**Outreach Partnerships with Pacific Science Center**

Meena Selvakumar, PhD 206.269.2139**;** meena\_selvakumar@pacsci.org

Pacific Science Center is broadening its role within the community by serving as a ‘portal’ for the public to access and understand scientific discovery. To further this goal, Pacific Science Center is partnering with researchers at institutions state-wide to identify and implement effective practices for sharing cutting edge research with the public. For many researchers, this partnership provides an attractive way to meet the NSF broader impacts criterion, as NSF specifically includes partnership with science museums as a representative activity that fulfils this criterion. Pacific Science Center provides access to 1.3 million visitors statewide via both on- and off-site programming, and offers our research partners high visibility to large audiences beyond the reach of traditional broader impact efforts.

In 2007 PSC launched its initial *Portal to the Public* initiative, which fosters opportunities to bring together scientists and the broader public of Washington State. Through this initiative, Pacific Science Center has facilitated translating cutting edge, highly technical research into a form the public can more easily understand using exhibits, stage demonstrations and weekend special events.

Following are some representative outreach opportunities we can make available to the research community. Some are relatively low cost while others may require modest funding through the researcher’s proposal.

1. **Speakers Bureau** - Present your research in one or more of the following events: give a talk at a Science café (e.g., http://www.scienceontap.org/), Science with a Twist (http://www.pacsci.org/twist/), give an evening lecture at Pacific Science Center, serve as an expert at a Forum Event or a Featured Speaker for Staff Professional Development.
2. **Special Event** - Participate in an on-site topical weekend such as Life Science Research Weekend (http://www.nwabr.org/education/lsrw.html), Polar Science Weekend (http://psc.apl.washington.edu/psw/) etc.

3. **Exhibits** - Serve as a content advisor or donate/loan technology or visuals.

1. **K-12** - Participate in teacher professional development training, classroom visits, give a tour of your lab with a talk. Pacific Science Center adds value to this experience by offering professional development training to assist scientists and engineers in communicating their research with young audiences in a classroom or laboratory setting.
2. **Article** – As part of a broader participation, contribute an article on your research to our Featured Scientist Column for publication in Pacific Science Center’s bimonthly Discover Magazine (circ. 350,000) or the online weekly Newsletter (circ. 10,000).

Prospective collaborators from the University of Washington seeking to share their research with the public through the above or other opportunities are encouraged to contact Dr. Meena Selvakumar, Program Director for more details about opportunities for collaboration. Pacific Science Center convenes an advisory committee to review collaborative proposals, to determine if there is a good fit between the area of research and the programs and audiences they would reach at the Science Center.

Pacific Science Center will work with selected researchers to provide a variety of services pursuant to launching the collaborative venture. This includes writing the text for inclusion in the broader impact

section (addressing NSF’s Criterion II), as well as determining and budgeting costs and implementation strategies for all outreach activities.

We also strongly encourage **current** NSF grantees interested in communicating their research to the public to contact us. NSF’s *Communicating Research to Public Audiences* is a supplemental request that will support such projects such as media presentations, exhibits and youth based activities.