

TerreWeb – Networking Fieldtrip

Mix Feedback Report

April 8, 2013

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Original Mix Proposal

APPROVED: \$400

UBC Mix Partner: TerreWEB Program

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Proposed Plan: TerreWEB Student Networking Fieldtrip

The NSERC-funded CREATE program, TerreWEB, provides training to UBC graduate students in science communication of global change issues. This is a highly interdisciplinary program including 23 UBC Faculty members, 14 funded graduate students and multiple collaborating organizations, on and off-campus. To provide TerreWEB graduate students opportunities to network with community organizations dedicated to global change science and communication, we propose the organization of a field trip (possibly multiple) for students to visit with and learn about these organizations. The TerreWEB program has many collaborating organizations that are available as hosts for student internships and this field trip would provide an opportunity for direct connection between students and these hosts to start a discussion on potential internship positions. Examples of these organizations include The David Suzuki

Foundation, Forest Practices Board, Worley Parsons Consulting and the Canadian Climate Change Task Force. With the help of UBC Mix funding we have already been able to organize a similar field-trip this spring 2012. It has been a great success and even resulted in one of the students engaging

on an internship with one of the collaborators, supported with a 10,000 Dollar scholarship by the PICS (Pacific Institute of Climate Solutions). Since then, three students have finished their program and 8 students have recently joined TerreWEB. For them – as well as the remaining students, another field-trip with different destinations would be another great opportunity and learning enhancement. The expectation of the host organization would be to provide the students with a tour of their facilities and to inform the students of the mission of the organization and of the work that they do, and to inform them of possibilities for direct student-community collaboration. In order to engage the students with their local communities, they will be sharing their experiences using social media outlets including blogs, twitter and facebook. These visual and written experiences will be shared with the greater community, on and off campus. Students will connect with the host organizations using social media, and will have a lasting communication outlet for future interactions and events. Through online blogging, the students can also evaluate their experience with the UBC Mix fieldtrip and recommend future ideas for UBC Mix events.

Funds:

If awarded, the \$500 would go towards the rental of a vehicle (plus fuel) to transport graduate students off-campus, to collaborating organizations in the Lower Mainland and possibly on Vancouver Island. Funds may also go towards providing lunch for the students.

Mix Description

Date

April 8, 2013

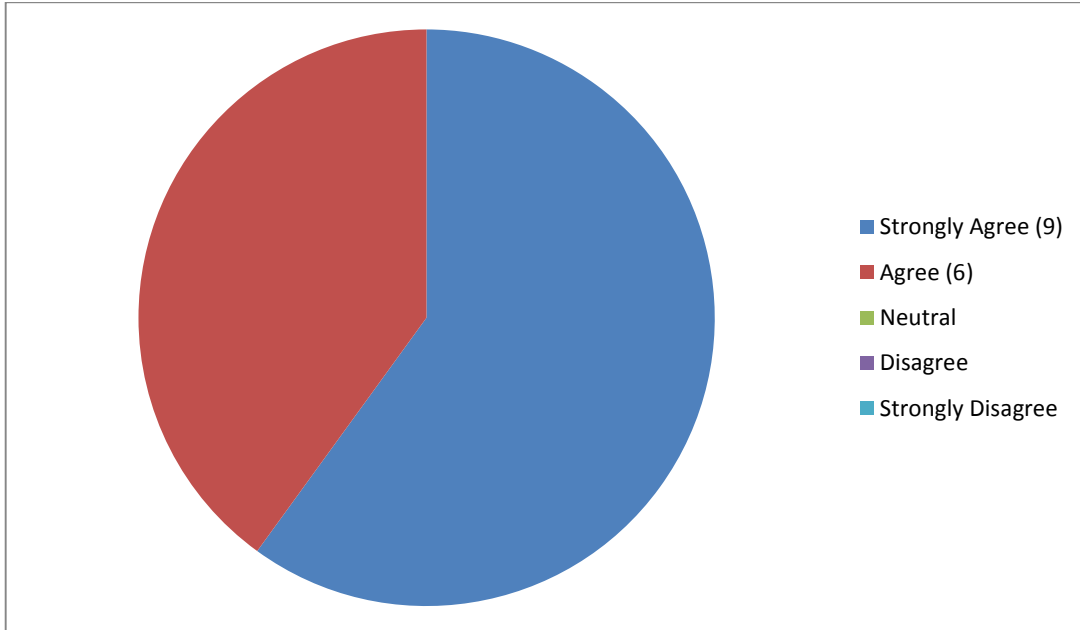
Description

This event repeats a Mix event from last academic school year in which TerreWeb students visited TerreWeb's collaborating organizations in the Lower Mainland. This year, they went to Victoria and visited the Forest Practices Board and the Pacific Research Centre. For more information about last year's trip, visit this link: <http://terreweb.ubc.ca/2012/04/12/online-science-communication-workshop-and-networking-field-trip/>.

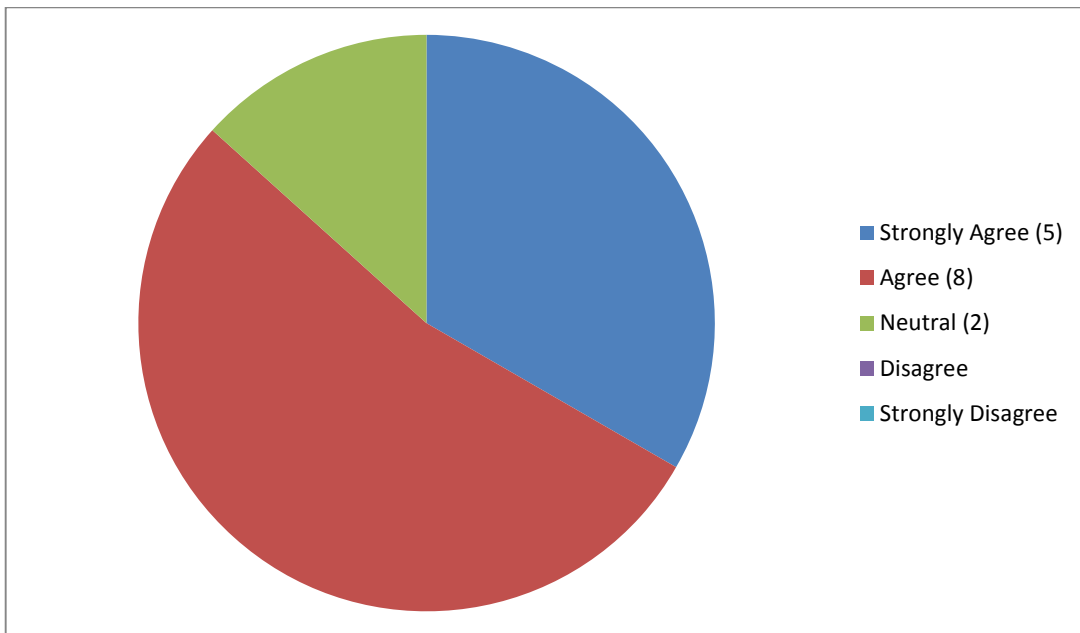
Interdisciplinary values

Please indicate your agreement with the following statements.

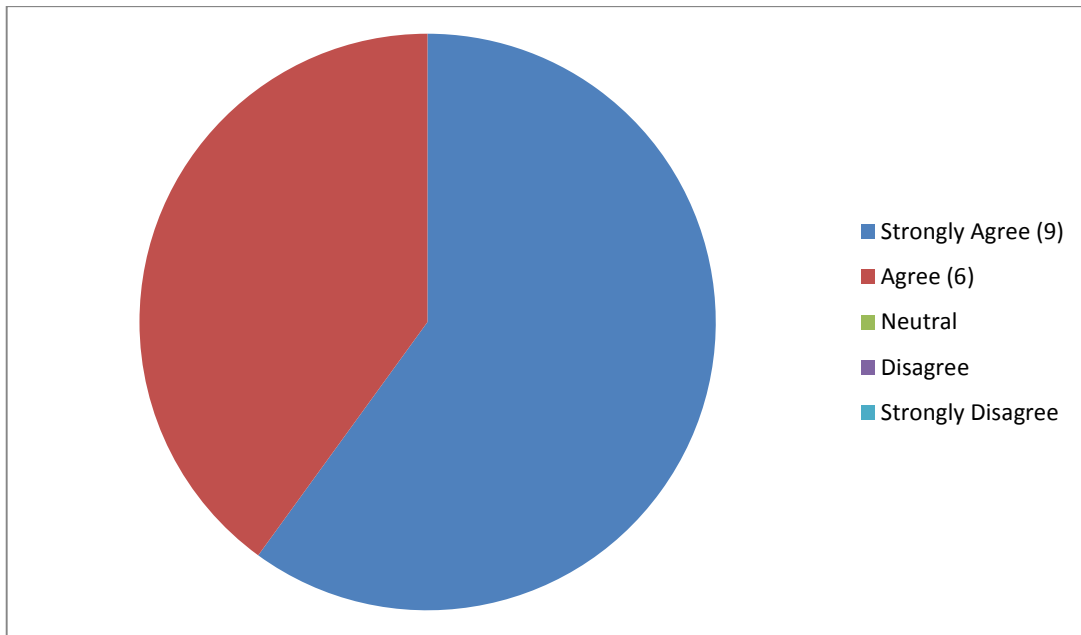
This event was educationally valuable to me.



The interdisciplinary nature of this event enhanced my learning.



In general, connecting with students and instructors in other disciplines enriches my education.



Qualitative Responses

The most important thing I learned today was:

- Communicating (scientific/research results) directly to the public should be a carefully thought out and planned endeavour, to avoid potential pitfalls. It is done best with an interdisciplinary team (researchers -> science -> policy -> communications experts)
- Industry is a lot like academia
- How important it is to carefully prepare media communication
- Some federal gov't scientists don't feel professionally constrained
- Different efforts and approaches gov. and NGO take to communicate about their scientific research
- How the Forest Practices Board operates, i.e. the government
- Some of the modelling work Nat Res Canada is doing
- Effective science communication involves building personal/less formal relationships
- Gaining insights about projects and science communication by government and industry
- It was super cool to see how the Forest Practices Board goes through the process of communicating their reports with various target audiences, and then to contrast that to the attitude of the Pacific Forestry Centre
- Science professionals are attempting to improve communicating their research although deciding where you stand concerning advocacy is still very hard.
- The interdisciplinary nature of both organizations' work.
- About various methods organizations use to communicate (and in some cases how these can be improved) and about to whom those organizations are communicating
- I enjoyed learning what the Forest Practices Board does as well as the Pacific Research Centre.

One thing I would improve about today's event would be:

- More time to spend with each of the collaborators we visited. Overall, great experience though!
- More time
- Have a short introduction at the second collaborator – what the organization in general does.
- It was a lot to go to Victoria and back in a day. I presume there was an existing arrangement to meet with the Forestry practices board, but we could have visited twice as many stakeholders in Vancouver in the same amount of time. I enjoyed the day though.
- Make sure the 2nd lot knew we were talking about science communication!
- A bit of a break in the day.
- Include a meeting in an NGO
- Giving collaborators more info about purpose of workshop
- A little bit more of a discussion format in the afternoon (as opposed to lectures) would have been nice, but it was all in all quite fantastic and I learned a lot.
- Coffee break in the afternoon
- Slightly later start! 😊
- It was a lot to pack into one day