

ASBMB PUBLIC
OUTREACH
COMMITTEE
STRATEGIC PLAN
2016-2020

ASBMB Public Outreach Committee Strategic Plan: 2016-2020

INTRODUCTION:

The Public Outreach Committee (POC) is responsible for supporting and coordinating science outreach activities for the American Society for Biochemistry and Molecular Biology (ASBMB). Over the past four years, the committee has developed a number of successful programs aimed at facilitating ASBMB member participation in outreach. Moving forward, the committee will look to build on these existing efforts by integrating them with new initiatives that will help scientists to engage with non-expert audiences.

MISSION:

The mission of the Public Outreach Committee is to promote and facilitate the engagement of the ASBMB membership in science outreach activities and programs.

VISION:

ASBMB will be a premiere resource partner for scientists engaging in scientific outreach.

SPECIFIC AIMS:

- 1. Provide guidance and support to members who are currently involved with or looking to get involved with outreach*
- 2. Facilitate outreach opportunities for ASBMB members that they would not otherwise be able to do at their own institutions or in their local communities*
- 3. Develop and create resources that fill in programmatic holes related to outreach*

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GOALS AND ACTION ITEMS:

Goal #1

Strengthen interactions with the most-engaged ASBMB members

Target audience profile

Organize their own outreach events (including seed grant recipients); serve as discussion facilitators for The Art of Science Communication

Action Items:

1. Establish professional incentives and recognition for outreach service
2. Provide advanced training opportunities that will improve the impact and public awareness of members outreach efficacy
3. Build an outreach network that promotes and facilitates the direct engagement of members with each other and with the POC
4. Establish and maintain funding programs that support ASBMB member outreach activities

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Goal #2

Increase outreach participation and engagement of ASBMB members relatively new to outreach

Target audience profile

Attend (but don't organize) outreach events, including those at the Experimental Biology meeting; sign up for ASBMB-sponsored career symposia; take The Art of Science Communication course

Action Items:

1. Organize programs and outreach events that encourage and facilitate participation by these individuals
2. Develop outreach resources and toolkits that are available through ASBMB outlets
3. Expand skills-based career training and professional development workshops

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Goal #3

Raise level of interest in outreach amongst least-engaged ASBMB members

Target audience profile

Read ASBMB Today outreach articles; visit ASBMB outreach website

Action Items:

1. Increase exposure to outreach done by ASBMB members
2. Expand the scope and reach of “The Art of Science Communication” course to promote participation by these individuals
3. Encourage attendance at outreach events, preferably sponsored by ASBMB

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Goal #4

Improve awareness about outreach and its importance amongst non-engaged ASBMB members

Target audience profile

No knowledge of POC; have never done outreach and have no interest in doing so

Action Items:

1. Collect and disseminate evidence that demonstrates the value of outreach
2. Increase awareness about the POC and its activities
3. Work with federal funding agencies to fortify public awareness and training requirements in grant applications