

# TerreWeb – Networking Fieldtrip

## Mix Feedback Report

April 10, 2012

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## Original Mix Proposal

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**APPROVED: \$500**

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**Proposed Plan: TerreWEB Graduate Student Networking Field Trip**

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 from multiple departments across campus including Forestry, Geography, Journalism and Land and Food Systems, 9 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 three field trips 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. 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. Deliverables will include a summary of the student's experiences during the fieldtrip, which will be shared with UBC Mix as well as communicated in an online blog.

**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

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### Date

September 14-16, 2013

### Description

(From TerreWeb webpage: <http://terreweb.ubc.ca/2012/04/12/online-science-communication-workshop-and-networking-field-trip/>)

This event consisted of a full-day workshop and field trip for TerreWEB graduate students. The morning session began with a workshop introducing online tools and outlets for science communication, led by UBC students Tyler Nelson (Integrated Sciences) and Tim Shah (SCARP). Some of these outlets included the blogosphere and social networking sites. Here, students gained an understanding of the importance and opportunities in developing an online identity and sharing their research and other content via social networking. Students created a blog page and learned some basics in blog writing, particularly in a science communication context.

This was followed by a student field trip to the headquarters of two TerreWEB collaborating organizations in the Lower Mainland:

#### ForestEthics



#### BC Ministry of Environment - Surrey Regional Office



The host organizations informed the students of the *mission of their organization* and the work that they do (with an emphasis on communication), and also informed them of possibilities for *direct student-community collaboration* via internships.

With the help of Tyler and Tim, TerreWEB students applied the skills they learned in the workshop by writing a blog post about their experiences with each of the collaborators. These visual and written experiences were shared with the collaborators and UBC community.

Many thanks to UBC Mix for providing funds to make the field trip possible!

## Links to Student Blogs

Claudia Goodine – <http://humbleconvictions.blogspot.ca/>

Ryan Davis – <http://blogs.ubc.ca/biochar/2012/04/12/communicating-science/>

Carmen Emmel – <http://doichipy.blogspot.ca/>

Federico Osorio – <http://blogskwiji.blogspot.ca/>

Sandra Banholzer – <http://sabatest.blogspot.ca/>

Gesa Meyer – <http://ubcbiometstudent.blogspot.ca/>

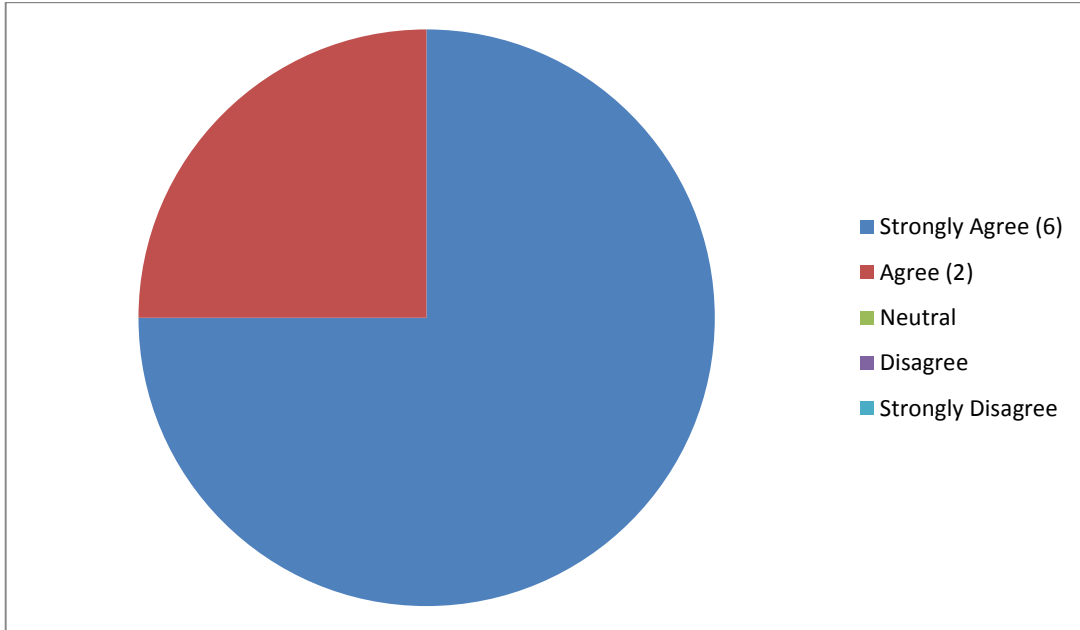
Amanda Mathys – <http://aterreweb.blogspot.ca/>

## Interdisciplinary values

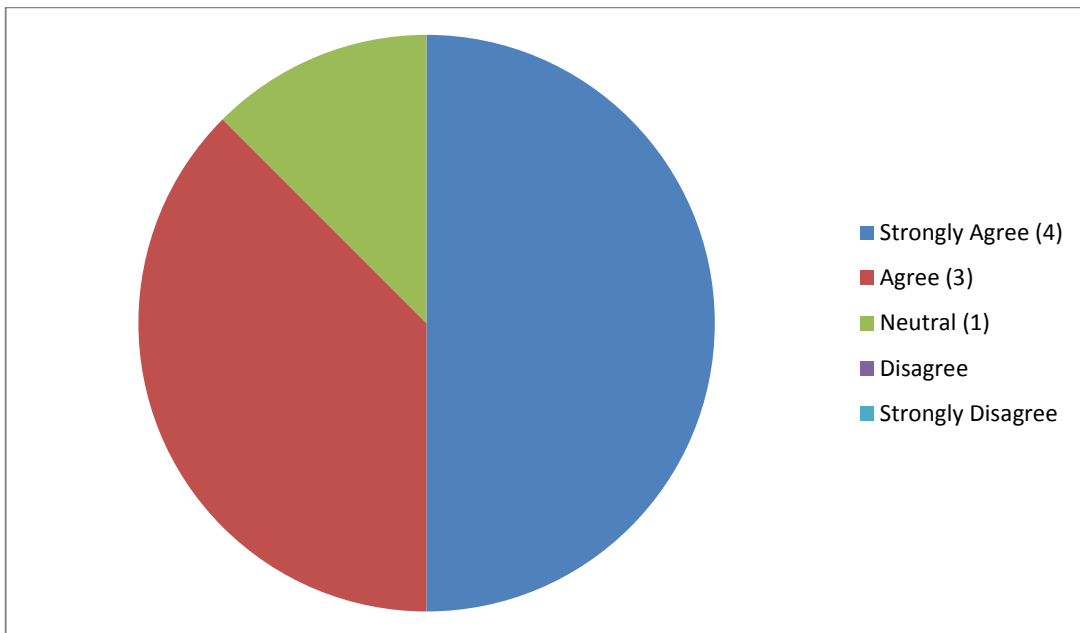
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Please indicate your agreement with the following statements.

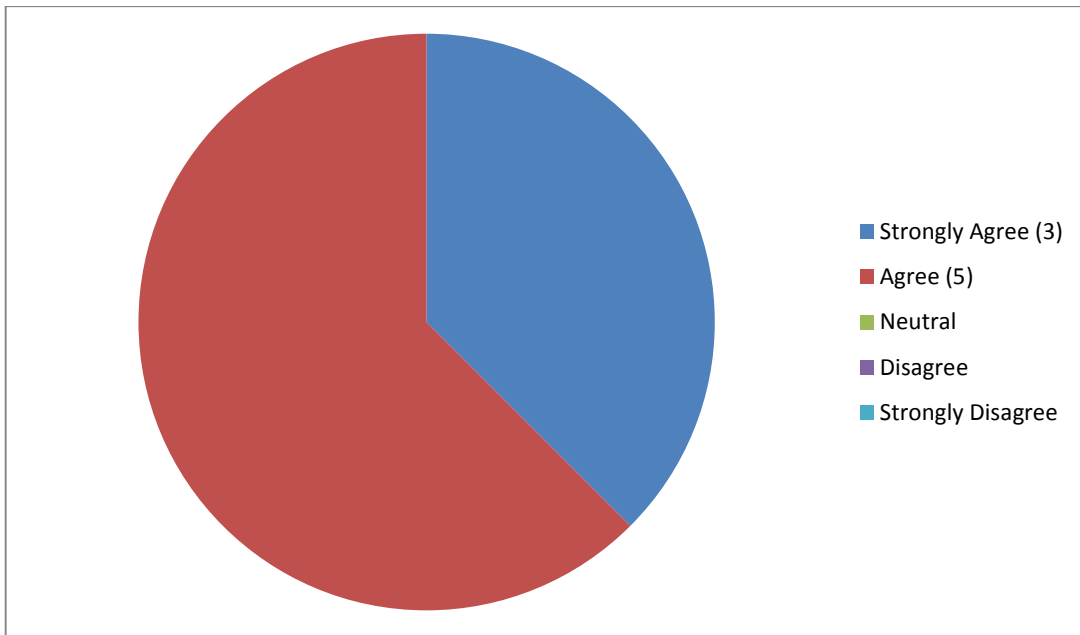
**This event was educationally valuable to me.**



**The interdisciplinary nature of this event enhanced my learning.**



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



## Qualitative Responses

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### The most important thing I learned today was:

- 'Right to Fair Comment!'
- I got insight in two possible working fields and saw how different approaches they take. Very valuable experience!
- Getting to know more about the work the organizations do and the dedication of the people who work there
- Interesting to see the work environment of different organizations (NGO and Government) and the possibilities and challenges they face in terms of communication
- What government actually does
- What impact different communication tools have
- The Ministry of Environment, Gov. 2.0 focus on connections w/public and stakeholders for more enhanced collaboration

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

- Less time on the morning workshop, more time in the fieldtrips
- It seemed like the participating 'companies' didn't know what TerreWEB is and what we are doing... so maybe that information could've been passed onto them beforehand
- It was great! Maybe reduce/eliminate social media workshop and visit one more company? (would have liked to see a consulting firm as well)
- Make the event more participatory and interactive. There was a little too much talking from the hosts.
- Repeat it 😊
- Getting various orgs. to condense and focus their message