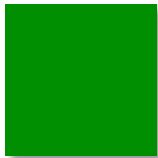
Have you ever done outreach or public engagement?



Never!



Sometimes (once or twice a year)



Frequently (once every few weeks)

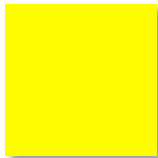


All the time!

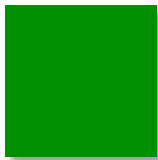
Who do you most frequently speak to about science?



Other scientists both within and outside my field



Media (TV, journalists, magazines, newspapers)



Policy makers or government

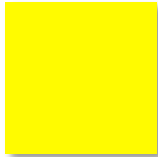


Lay public, children or teachers

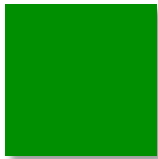
Who is the most important audience to reach?



Other scientists both within and outside my field



Media (TV, journalists, magazines, newspapers)



Policy makers or government

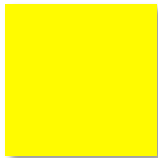


Lay public, children or teachers

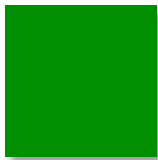
Why do we do outreach and public engagement?



Scientists have a moral obligation to share research



Promote enjoyment and understanding of science



Encourage young people to raise their aspirations



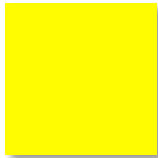
Influence policy makers and government



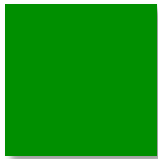
What is a barrier to doing outreach?



Lack of time, resources or funding



Not a part of my formal job description or funding



There is no organizational strategy to do it



There is no formal reward, like promotion or recognition

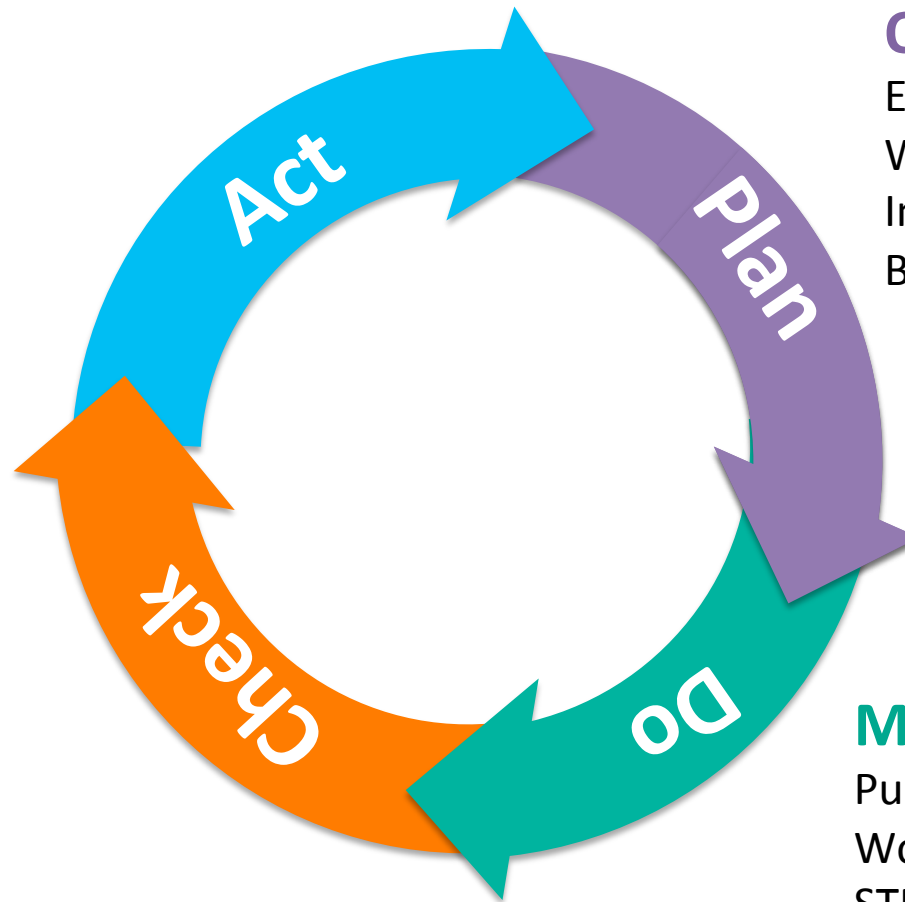


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Outreach

Admin



OBJECTIVES

Enrich & enhance curriculum
Work with families
Increase attainment
Bring careers awareness

METHODS

Public talks
Workshops in schools
STEM Clubs & Science Fairs
Teacher skill development

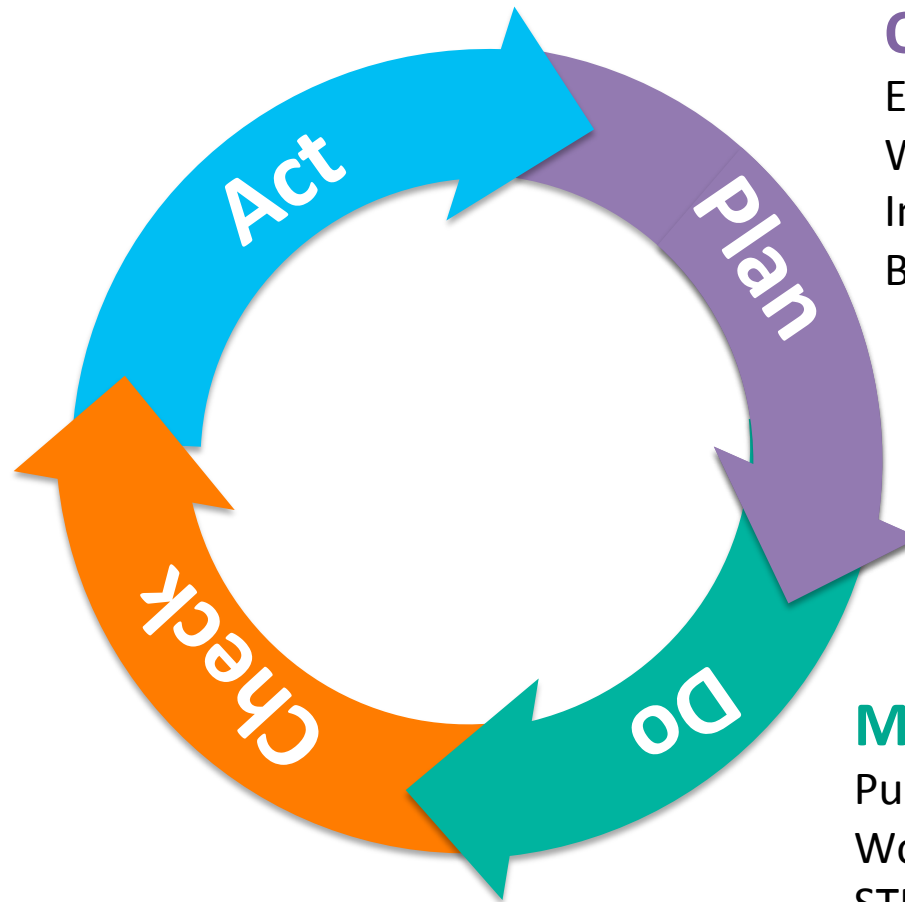
History of the Universe

#	Year Timeline	Actual Calendar	Event
1	1 January	15 billion years ago	Beginning of the universe
2	early January to mid-March	12 – 14.7 billion years ago	Birth of solar systems
3	early September	5 billion years ago	Birth of Sun and planets
4	end of September	3.8 billion years ago	Emergence of first life forms
5	25 December	225 million years	Mammals appear on Earth
6	29 December	65 million years ago	Extinction of dinosaurs
7	30 December	5 million years ago	First ancestors of man appear
8	31 December 23:53:00	195,000 years ago	Homo Sapiens appears
9	31 December 23:59:52	4300 years ago	The Sphinx is finished being built in Egypt
10	31 December 23:59:59	400 years ago	Invention of the telescope

ONLINE RESOURCES

<http://astroedu.iau.org/en/collections/>

<http://astroedu.iau.org/en/activities/1612/history-of-the-universe/>



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