

**Deconstruct your Science to Win Friends and Influence People: Working with funders, colleagues out of field, the public, policy makers, and K-12 audiences to share your science more broadly**

*May 11-12, 2011*

**Wednesday, May 11<sup>th</sup>**

<b>Time</b>	<b>Item</b>
<b>12:00 pm</b>	Lunch (catered) Welcome / Overview of Goals / Participant introductions Introduction to concept maps
<b>1:00 pm</b>	Concept map warm-up activity
<b>1:30 pm</b>	CMB/OCI tour
<b>2:00 pm</b>	Know your audience – prior knowledge and misconceptions
<b>3:30 pm</b>	Share out / wrap up / reflect on use of concept mapping and audience misconceptions
<b>3:45 pm</b>	Graduate students depart for the day Faculty members are given topics and begin to work on their concept maps
<b>5:00 pm</b>	Wrap up for the day <i>Faculty members continue to refine their maps overnight</i>

**Thursday, May 12<sup>th</sup>**

<b>Time</b>	<b>Item</b>
<b>9:00 am</b>	Welcome / Overview of Goals
<b>9:15 am</b>	Faculty discuss their concepts maps (10 minutes each)
<b>10:15 am</b>	Participants break out into teams, discuss the focus question, and work on the concept maps
<b>11:50 pm</b>	Catered lunch and introduction of panel members
<b>12:30 pm</b>	Participants continue to work on concept maps
<b>1:30 pm</b>	Graduate students discuss their concepts maps (10 minutes each)
<b>2:30 pm</b>	Panel members, graduate students, and faculty members provide feedback on the concept maps and the process of concept mapping
<b>3:30 pm</b>	Break
<b>3:45 pm</b>	Panel members discuss their target audiences and how they would use deconstructed science
<b>4:30 pm</b>	Group wrap up - How would you use this in your work? How can you use this to enhance the broader impacts of your work?
<b>4:45 pm</b>	Surveys and resume your life