

**Public Scholarship in Action:  
A workshop on engaging the public in scholarly research  
through the use of new media, social networking  
and outreach programs.**

**December 11, 2012 Workshop Agenda:**

- I. Introductions:** 30-60 seconds each to introduce ourselves using the 'elevator speech', followed by branding exercise where individuals are divided in pairs, given 2 minutes each to present each other's research/discipline of study to one another, then asked to verbally recount what the other told them to the group. 20 min for introductions and 40 minutes for communication drill.

**Goals:** Making that first impression, communicating ideas, and conveying our message to others.

- II. Public speaking:** 'How NOT to give a talk.' 30 minute presentation and short video.  
**Goals:** Understanding the key points needed to effectively communicate, present, and engage with various audiences, and how to prepare for and interact with media resources.

**[15 minute break]**

- III. Web-based media:** Presentation of online resources, new media and social networking sites, discussion on other means of getting an audience engaged, and creative ways of presenting subject ideas through these venues. 30 minute presentation and short videos.  
**Goals:** Understanding the resources available online, knowing proper 'netiquette', networking our ideas, and finding our web-based audience.

**[15 minute break]**

- IV. Education and Outreach:** Introduction to how people learn. Quiz, results, and discussion. 30 minute discussion.  
**Goals:** General introduction to how we learn, how we can approach teaching others based on their learning styles, and identifying audiences in our community, K-12, college, and extended learning venues.

- V. Public Scholarship in Action:** Problem Based Learning (PBL) exercise where attendees will be divided into three groups and given a research scenario in which they will apply what was learned during the workshop to develop a strategy to engage with the public on the research topic they are provided. The groups will present their ideas in open discussion. 45 minutes to 1 hour.

**Goals:** Applying skills and developing ideas for engaging with the public.