

Snowmass2021 - Letter of Interest

Ensuring the conditions that encourage effective participation in public engagement

Topical Group(s): (check all that apply by copying/pasting /)

- (CEF1) Applications & Industry
- (CEF2) Career Pipeline & Development
- (CEF3) Diversity & Inclusion
- (CEF4) Physics Education
- (CEF5) Public Education & Outreach
- (CEF6) Public Policy and Government Engagement
- (Other) *[Please specify frontier/topical group(s)]*

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Abstract:

The members of the Public Education & Outreach Group believe participation in public engagement should be a planned, recognized, rewarded part of the job of doing physics research. Not everyone needs to take part, but everyone with the desire to do so should be able to receive the training, support and opportunities they need to do it well.

Across scientific fields, scientists are generally willing to participate in public engagement. Our plan is to identify the conditions that push that willingness into *actual* participation. With our report, we plan to encourage change that can bring those conditions about.

We also plan to put together a strategic plan, to focus US physicists on important goals and offer ideas for how to pursue them and how to measure their success. We want to be sure physicists are reaching a variety of audiences, including those that have traditionally been underserved.

To get a sense of the engagement work that is currently ongoing and understand what barriers people face in this work, we plan to:

- Conduct a community-wide survey
- Hold dedicated meetings where we will hear from lab outreach representatives, large collaborations, and engaged individuals

We encourage all Snowmass participants to provide input.